



Customer Story

Baur au Lac

Baur au Lac, a 5-star hotel with a long tradition, has defined the standards in the Swiss luxury hotel industry right from the very beginning and is nowadays famous as one of the best hotels in the world. With its exclusive location directly on the shore of Lake Zurich, Baur au Lac has been welcoming guests from all over the world for 175 years.

Alongside the sale of high-quality vouchers via its own website, with e-guma, Baur au Lac also relies on automated pre-sales of its many events. From the Kitchen Party to the Summer Party, which hosts up to 1,300 guests, to „Boum Boum au Lac“ on the occasion of the annual street parade, e-guma tickets are used for

pre-sales in order to reduce the administrative workload on the one hand, and, on the other, to automate the encashment process and thus prevent unpaid no-shows. Even with a large number of guests, the e-guma ticket app guarantees a lightning-fast check-in process. If a regular guest does not have their ticket with them, the app can easily be used to search for their name, allowing for manual check-in. Britta Matthesius, Director of Sales & Marketing, appreciates in particular the system's ease-of-use and the fact that support is always available from the e-guma team.



With e-guma, we have found an efficient solution for our voucher and ticket sales. The system is extremely easy to understand and clearly structured. The e-guma team is always available and the supervision on offer is excellent.

Britta Matthesius, Director of Sales & Marketing