



In a new series covering multiple supplier types, **'Hotel Owner Ones To Watch'**, we start with technology. The companies highlighted in the following pages are 10 of the most innovative firms currently working to create efficiency and bottom-line benefit for UK hoteliers.



## HIGH LEVEL SOFTWARE

**High Level Software** is the fastest-growing hotel software company in the UK and provides the complete hotel management solution. We are a young, dynamic company delivering first-class results in software and support for our customers.

**Our cloud-based system includes:**

- Online Booking Engine
- Property Management System, including an Events Module and Reporting Suite
- ‘Real-time’, fully integrated Channel Manager, powered by SiteMinder
- Optional EPOS connectivity
- Rewards System

Our development has been organic and is always driven by our customers. We listen to the problems hoteliers encounter and then provide the solution. It’s hoteliers, not software developers, that understand the challenges of the industry and therefore what a system should deliver.

Our customer base has increased as our system has matured. As new features and modules have been added, so we have been able to service more and more of the marketplace. This was a deliberate decision to ‘walk before we could run’.

High Level now provides EPOS connectivity, a real-time Reporting Suite, Aggregated Logins for groups and much more. Our system caters for many different types of property, from small independents to national chains. The system is very flexible, allowing hoteliers to use it in a way that best suits them and their needs.



The benefits of the system are relevant for any property – it increases revenue, increases online presence and saves time. As a company, we like to ‘partner’ our hotels and as such, offer the following:

- Free training for any new features or new members of staff
  - Unlimited users – no ‘per-license’ fee
  - Free upgrades forever – our customers ‘future-proof’ themselves
  - Dedicated account management
  - Unlimited channel connections and room mapping
- Technology moves quickly and whilst we will keep our customers and our system ahead of the curve, we like to think we offer far more than just software.

*“The system just works, it’s that simple. We are making more money than ever and the support is the best I have ever come across” – The Printworks Hotel, Liverpool*

**FIND OUT MORE: [www.high-level-software.com](http://www.high-level-software.com) or call 02920 351575**

## SKY BUSINESS - Hotel 3-in-1 Package

**CASE STUDY: The Courthouse Hotel, London**

With 116 spacious bedrooms and suites, a trendy cocktail bar, award-winning restaurants, a gorgeous spa, fitness centre and divine roof terrace, the Courthouse hotel is renowned for intuitive service and comprehensive facilities. For general manager Francisco Ventura, providing quality entertainment is essential. “Many of our guests focus on the facilities they need, rather than price when choosing where to stay. So for us, including Sky gives us a competitive advantage.”

**Sky In-Room**

“Replicating a home-from-home environment is important,” says Francisco, “and it was obvious to us that a large proportion of our guests will have Sky TV in their home. Therefore, they will expect these comforts from their stay with us”. Hoteliers can offer the ultimate mix of live sport, entertainment and news programming to encourage longer stays and repeat visits.

“Sky In-Room has been a revelation for our guests. If we took it away, I think there would be uproar!”

**In the bar**

The Courthouse’s trendy lounge features the original prison cell blocks as cosy VIP rooms. The draw of live sport has helped increase dwell-time and sales in the bar during big sporting events. “Screening live sport not only attracts guests down



to the bar, but we’ve also noticed an increase in visitors who will come in to enjoy the atmosphere,” says Francisco. “This has resulted in an uplift in food and beverage sales during key events.”

**WiFi**

“Since using The Cloud WiFi from Sky, we have seen an improvement in our guests’ user experience which has led to better guest retention. The Cloud’s simple one-time registration is a key benefit because it means our guests can instantly connect to the WiFi. Other providers don’t provide this feature and we’ve seen that it can significantly reduce issues for guests and it takes the pressure off our staff.”



# Empty parking spaces are a missed opportunity. Just like empty rooms.

Over **250 hotels** use JustPark to increase their car parking revenue. We'll give you access to our network of over **one million drivers** - and use our data and expertise to **optimise your yield**.



## JustPark

Revenue management  
for your car park

Get in touch today to discuss your  
car park's revenue potential:

 0203 637 4224

 [hotels@justpark.com](mailto:hotels@justpark.com)



## AM:PM

AM:PM delivers a dynamic suite of subscription-based online products to provide our clients with an unrivalled understanding of the size and structure of the UK and Ireland hotel industry together with latest trends on supply and new development pipeline. Our aim is to provide clients with readily available and easy to understand hotel data and market intelligence to support them with development, investment and strategic decision making.

Undoubtedly, our USP is our pioneering AM:PM Hotel Database, which is updated daily and features powerful interactive mapping tools. It is available online through PC, tablet or smartphone, which makes it as practical to use for an analyst or asset manager in the office as it is for a development director or hotel valuer out on the road. The AM:PM Hotel Database covers the past, present and future of hotel supply in the UK & Ireland and contains details of over 25,000 branded and independent hotels with more than 1 million rooms.



*"In a short space of time AM:PM has delivered on something which, until now, has eluded the UK hotel industry: a comprehensive and accurate on-line supply database which is kept diligently up to date. We find the rapid access to reliable supply data which AM:PM facilitates to be an invaluable business tool."* **Jonathan Langston, Chief Operating Officer UK, CBRE Hotels**



Designing and manufacturing cleverly simple energy controls for heating, hot water and lighting, Prefect Controls Prefectrus is perfect for multi-occupancy accommodation. It's easily installed with little disruption as existing electrical wiring within a hotel is utilised and 'wet' or electrical heating systems can be controlled. The clever part is what makes Prefectrus unique - its mains borne signalling operation means it's the only cost-effective, centrally controlled, energy management system available.

Guest comfort is paramount, but saving energy costs is just

## Prefect Controls

as important if you are the one paying the bill. With Prefectrus, heating can automatically be reduced when a room is unoccupied, it can detect when a window is opened and act accordingly - guest's room can be pre-heated, automatically from the check-in desk. The cleverness doesn't end there, by choosing when to heat water and buying energy when it is most cost effective to do so, even greater savings can be made. Put simply - Prefectrus is an integrated control and monitor of heating, lighting, ventilation and other key functions from anywhere in the world with internet connection. This central control means flexibility and ultimately extensive savings in energy costs, without compromising the reputation of a hotel with a warm welcome.

*"We installed Prefectrus into our 70 room hotel. I was surprised by how easy and non-invasive the fitting was and within no time we were up and running. Prefect provided superb service and training and we are now fully in control of the savings we make. We anticipate a return on investment to be around three years."* **Jitesh Patel, Best Western Buckingham Hotel**

## Happy Booking

Happybooking helps small hotels, hostels and B&Bs increase their profit with automated processes and extensive market insight. Happybooking can offer their clients a personal online marketing specialist, a very easy to use hotel management system, website, online booking and much more.

As many of the small hotels and hostels do not have an IT-specialist in house, Happybooking has unlimited support included in all packages. Happybooking can offer a real all-in-one solution with everything from online marketing expertise to fully automated booking and check-in processes. The typical Happybooking client increases their profit margin with over 10% the first year and saves up to four hours of manual work with automated processes a week.

*"With the help of Happybooking we increased our profit*

*margin from 3% to 29% in only 18 months. Today we cannot dream to run our business without them."* **Tomas Lind, founder Citysleep Hostels**



# hotelowner

for the independent hotelier who needs business

Find us online for all the latest hotel news

www.hotelowner.co.uk

# HAPPYBOOKING

We help **small** hotels and hostels increase their profit

Reserve your free seat and learn how today:  
[try.happybooking.eu/webinar/](http://try.happybooking.eu/webinar/)

Travellers are on a booking journey...  
 But how easy is it for them to find and book your property?

Little Hotelier's all-in-one solution makes it easy to manage your small accommodation business.

Front Desk System + Direct Booking Technology + Channel Manager

“Since us switching on Little Hotelier, our hotel has gone from zero to hero, achieving well over 80% occupancy, and we are not in the summer yet. Little Hotelier is so big for so little.”  
 Jason Shadlock, Falcon at Hatton

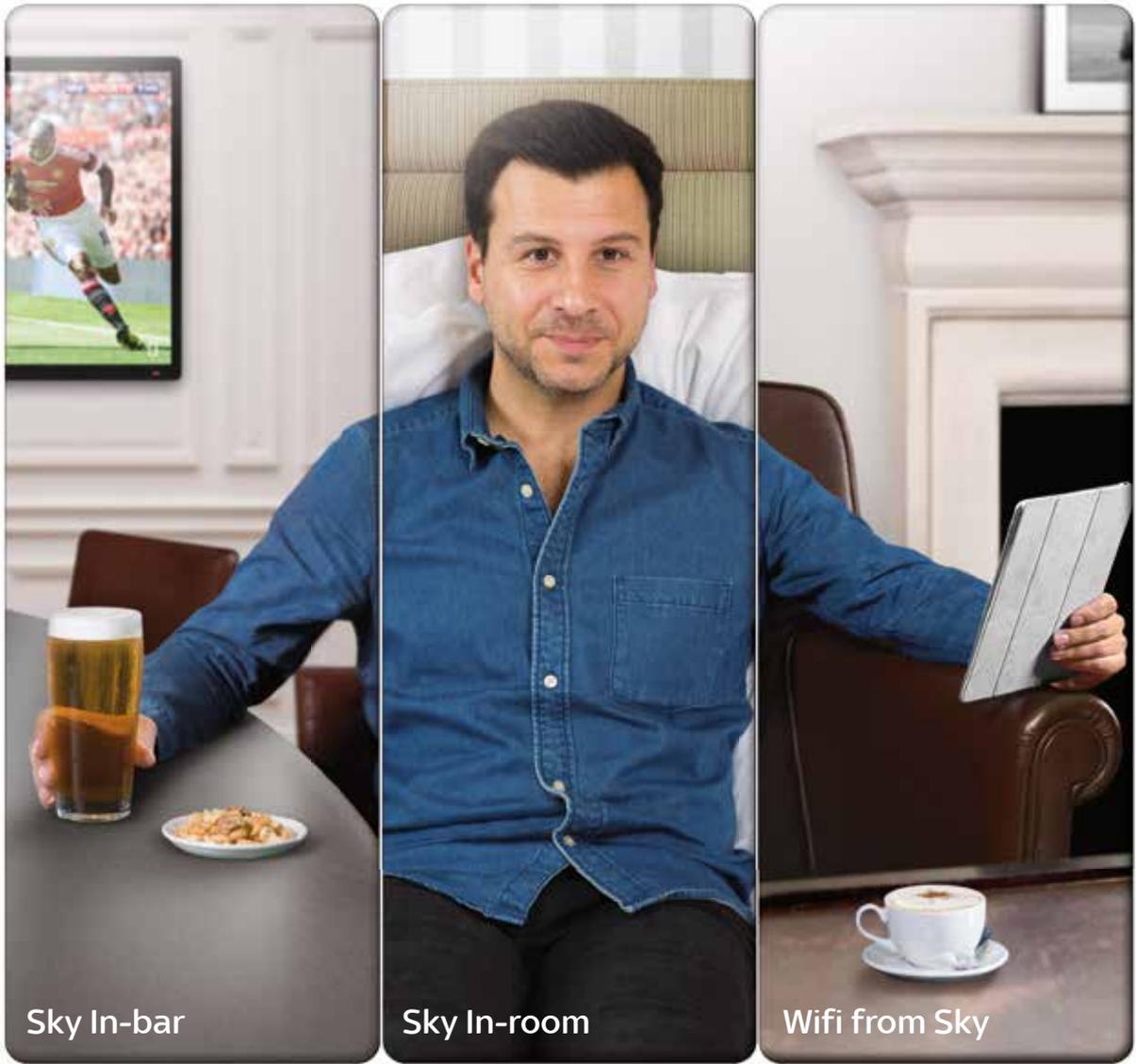
Stand out...  
 get found...  
 and delight your guests.

Make it easy for guests to find and book a stay with you!

FIND OUT MORE:  
[www.littlehotelier.com/makesiteeasy](http://www.littlehotelier.com/makesiteeasy)

# Treat your guests

## The 3-in-1 Sky



**sky** | FOR HOTELS

# ests to more

## Hotel Package

### 1 Sky In-bar

Over 60% of 18-34 year old guests believe it's important to have Sky available in the hotel bar†. And, with a wide range of sport across seven dedicated channels, there are plenty of reasons for guests to stay in your bar for longer.

### 2 Sky In-room

With over 12 million Sky customers in the UK and Ireland, it's understandable that Sky's unrivalled choice of channels appeals to 75% of 5\* business and leisure travellers†. This home from home experience will keep delighted guests coming back.

### 3 Wifi from Sky

Business guests rate WiFi as the third most important factor for choosing a hotel, after price and location††. That's why, as the UK's largest public WiFi provider, our superfast, reliable and easy-to-use broadband is the perfect choice for your hotel.

To find out how a tailored Sky package could help increase your bookings

**Call 08442 414 655**

**or email [hotels@sky.uk](mailto:hotels@sky.uk)**

to your premises location. Calls to Sky cost up to 7p per minute plus your provider's access charge. Further terms apply. Correct at time of supply: 05/04/16



Believe in better

## JustPark

Non-room revenues are becoming increasingly important in the hotel industry. In the face of growing competition and financial instability, there is a pressing need for hoteliers to identify and optimise additional income streams. There are many ways in which hotels can boost ancillary revenue, but these strategies often overlook one of their most valuable assets - their car park.

JustPark is an online platform which allows businesses to rent out their empty parking spaces, on a long or short term basis. Hotels have made over £700,000 through the service so far, charging drivers £40 to £50 per day in high-demand locations - driving significant yield from a resource that is otherwise massively underused. With over a million users, JustPark allows hotels to reach a wider audience than any drive-up-and-pay



system. Drivers book and pay for their space online, with JustPark managing the whole process - removing the hassle and expense of dealing with cash.

One hotel in central London makes £60,000 per year through JustPark - and as it remains completely free to list your car park on the site, any earnings equate to pure profit added to your bottom line. JustPark's new dynamic pricing model recommends prices based on historic occupancy and search data, suggesting low rates to encourage drivers to park during off-peak and higher rates when spaces are in short supply.

When implemented at hotels, the model increased average daily revenues through JustPark by up to 100%. Over 275 hotels now list their parking spaces on JustPark, including the likes of Hilton, Marriott and Holiday Inn.



## Avvio

- Close technical and business development support, with monthly progress reviews.

Avvio's technology and growth expertise is proven to help hoteliers take control of bookings and revenues - while still getting all the benefits of working with OTAs. Hotels can join Avvio's community of strong growing independents. Here are a few recent examples: Sopwell House - 84% direct revenue increase year-on-year, Merchant Hotels - 114% direct revenue increase year-on-year, Princes Street Suites - 127% direct revenue increase year-on-year.

Avvio delivers growth through technology to over 400 clients across the UK, Europe and USA, providing continuously growing increases in direct bookings and occupancy year-on-year, while reducing commission costs and booking abandonment. To book your complimentary website review email Avvio at [webreview@avvio.com](mailto:webreview@avvio.com).

*"Avvio's platform allows us to maximise our digital marketing investment. Avvio are flexible, responsive and supportive in helping us to grow our direct channel. We've seen immediate results of over 100% increase in direct revenue growth."*

**- Rafi Bejerano, director at The Arch London**

Technology to grow direct bookings by at least 25% guaranteed - and with support to keep profitability growing year-on-year. In the constant battle to increase direct bookings, occupancy and margins, Avvio provides an unmatched booking platform and expertise to ensure hotels have the latest and most effective in website and digital presence - dramatically improving profitability for the long-term.

Avvio works closely with independent hotels, management groups and serviced apartments to create a competitive and persuasive online experience, including:

- Unrivalled booking engine;
- Best-in-class website design and personalised guest experience;
- Digital marketing, search engine optimisation and advertising;
- Integration to complementary systems and components;



## Better Website experience. More Bookings. Increased Profitability.

Book your Complimentary Web Review with us now.

It's your website, not your lobby, where most customers will form their first impression of what makes your hotel special. We know that providing a persuasive and rich online experience is a real challenge in the ever-changing world of technology. We also know that you'd prefer to focus on what you do best – delivering great service – rather than battling online.

Avvio's experts will provide you with a complimentary website review to assess your hotel's online presence. We'll look at your booking engine as well as your website to make sure it's simple and intuitive, and that you're offering all the competitive features your savvy guests expect. We will also give you a breakdown of where you're achieving the best that modern technology has to offer – and where there's room for improvement so you can increase direct bookings, occupancy, profitability and loyalty.

### About Avvio

Avvio is the premium eCommerce booking platform and digital agency for hotels, management groups and serviced apartments. Founded in 2003, Avvio has been an unrivalled leader year-on-year enabling hotels to achieve outstanding growth.

To book your complimentary review just email us at [webreview@avvio.com](mailto:webreview@avvio.com)



## Are you looking for the best mobile ordering and payment solution?

Wi-Q - Winner of the 2016 Hotelympia Technology Innovation Award



### HOW IT WORKS



#### STEP ONE: CONNECT

With no App to download, your customer simply connects to Wi-Q through the internet browser on any mobile device



#### STEP TWO: ORDER

Your customer can view your menu and make their selections to place an order with you



#### STEP THREE: PAY

Your customer then chooses how they want to pay using any one of the payment options available



#### STEP FOUR: RECEIVE

Depending on your type of venue, your customer's order will then be brought to their table or seat, or be available from a dedicated Wi-Q collection point, or even delivered to their door!

With little or no capital outlay, and a host of additional features such as allergy-specific and any language ordering, Wi-Q can be in your venue for as little as cost of one cup of coffee per day. Venues report an average uplift of 15% in beverage sales alone within 28 days of introducing Wi-Q. Call us today to find out more.

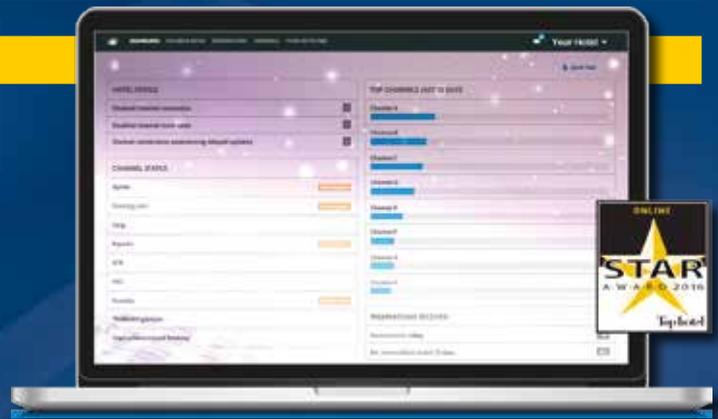
Call 0203 637 2808  
[wi-q.com](http://wi-q.com)



## Little Hotelier

Little Hotelier is the all-in-one business solution for bed & breakfasts, guesthouses and small hotels. It empowers small accommodation providers around the world to manage their property, reservations and online presence with ease and from one cloud-based application.

Little Hotelier's solution includes an easy-to-use front desk system, direct booking technology for websites and social media pages and a leading channel manager, powered by SiteMinder. Little Hotelier also offers a responsive, search-friendly, direct-booking website for owner-operators looking to improve their online presence - comprising everything needed to run a successful accommodation business.



FIND OUT MORE: [www.littlehotelier.com](http://www.littlehotelier.com)

## SALTO Systems

SALTO Systems is the access control choice for over 6,000 hotel customers worldwide. Every day in over 90 countries, over 15 million people use SALTO products to provide total control over who is able to access what, where and when at all times.

Our state-of-the-art electronic access control systems include XS4 and XS4 Mini models which are simple to install and totally wire-free, AElement our revolutionary RFID wireless hotel lock, JustIN our new Mobile Key technology that allows guests to use their smart phone as their hotel room key, smart energy saving devices, locker locks and much, much more.

All are designed to enhance the guest



experience and maximise hotel security while enabling customers to enjoy all the advantages of operating virtually 'keyless' properties that are secure, as well as smart to own, operate and manage.

They eliminate the need to replace locks if key security is breached due to the loss or theft of key cards and allow key cards and locks to be simply and quickly updated, restricted or deleted remotely. So whatever you want to secure and control in your hotel or resort property - SALTO Systems can do it all.

FIND OUT MORE: [www.saltosystems.co.uk](http://www.saltosystems.co.uk)

## Wi-Q

Wi-Q is the queue-busting solution that is set to revolutionise the hospitality and catering industries. Launched in 2015, the cloud-based service can be accessed via Wi-Fi or any mobile connection directly from any device, placing the menu (available in any language with options for dietary requirements), ordering and

payment capability in the customer's hands. Already earning great industry acclaim, Wi-Q recently won the Technology Innovation Award at Hotelympia 2016.

Historically, the forward thinkers in the hospitality industry have sought solutions from apps, but these can compromise on customer preferences. Consumers don't want to waste memory on storing multiple apps or the inconvenience of frequent updates and the need to log in.

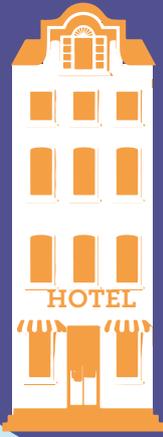
A cloud-based service, Wi-Q can be implemented with little or no capital expenditure and is available as a fully branded solution. Customers can browse the menu, place orders, add food and drink items or hotel services and pay from any mobile device or laptop with no need to register or log in. However, Wi-Q can still be integrated with any restaurant's app, website or EPOS as an opportunity to extend existing functionality.

Wi-Q is the only solution on the market to be able to offer complete integration to every venue, from point-of-sale to payment.



# Are you responsible for the heating of a hotel?

Does your hotel have more than 50 rooms?



Yes

No

Please continue to enjoy reading the magazine - we won't bother you further!

No

this is probably a **sledge hammer** to **crack a nut!** But - check out the **Prefect ecostat** for smaller hotels

**ecostat**  
www.prefectcontrols.com/  
our-products/heating-controls

Do you **not** want to help the **polar bears**?



Would you like to **save energy?** & **reduce bills**

No

Would it be useful... if the heating **automatically turns off** or **turns down** when a room is **unoccupied**?

Yes

...if the **guest's room** could be **preheated** automatically from the **check-in desk**?

...and if there was **no disruption** and **no mess** during installation, because **existing wiring** is used?

...if it switches off **automatically** when a **window is opened**?

No

Yes

VACANCIES

**Prefectirus** does all of this and a lot more.

It is the only cost-effective, centrally controlled, multi-occupancy energy management system available.



Visit **Prefectirus.com**

to find out more about our centrally-controlled multi-occupancy **energy management system**

or call **01787 320 604**

**Prefect**

cleverly simple control of energy

[prefectirus.com](http://prefectirus.com)

# The High Level **difference**



HIGH LEVEL  
Software

Access from **anywhere in the world**

Free training **forever**

**No upgrade fees. Ever**

**Dedicated** account manager

Flat fee. **No commission**

**No 'per-user' fee**

Expert '**switch-over**' team

**Free connection** to all new OTA's

All room mapping and channel connections  
**done for you, forever**

## High Level (*more than just*) Software



PMS and interactive  
calendar



Channel Manager



Online booking  
engine



Best-in-class, UK based  
customer service

Book a **FREE** demo today visit: [www.high-level-software.com/thehlsdifference](http://www.high-level-software.com/thehlsdifference)

The complete hotel management solution

**Everything you will ever need in one system!**

02920 351575 [high-level-software.com](http://high-level-software.com)