



CASE STUDY

# Avaton Luxury Hotel & Villas

How to offer room service in style





## Profile

HOTEL NAME	Avaton Luxury Hotel & Villas
LOCATION	Chalkidiki, Greece
HOTEL TYPE	Luxury Hotel
STAR RATING	★★★★★
PROBLEM	Need to elevate room service ordering experience
SOLUTION	Digital tablets in the hotel rooms that offer guests a better ordering process and streamline hotel processes using the innovative backend.



### AVATON LUXURY HOTEL & VILLAS

The Avaton Luxury Hotel & Villas, a proud member of Relais & Chateaux, is set against the backdrop of the idyllic Greek countryside, making it as picturesque as it gets in one of Europe's most notorious tourist destinations. Just a stone's throw away from the beautiful Koumitsa Beach in Chalkidiki, guests can relax in luxury during the day and enjoy the limitless amenities provided by this world-class 5-star resort.

While there is plenty to do in the areas surrounding the Avaton Luxury Hotel & Villas, there is certainly no lack of fun and amazement to be had in the resort itself. With an on-site wellness center, two restaurants—the Atelier Restaurant and the Origin Restaurant, the amazing Champagne Bar, as well as numerous activities, it's easy to see why some guests spend all of their time completely within the resort's grounds.

## LOOKING FOR A SUITABLE DIGITAL SOLUTION

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For those guests who really want to relax in the comfort of their own room, the Avaton Luxury Hotel & Villas offers one of the finest room service menus in the southern Mediterranean. Despite offering this exquisite room service selection, the resort management saw room for improvement when it came to the ordering process for guests. In a world where most people are used to having the option of ordering everything through a digital platform—such as food ordering apps, online food shopping, and practically anything through delivery services like Amazon—the hotel felt the need to provide a similar level of service.

But what solution would best suit a resort that prides itself on providing the highest level of luxury? While hotel apps have become a popular choice for some hoteliers, requiring guests to use their own personal devices doesn't fit in with the luxury ethos of the hotel, let alone the many drawbacks and limits associated with this option. The alternative is in-room tablets. After deciding that this was the best solution for providing guests with the luxury service they've come to expect at the Avaton Luxury Hotel & Villas, the management team found SuitePad.

SuitePads are digital in-room tablets that enable hotels to offer their guests a true digital experience. As well as offering digital in-room dining menus, SuitePads also offer a range of services such as activity booking services, a built-in phone, and a built-in TV remote. With all these features and services on one product, SuitePad's in-room tablets can really be the central control for any hotel room, giving guests the digital experience they expect from a modern hotel.



## PROVIDING A WORLD-CLASS IN-ROOM DINING EXPERIENCE

By far one of the most popular uses of the SuitePad by guests is as a booking and ordering platform. For the Avaton Luxury Hotel & Villas, SuitePads enable them to present their extensive room service menu in a way that is more appealing to guests than regular paper-based menus. By using high-quality images formatted to fit in with the SuitePad interface's sleek design, SuitePads allow the Avaton to exhibit their food to guests without looking cheap or unwelcoming.



Avaton Luxury Hotel & Villas room service menu on the SuitePad.

The navigation of the room service ordering interface also helps guests find what they want in a quick and easy way. For example, if they want to browse food that they might fancy, they can start by looking along the side panel which includes categories such as salads, sandwiches, starters, main courses, wines, and desserts. If guests already know what they want, they can use this navigation panel to find exactly what they want within a few seconds. It's easy on the eye and makes the whole experience more modern and pleasant. In a world where customers demand a high level of convenience, this solution is providing exactly that for hotel guests.

Continuing with the ordering process, once guests have decided what they want, all they need to do is click on their dish of choice to put it in the basket. When they have finished ordering, they just click on the check-out like they would with any usual online ordering service and the order is sent straight



to the kitchen. Guests can charge the order to their room or pay for it then if they wish. This process is much more efficient than the traditional room service ordering process of calling down to the front desk and placing an order with reception who then forward this order to the kitchen. This way, the guest's order is instantly started which reduces delays, enabling a much better guest experience and level of service.

## ROOM SERVICE IN THE DIGITAL AGE

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One of the biggest benefits of using digital in-room tablets for room service orders is the ability to view ordering data and statistics through the SuitePad Backend. In an age when data is the most valuable commodity, the ability to analyze your guests' room service ordering habits is priceless. Using this data, the staff at the Avaton are able to design their menu in a way that showcases some of the most popular dishes, driving orders and increasing revenues as a result. They are also able to offer specials on popular dishes or drinks if they so wish, again aiding in driving revenues for the hotel.

SuitePad's digital ordering service frees up front desk staff to provide a better front desk service. They don't need to spend any more time waiting by the phones for room service orders to be placed as they know they will be going straight to the kitchen. When a dish is unavailable, they can add this notification to the menu or simply temporarily remove the option at the click of a button so there are no unexpected disappointments for guests when they place their orders.

By streamlining the room service ordering experience in this way, the Avaton Luxury Hotel & Villas has been able to increase their yearly revenue from room service orders, with room service orders accounting for nearly 40% of the revenue provided through the SuitePads. This has made the SuitePad installation an integral part of the hotel's overall revenue generation.

"At Avaton Luxury Hotel & Villas, a proud member of Relais & Châteaux, we always try to find ways to increase guest communication in order to personalize our services and exceed guest expectations. Through the use of SuitePad tablets, we have managed to anticipate guest needs. Since we started using them, we have noticed that 30% of our room service orders take place through the tablets. The contemporary guest wants to make orders from the convenience of their bed or private pool while relaxing without having to speak on the phone while holding a menu, flipping through pages. With the SuitePad tablet, the guest can discover a whole world of activities, excursions, and experiences by letting us know about their preference at the touch of a button."

*Natalia Chantzi, Owner & General Manager*  
**Avaton Luxury Hotel & Villas**



## THE OUTLOOK FOR THE AVATON LUXURY HOTEL & VILLAS

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The Avaton Luxury Hotel & Villas has made a massive step forward in bringing their resort into the digital age. By providing this level of room service ordering through digital tablets, they are heightening the experience for all guests that stay at the hotel, giving them a clear advantage over their competitors. For countries such as Greece where the tourist industry is highly competitive, digitization is fundamental for hotels that want to succeed in the long term. With SuitePad, the Avaton Luxury Hotel & Villas has signaled its intent to continue on this path of success, and is in the first batch of hotels and resorts taking this step to move into the modern era.

Interested in learning what SuitePad can do for your hotel?

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Get in contact for more information and a free consultation.

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