

**Hotelsnapper is now online and inspires customers and hoteliers with unique deals / Start of a new dimension of online hotel booking**

MUNICH – After a successful testing phase during the last few months, the Hotelsnapper platform is now online and provides travellers and hoteliers with an exciting and user-friendly online service that pays off for both parties – travellers and hoteliers – offering convenient online booking procedures and great price performance ratio at the same time.

On [www.hotelsnapper.de](http://www.hotelsnapper.de), travellers enter their search criteria with regard to category and location of the hotel as well as their price expectations. Hotelsnapper then forwards this binding request to those hotel partners that generally match the search criteria of the potential customer selected before. As soon as the first hotel accepts the offer, the deal is done and the hotel can send out the booking confirmation to the guest. Besides accepting the offer, the hotel may also choose to submit a counter-offer, which is then communicated to the guest via internet. The guest can now accept the higher offer submitted by the anonymous hotelier and confirm the booking for both parties.

This is when the guest finds out details about the accommodation. Since Hotelsnapper exclusively works with hotels that score high user ratings on renowned review portals, the risk of suffering a bad surprise is reduced to a minimum. The guest can rather enjoy the excitement of not exactly knowing where he/she is going to stay. What may be a little adventure for the guest, protects hoteliers from dilution of their market price and even motivates them to give the client a significant discount. Individual, flexible and anonymous negotiations therefore make every deal unique and provide hoteliers with fully booked capacities even on less popular travel days.

The principle is very simple, and so is the application: Manuel Apitzsch, founder and managing director of Hotelsnapper: “While designing the interface, we paid particular attention to user-friendliness and clean lines. A great number of bookings since the official launch of the website and new cooperations with hotels every day show us that this is the right way to go and that we are continuously gaining our users’ trust. More than 900 users have already subscribed to our newsletter in order to be informed about the latest deals and developments. We are now eagerly looking forward to the developments in the near future.”

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About Hotelsnapper:

**Hotelsnapper** is the new dimension of hotel booking. On [www.hotelsnapper.de](http://www.hotelsnapper.de), the customer decides how much he is willing to pay for his/her accommodation. Individual, flexible and anonymous negotiations with respective hotels protect hotels from the dilution of their market price and enable the client's budget to be at the centre of the negotiation – always meeting Hotelsnapper's requirements: **maximum savings** at **maximum quality** for the customer and **optimum capacity utilization** on the part of the hotels.

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