

Customer cards in Hotels:

Sporthotel Stickl at the Lake of Garda



Sailing the whole summer long with the Bonus-Card

„It's not only sailing“, says owner and former European Sailing Champion Heinz Stickl: „We are really busy during the season. We do have accommodation, renting as well as catering for guests from in- and outside of our hotel“.

From sports camp to hotel management

Since 1976 the sports camp for sailing and windsurfing at picturesquely Malcesinea at the Lake of Garda grow up to a successful group with hotel and apartments. Stickl offer their guests from accommodation to sailing different events - an extensive holiday offer, which need to be good presented to the market – amongst others with the Stickl Bonus-Card.

SmartLoyalty AG



The system grows:

“If something is successful everyone wants to join it“, Stickl knows: „Now we have also a variety of shops a leisure centres in the area that give amenities on the Bonus-Card. So I am able to offer my guests attractions even in the lower season“.





How does the Bonus-Card work?

„Every guest of our sports camp gets a free Bonus-Card with a value of 1% of the cost of his holiday. In the whole camp points can be collected through different activities”.

- in the whole complex you can collect points with several activities
- there are special conditions in many tourist enterprises, restaurants, shops, theme parcs etc.
- extra points for e.g. early bird discounts
- a premium is beckoning e.g. attractive customer-solicit-customer discount

The benefit for the operator

The collected points can be converted during the following stay in the next season. “It’s clear” means Stickl, who’s a sailor as well as a salesman” I want my guests to spend their time in my hotel and also I want them to come back in the next year. With one or two newsletters during the year I remind my customers of their amount of points remaining on their Bonus-Card.”



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