

# Profitroom

## Your New Hotel Technology Partner

Listening to the needs of hoteliers like you, we have developed an entire ecosystem that is easy to use, reliable and hassle-free.

Effortlessly connecting Sales, Marketing, Revenue, and the overall guest experience, all in one place.



**BOOKING ENGINE 360**



**MARKETING AUTOMATION**



**CHANNEL MANAGER**



**MARKETING SERVICES**



**WEBSITES**

# Introducing Booking Engine 360

Designed exclusively for hotels and resorts, Profitroom Booking Engine 360 is a conversion-led integrated online booking engine, guest messaging and offline quoting sales platform, with PMS integration.

## Why Profitroom Booking Engine 360?

### Offers and Sales

- ✓ **Easily and quickly** respond to phone or email enquiries utilising our stay proposal feature
- ✓ **No overbooking or overselling** as a result of our robust package restrictions working within a single platform for online and offline bookings
- ✓ **Easier upselling** with extras, unique discount codes, experiences and vouchers
- ✓ **Automated follow ups** once the guest has received a stay proposal

### Personalised and Automated Guest Relationship Management

- ✓ **Segmented guest data** with historical trends at your fingertips
- ✓ **Accurately measure conversion** with optimised campaign reporting
- ✓ Single use promo code incentives to **increase loyalty**
- ✓ **Inspiring pre and post stay email** templates sent directly from the system
- ✓ **SMS messaging** provides an additional channel to promote stay opportunities

### GDPR Marketing Consent

- ✓ **Fully GDPR** compliant, let the system manage this for you
- ✓ **Automatically collect marketing consent** from guests booking direct and via an OTA



## Twilight Spa Break

Indulge with an evening of bliss with our 2-night Twilight Spa Break

📄 Special cancellation conditions ⓘ

📄 100% deposit

🍷 B&B Breakfast Included

Your stay will include:

- Full Cornish Breakfast
- 2 Course dinner in Brasserie on the Bay
- 3 Hour Hydrothermal experience between 5 and 8pm
- Swim and gym access to the Health Club

from

**£102.50**

per person / night

[SHOW PRICE LIST](#)

Available from 1 Nov 2021 - 31 Mar 2022. 2 nights stay

Dedicated special offer landing pages  
to increase package sales

## Want to find out more?

Book a demo with one of our team and discover the power  
of Profitroom Booking Engine 360.

[contact@profitroom.com](mailto:contact@profitroom.com)

# Our partners

At Profitroom, we believe in partnership. We have a wealth of hospitality experience, as well as technical knowledge, and we can't wait to share it with you.

You don't just have to take our word for it. Read on to find out what our partners have to say.

## Port Lympne Hotel and Reserve

Through a seamless guest experience and optimised booking channels, Port Lympne hotel has managed to achieve 99% occupancy, following the UK's nationwide coronavirus lockdown.

Port Lympne is an iconic hotel with a conscience where you can sleep amongst wild animals in its award winning eco-friendly reserve situated in 600 acres of Kentish countryside. Home to over 900 animals and 75 species, Port Lympne's offering is somewhat unique, and provides a diverse array of guest experiences, including 14 different accommodation types made up of a boutique hotel, lodges, treehouses, panoramic bubbles and more.

## The Problem

Port Lympne required a solution to showcase its varied offering, improve the customer experience, increase conversion and lower their dropout rate.

## The Solution

Profitroom Booking Engine 360 was installed to provide a seamless booking experience, resulting in industry leading conversions. This performance is facilitated by our solutions' many benefits, including automated communication, personalised triggered messaging, centralised reporting, simple integrations and flexible connectivity, as well as secure and schedulable online payments and more.

## The Results

Post lockdown in 2020, Port Lympne achieved more than 99% occupancy throughout July

and August and increased their average Daily Rate by 30% in September and 35% in October.





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Profitroom felt like the online booking platform that wanted to develop a partnership, rather than being just another supplier. They have improved our booking success on the levels of conversion and reduction on our drop out rates. The booking flow that Profitroom provides, offers a clear and concise area for our guests to see all of our room information.

**Richard Amlot, Reservations Manager**  
Port Lympne Hotel & Reserve

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**Join Port Lympne and become our next partner**

**E-mail: [contact@profitroom.com](mailto:contact@profitroom.com)**

to find out more and to book a demo

## Testimonials



In just four weeks we have seen the highest sales of our packages/experiences and a long planned focus on reducing the level of BB's has been achieved. This is leading to a positive impact across the group. Our direct business in this short space of time has already risen by over 20% to 60%.

**Adam Reeves, Chief Executive Officer,**  
The Robert Parker Hotel Collection



We love the flexibility of the system as we offer rather a lot of complex experience-led offers and packages. Given the flexibility of the platform, we were able to create a super clean, highly on brand setup, whilst at the same time being able to offer to our guests everything we want and moreover, just the way we want it. It's so easy to use, now maintaining rates, availability and restrictions is just a breeze.

**André Henke Marques, General Manager,**  
Northern Lights Village



# Join us

Ready to become our newest partner and join the thousands of hotels around the world already enjoying the benefits of the Profitroom ecosystem?

**No set-up fees**

**No implementation fees**

**Dedicated Client Success and Support Teams**

**More direct bookings, guaranteed**

Take the first step to reconnecting with your guests, increasing reservations, reputation and revenue by contacting one of our UK Business Development Managers

**Email: [contact@profitroom.com](mailto:contact@profitroom.com)**

