



Customer Story

Hotel Hof Weissbad

For years, the Hotel Hof Weissbad has been one of the absolute top addresses in the Swiss holiday hotel sector. It combines health and wellness with Gault Millau gastronomy. Since 2011, e-guma has become an indispensable tool for Hof Weissbad, with which the hotel issues numerous vouchers every single day.

The Hotel Hof Weissbad had always considered gift vouchers as a major component of its business, since they do not only generate profitable additional revenue, but also numerous new guests. However, managing the high number of vouchers had always been a big challenge, and as an innovative enterprise the hotel also aimed at increasingly targeting the online

channel. Christian Lienhard, General Manager of Hof Weissbad, appreciates the completeness and user-friendliness of e-guma, as well as the kindness, competency and flexibility of the e-guma team. The support during the project was always guaranteed 200%", confirms Mr. Lienhard. Moreover, he emphasizes that the administrative effort related to gift vouchers has been significantly reduced. Another reason for the successful gift voucher business of the Hof Weissbad is certainly the fact that the hotel makes active use of the numerous marketing tools of e-guma. Thanks to e-guma, the hotel also benefits from the newest tools and developments in the gift voucher and ticket business in the future.



With e-guma, Idea Creation has created a voucher tool that is complete, user-friendly and flexible in all regards. Thanks to the kindness, competency and flexibility of the entire e-guma team it was possible to implement the project according to our wishes. The support by Idea Creation was always guaranteed 200%. The administrative effort with our vouchers has been significantly reduced. Thanks a lot to the entire Idea Creation Team!

Christian Lienhard, General Manager