

# Introduction to Guestline



- In Business since 1992
- The leading provider of hosted web based solutions in the UK.
- Partner of Jones Lang LaSalle
- Our focus is utilising technology to drive incremental revenues through best practice, operating efficiencies and increased sales opportunities.
- Recently opened office in Sydney to service the APAC region

## Provincial – ARR & T.A.C per Room Sold



Source: HotStats

## Provincial F&B Payroll & Profit Conversion

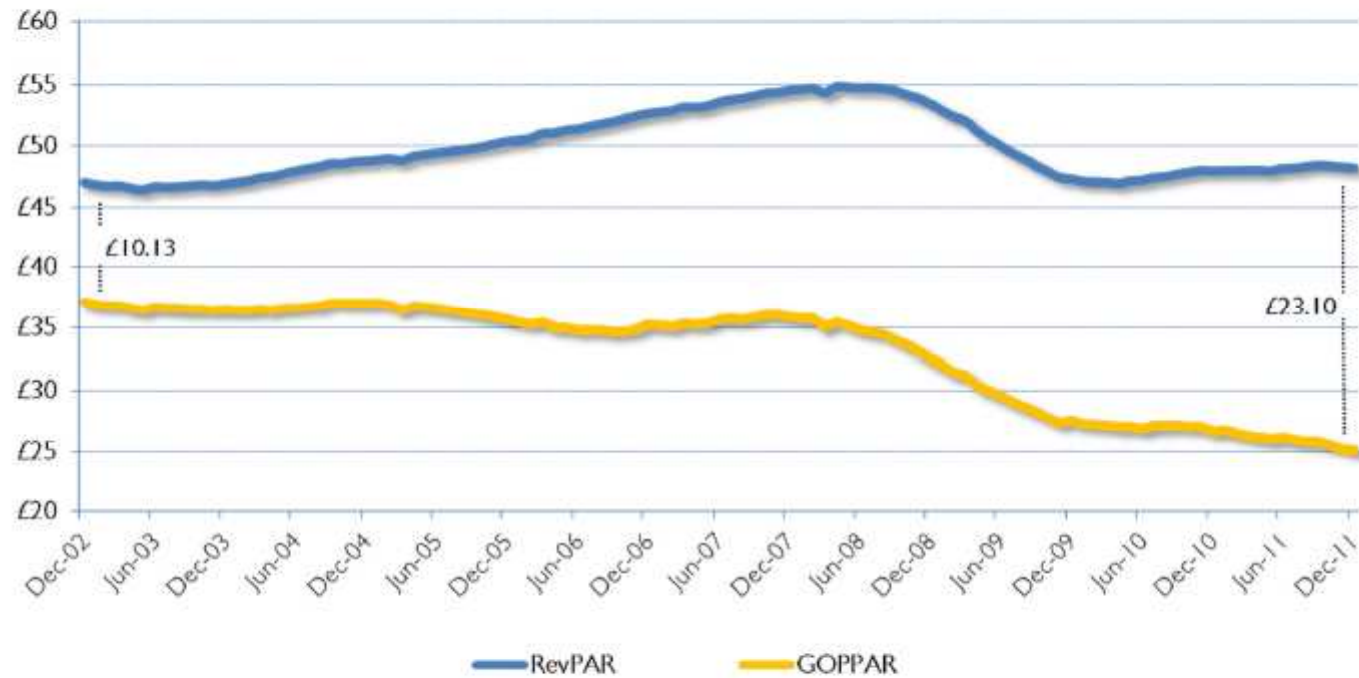
tri



Source: **HotStats**

## Provincial – RevPAR & GOPPAR (2002 to 2011)

tri



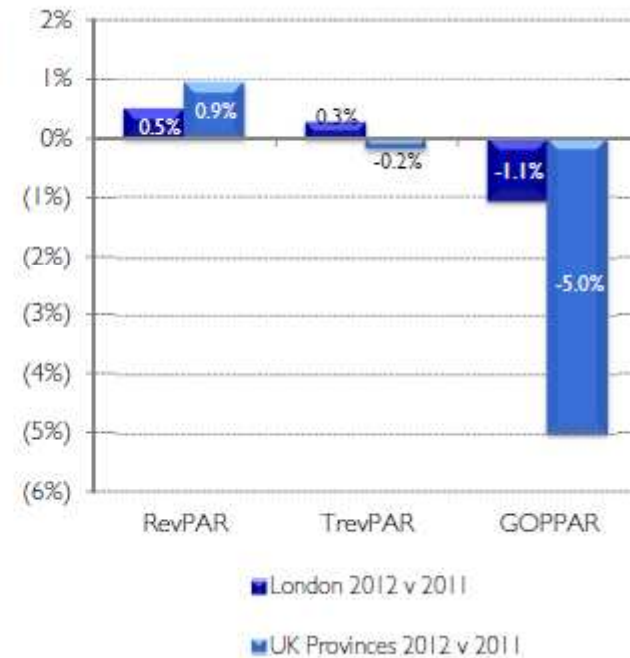
Source: **HotStats**

## Profit the key benchmark of performance

*tri*

### London and UK provincial UK hotel markets 12 months to Jul 2012 v 2011

	RevPAR	TrevPAR	GOPPAR
London 2011	£106.63	£146.64	£70.81
London 2012	£107.17	£147.04	£70.06
UK Provinces 2011	£47.40	£90.70	£27.35
UK Provinces 2012	£47.85	£90.54	£25.99



## Conclusions

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*tri*

- 1 RevPAR is not necessarily the best measure of performance
- 2 Demand through TPAs/OTAs is the hidden profit eroder
- 3 Minimal future growth in RevPAR is unlikely to feed profit growth
- 4 Pockets of (relatively) good performance – generalisation is dangerous

## Return on Investment



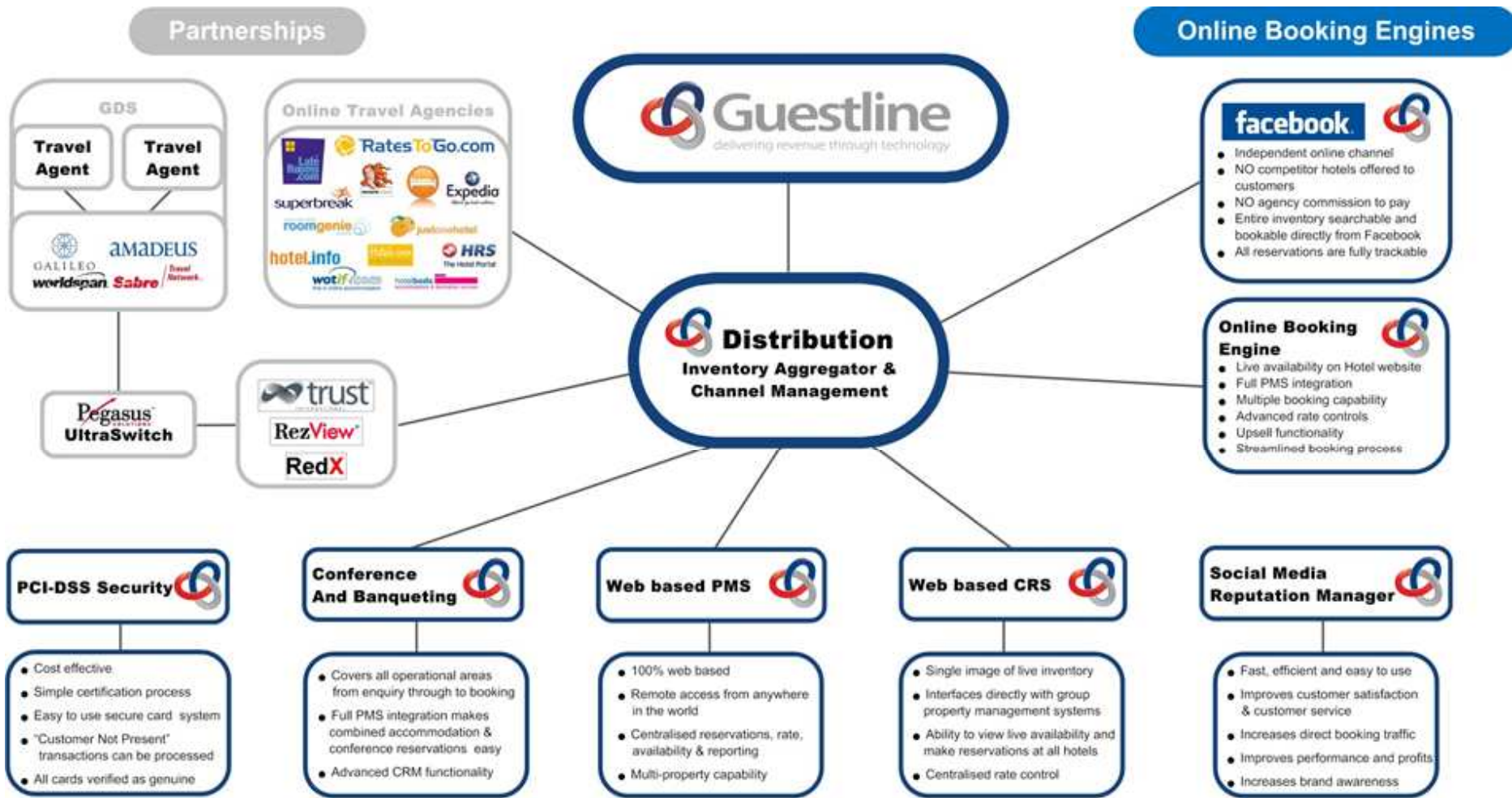
- **£147,000 of no show revenue captured** as a result of automated payments through our credit card solution.
- Increase online revenue through **seamless integration of Marston's Inns website and "Laterooms"**
- **£2.7 million online revenue** via Roomlynx in just **10 months** compared with £1.8 million in 2011!

# ROI continued.

**wetherspoon**

- **37% increase in accommodation revenue** this year
- **10% overall occupancy** increase as a result of Roomlynx and OBM
- **45%** of their online business is now generated via their own website **using our OBM**
- **12.5% growth in direct** website bookings since using our OBM product (went live in May 2012)
- **Over £900,000 of revenue** generated from our Online Booking Product since going live in May!

# ALL The Channels -



# Social Media Explained



I am eating a #Donut



“Look at me” - I like Donuts



This is where I eat Donuts



Here's a vintage photo of my Donuts



Here I am eating a Donut



My skills include eating a Donut



Here is a Donut recipe



Now listening to “Donuts”



Welcome to eBay

**WELCOME BACK**  
Sign in to buy, bid and sell [SIGN IN](#)

**NEW TO EBAY?**  
Registering is fast and free [REGISTER](#)

ADVERTISEMENT [\(about\)](#)

octopustravel

**Romantic Valentine hotels**

[Bid now!](#)

More from eBay

DAILY DEALS

£5.49 **76% OFF**

£14.99 **70% OFF**

A screenshot of the eBay homepage. At the top, there's a yellow banner with 'Welcome to eBay'. Below it, two columns offer options for returning users ('WELCOME BACK' with a 'SIGN IN' button) and new users ('NEW TO EBAY?' with a 'REGISTER' button). A 'More from eBay' section features a row of product thumbnails: a washing machine, a blue sports car, and a mobile phone. To the right, a 'DAILY DEALS' section shows two items with price tags and discount percentages: one for £5.49 (76% off) and another for £14.99 (70% off). On the far right, there's a large advertisement for 'octopustravel' titled 'Romantic Valentine hotels' with a 'Bid now!' button. The ad features a red and purple background with images of lips.



- Wall
- Hidden posts
- Info
- Links
- Photos (1)
- Twitter
- News
- Reviews
- Book now

About [Edit](#)  
 Market leader in SaaS solutions for the hospitality industry. For more info see [www.guestline.com](http://www.guestline.com)

54 people like this

Likes [See all](#)

- ITB Berlin
- Lake District Hotels
- RoadChef
- The Spires Suites
- London Syon Park, A Waldorf Astoria Hotel

Unlike  
Share

## Guestline [Book now](#)

Hotel: [Hotel Guestline, Shrewsbury,](#)

### >> Rooms

#### Deluxe Double Room



- King size bed with Egyptian cotton sheets
- Sumptuous Bathroom with full size bath and separate power shower
- Balcony with view of the sea
- Full English breakfast include in the rate

Decorated in a contemporary style using the highest grade fittings and materials. You room includes all the facilities you require for your business trip such as a deluxe bathroom, LCD TV, Media Centre with iPod dock, high speed internet connection, desk, private bar, balcony. [More information.](#)



Arrive: **March 24th, 2011** Depart: **March 25th, 2011** Number of Nights: **1**

Total Price for Stay: **£350.00** [Details](#)

[Reserve Room](#)

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### Admins (6) [See all](#)



- Use Facebook as Guestline
- Promote with an advert
- View Insights
- Suggest to friends

### You and Guestline

- Peter Wrem Carlsen likes this.
- Château d'Urspelt

### Quick tips

Get more people to like your page with Facebook Adverts today!

[Get more connections](#)

### Sample Advert: Guestline



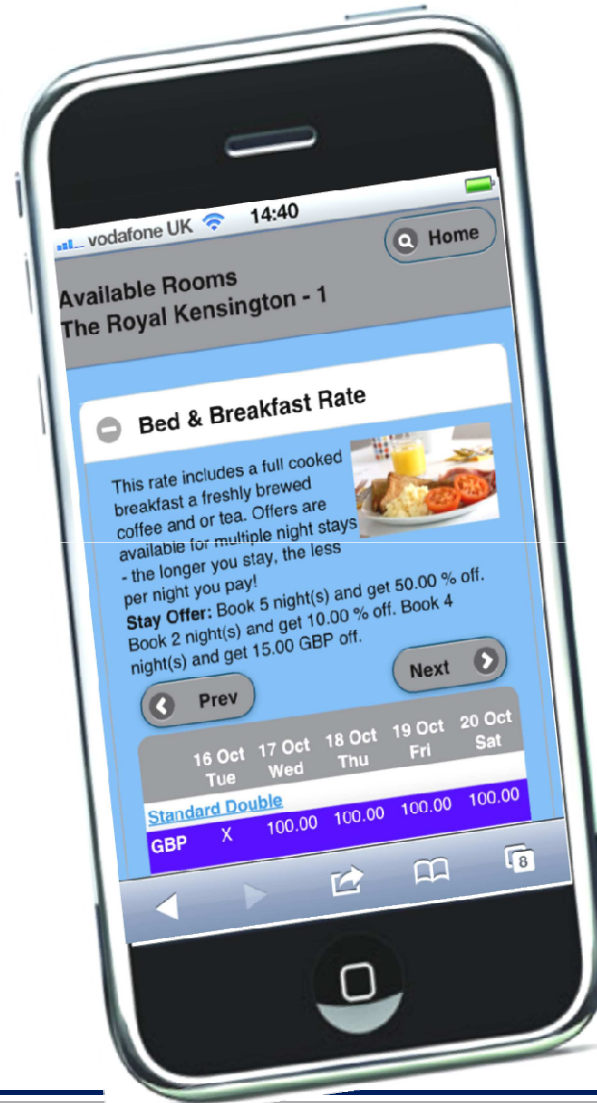
The text of your advert will go here.

Like · Andrew Williams likes this.

# Mobile Booking Applications

Available on;

- iPad
- iPhone
- or android





Favourites

Reputation Management

- Competitors Reviews
  - All (758)
  - Trip Advisor (257)
  - Late Rooms (277)
  - BookingCom (224)
- Competitor Blogs
  - All (2035)
  - Facebook (15)
  - Twitter (418)
  - Google Blogs (1602)

Search  
Reset

**Competitor: Blackwell Grange (REF: 4)**

REF: GRANGE - Blackwell Grange

● For a two night-stay Posted: 01/03/2011 00:00:00

**Comment**

The accomodation was very good notwithstanding a somewhat long and circuitous route to reach it! It may be summed up by simply saying we should stay there again.

Ignore

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REF: GRANGE - Blackwell Grange

● In need of some upgrading Posted: 01/03/2011 00:00:00

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REF: GRANGE - Blackwell Grange

● Great staff and comfy bed Posted: 01/03/2011 00:00:00

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REF: GRANGE - Blackwell Grange

● This was a lovely hotel ver... Posted: 01/03/2011 00:00:00

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REF: GRANGE - Blackwell Grange

● Online offer made this even... Posted: 01/03/2011 00:00:00

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REF: GRANGE - Blackwell Grange

● A bit rundown, and in need of been re-furnished. the road to he hotel is full of potholes Posted: 01/03/2011 00:00:00

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REF: GRANGE - Blackwell Grange

● loveley hotel but driveway in dire need of repair Posted: 01/02/2011 00:00:00

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REF: GRANGE - Blackwell Grange

● Great hotel and an absolute bargain Posted: 01/02/2011 00:00:00

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REF: GRANGE - Blackwell Grange

**Competitor: Aston Hotel (REF: 5)**

REF: ASTON - Aston Hotel

● Good hotel Posted: 01/03/2011 00:00:00

**Comment**

I have only one complaint about the Aston hotel and that is the breakfast. Whilst the variety is good and I liked the self service aspect it was just not hot! I appreciate that the breakfast is out for a total of 2.5 hours but the heat lamps are next to useless! Apart from that great hotel.

Ignore

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REF: ASTON - Aston Hotel

● well worth a visit Posted: 01/03/2011 00:00:00

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REF: ASTON - Aston Hotel

● aston hotel Posted: 01/03/2011 00:00:00

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REF: ASTON - Aston Hotel

● We enjoyed our stay. Posted: 01/03/2011 00:00:00

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REF: ASTON - Aston Hotel

● good value Posted: 01/03/2011 00:00:00

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REF: ASTON - Aston Hotel

● Mid week break Posted: 01/03/2011 00:00:00

---

REF: ASTON - Aston Hotel

● Great hotel Posted: 01/03/2011 00:00:00

---

REF: ASTON - Aston Hotel

● Enjoyable stay with no prob... Posted: 01/03/2011 00:00:00

---

REF: ASTON - Aston Hotel

● Hotel that easy to Posted: 01/03/2011 00:00:00

**Competitor: Thistle Westminster (REF: 3)**

REF: THISTLE - Thistle Westminster

● The hotel was ideal for our... Posted: 01/03/2011 00:00:00

**Comment**

The hotel was ideal for our purposes. Shopping and a show.

Ignore

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REF: THISTLE - Thistle Westminster

● The coldest hotel room ever Posted: 01/03/2011 00:00:00

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REF: THISTLE - Thistle Westminster

● Satisfied Posted: 01/02/2011 00:00:00

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REF: THISTLE - Thistle Westminster

● The staff were very friendl... Posted: 01/02/2011 00:00:00

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REF: THISTLE - Thistle Westminster

● Great location - look out for discounts Posted: 01/01/2011 00:00:00

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REF: THISTLE - Thistle Westminster

● Good stay at a good price Posted: 01/01/2011 00:00:00

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REF: THISTLE - Thistle Westminster

● mixed bag Posted: 01/01/2011 00:00:00

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REF: THISTLE - Thistle Westminster

● Central London and fine Posted: 01/01/2011 00:00:00

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REF: THISTLE - Thistle Westminster

● Very good for children and for being close to Victoria station Posted: 01/01/2011 00:00:00



**Only when all the parts  
work together as ONE ....**

**Is true success achieved**

