HotelTime
solutions

Case study
OREA Hotels & Resorts

OREA Hotels & Resorts

OREA Hotels & Resorts is the largest Czech hotel chain, with 17 hotels in the most picturesque places throughout the country. The diverse portfolio offers everything from business hotels in the centre of Prague and Brno to mountain and nature resorts in breathtaking scenery, luxury spa hotels, and cozy apartments.

In numbers

17 hotels served by HotelTime Solutions

Cooperation since 2021

Streamlining operations in a total of 2251 rooms

96 Vento ePOS terminals

OREA Hotels & Resorts and hotel technology

- HotelTime PMS, Vento ePOS, Libero SPA, Confero MICE
- HotelTime API to accounting system
- Own data storage and MyOREA guest app
- Automated payments with Adyen
- Grit - integration for automatic stocking
- Channel manager and web booking engine D-edge
- Locking system
- Czech Kiosk self-service reception
- HotelTime Housekeeping and Maintenance application
- Integration to revenue management system Atomize and Hotellab
- STR benchmarking
- Integration to online voucher shop
- Automatic export for foreign police
- Document readers
- TrustYou reputation management
- Medicus system for medical records management

"We focused on improving the guest experience and realised that technology plays a vital role in improving it. That's why we undertook a comprehensive re-evaluation of hotel tech at in order to elevate the brand. Through lengthy discussions with Jan Hejny, it became clear that OREA's previous on-premise system was holding OREA back. Today, OREA is a recognized brand and a guarantee of exceptional guest experiences also thanks to HotelTime Solutions and hotel technology."

Gorjan Lazarov
CEO OREA Hotels & Resorts

HotelTime platform usage statistics

OREA switched to HotelTime Solutions in September 2021. The following data show the use of the HotelTime platform across the group from then until July 2024, when this case study was written:

ht HotelTime

- 683 users of our systems
- 690 620 room check-ins and check-outs
- 1 265 775 guests
- 980 370 tax documents issued
- 318 115 securely and automatically tokenised cards
- 79 762 tokenised card transactions
- 1 486 341 rooms effectively cleaned also thanks to HotelTime Housekeeping app

ht Vento

- 78 F&B centers
- 96 e-POS terminals
- 1 560 319 tables served
- 7 430 types of raw materials in stock
- 63 stocks in the system

ht Libero

- 13 wellness operations
- 89 rooms in Libero SPA system
- 25 345 reservations of wellness services

ht Confero

- 11 conference locations
- 203 conference rooms
- 20 025 conference reservations

Digital transformation in OREA

OREA Hotels & Resorts decided to take a major step towards digital transformation. To achieve this goal, they chose the HotelTime Solutions platform as their strategic partner. This collaboration allowed OREA Hotels & Resorts to not only modernize their technology, but also to gain full control over their guests' experience, resulting in an uplift in their brand and operational efficiency.

The goal of digital transformation

The main goal of the digital transformation was to provide better guest services. OREA wanted to build its brand and deliver a better guest experience, primarily through more efficient use of data and internal technology. At the same time, it was crucial to unify all the technology and tools into one package that was easy to manage and delivered consistent results across the chain.

„Own the Customer" vision

At OREA, they want to have 100% control over the guest experience at every stage of their journey. This strategy required the unification of different systems and tools, which was only possible with the robust HotelTime PMS system. Through integration and API connectivity, OREA was able to efficiently manage guest data, build their own loyalty program, and even develop their own guest app - MyOREA.

Tomáš Holan,
Head of Digital at OREA Hotels & Resorts, emphasizes:

"We were only able to build what we built because of the HotelTime platform. From HotelTime we have all the data possible, especially guest data, which allows us to build our own CRM and really get to know our customers based on detailed data."

Digital transformation at OREA

HotelTime PMS forms the cornerstone of the entire **OREA hotel tech stack.** This system not only makes work easier for all front desk, restaurant and wellness staff, but also provides the necessary information to management for their **key business decisions**. For example, the breakdown of performance data by segments such as individual travelers, businesses or weddings and other events helps to better understand the behaviour of different types of customers to **optimize their experience.**

Tomáš Holan further explains:

"I appreciate HotelTime's capacities, their API and the fact that we don't have to consolidate several systems but can rely on just 1 main platform. They provide us with a tool and data, and we can use it effectively to get to know our customers better and deliver better service."

OREA decided to develop **a platform on top of the PMS**, which includes its **own CRM system, MyOREA application and advanced reporting**. MyOREA allows guests to not only manage their reservations, but also to earn points and view invoices from all hotels across the chain. The system is connected to the PMS and other APIs allowing guests' activity to be tracked, such as restaurant visits or use of other services. OREA also uses **performance data** from HotelTime Solutions to create **custom reports** that are key to management decisions. This information helps define strategy and optimise service offerings.

The collaboration between OREA Hotels & Resorts and HotelTime Solutions is an example of a successful digital transformation that has led to a significantly improved guest experience and brand reinforcement. With **a robust PMS system and the ability to integrate their own technology, OREA has gained full control of their data and processes**, allowing them to deliver the highest level of service and manage their business efficiently.

OREA Hotels & Resorts


Resort Horal

- 161 rooms
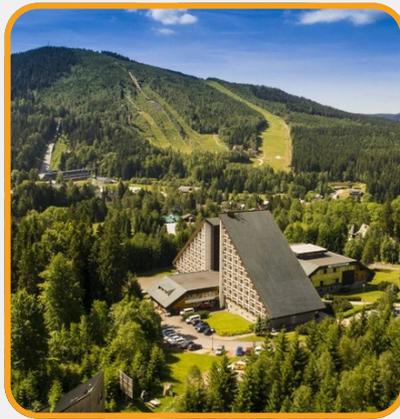
Resort Sklář

- 165 rooms

Resort Panorama

- 55 rooms

Resort Horizont

- 120 rooms
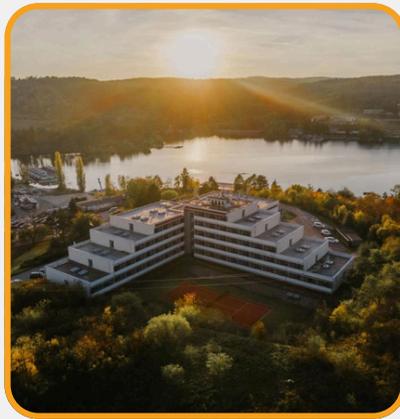
Resort Santon

- 120 rooms

Resort Devět Skal

- 133 rooms

Hotel Špičák

- 73 rooms

Hotel Arigone

- 55 rooms

OREA Place Seno

- 31 apartments

OREA Hotels & Resorts
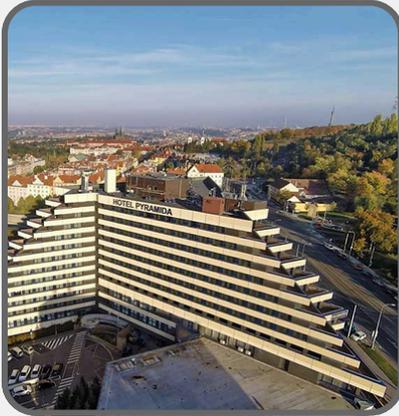
Hotel Pyramida
- 340 rooms

Hotel Angelo Praha
- 168 rooms

Congress Hotel Brno
- 370 rooms

Hotel Voro Brno
- 112 rooms

Spa Hotel Cristal
- 85 rooms

Spa Hotel Palace Zvon
- 127 rooms

Spa Hotel Bohemia
- 76 rooms

Spa Hotel San Remo
- 44 rooms

OREA
Hotels & Resorts
- resorts
- city hotels
- spa hotels

HotelTime

solutions