



COMPANY:
Alrov Group

COUNTRY:
Israel



INDUSTRY:
Hospitality

WEBSITE:
thedavidcitadel.com

How the David Citadel Hotel streamlined guest services and revenue management with Optima PMS

Key results at a glance

1 click
check in

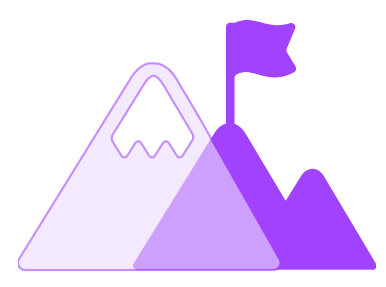
100%
centralized
guest profiles

100%
centralized group
management

About Alrov Luxury Hotels and David Citadel Hotel



Alrov Luxury Hotels is the hospitality division of the Alrov Group, operating a portfolio of independent five-star luxury hotels across Israel and Europe. Known for exceptional service, iconic locations, and distinctive design, the group is committed to delivering world-class guest experiences. One of its flagship properties, **The David Citadel Hotel** in Jerusalem, welcomes leisure travelers, business guests, VIPs, and large international groups overlooking the city's historic Old City.



The Challenge

- ▶ Deliver exceptional five-star guest experiences across multiple departments from a single source of truth.
- ▶ Simplify guest check-in while reducing manual administration at the front desk.
- ▶ Efficiently manage large group reservations, rooming lists, and hotel events.
- ▶ Improve room availability visibility to support forecasting and revenue management.
- ▶ Connect restaurants, spa, housekeeping, maintenance, and reservations through one integrated platform.



The Solution

- ▶ **Complete guest profiles:** Every reservation, spa treatment, dining booking, and guest interaction is automatically connected to one centralized profile.
- ▶ **Digital pre-arrival check-in:** Guests complete registration and upload documents before arrival, reducing wait times at reception.
- ▶ **1-click group import:** Import Excel rooming lists directly into Optima, automatically creating guest profiles and linking groups to hotel events.
- ▶ **Integrated hotel operations:** Connect reservations, housekeeping, maintenance, restaurants, spa, and revenue management through one real-time platform.
- ▶ **Revenue management:** Use live housekeeping and maintenance data to monitor room availability and improve occupancy forecasting.



The Results

- ▶ **Faster guest arrivals** through digital pre-check-in and automated document collection.
- ▶ **More personalized** service with centralized guest profiles accessible across every department.
- ▶ **Simplified group bookings** using one-click rooming list imports and integrated event management.
- ▶ **Greater operational efficiency** by connecting all hotel departments through a single PMS.
- ▶ **Strengthened its growth path** with a reliable technology partner.
- ▶ **Improved revenue forecasting** with real-time visibility into room availability, housekeeping, and maintenance status.



"I have worked with different PMS systems. Optima is the only system that can take you the extra step with only one click."

Fathi Rassas, Executive Director of Revenue, Reservations & Distribution at Alrov Luxury Hotels

See how Priority works for you

Book a demo today ▶



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