

MEMBERSHIP MODELS

FULL MEMBERSHIP

- ✓ The hotel carries the “Swiss Quality Hotels” brand and benefits from a strong network & exchange with other hoteliers within the cooperative.
- ✓ The hotel is listed on the SQH website and can be booked online here.
- ✓ The hotel receives technical support and is connected to all channels via the Channel Manager, including rate and channel maintenance.
- ✓ The hotel is supported by a personal account manager.
- ✓ The hotel receives the best possible presence through targeted sales and marketing activities in the B2B and B2C sectors. SQH actively promotes direct bookings for the member.

💡 This membership is aimed at hotels that want to benefit fully from the advantages of the cooperation. Full members have voting rights at the AGM.

BRAND MEMBERSHIP

- ✓ The hotel carries the “Swiss Quality Hotels” brand and benefits from a strong network network & exchange with other hoteliers within the cooperative.
- ✓ The hotel is listed on the SQH website and can be booked online here.
- ✓ The hotel receives the best possible presence through targeted sales and marketing activities in the B2B and B2C sectors. SQH actively promotes direct bookings for the member.

- ✗ No access to the Channel Manager.
- ✗ No technical support.

💡 This membership is aimed at hotels in top destinations that want to strengthen their brand presence. Brand members do not have voting rights at the AGM.

TECHNICAL SUPPORT

- ✓ The hotel receives technical support and is connected to all channels via the Channel Manager, including rate and channel maintenance.
- ✓ The hotel is supported by a personal account manager.

- ✗ No brand presence of “Swiss Quality Hotels” and no website.
- ✗ No sales and marketing activities.

💡 This service offers targeted technical support for hotel partners who are not are not SQH members and therefore not members of the Cooperative.

Cooperation in this area is possible, for example, with partners such as “Top 3 Star Hotels” or other groups/cooperations are conceivable.