

The Overview: In Depth

Spring 2023

High value, low touch

Oracle investigates
improved experiences.

Page 6

Inside

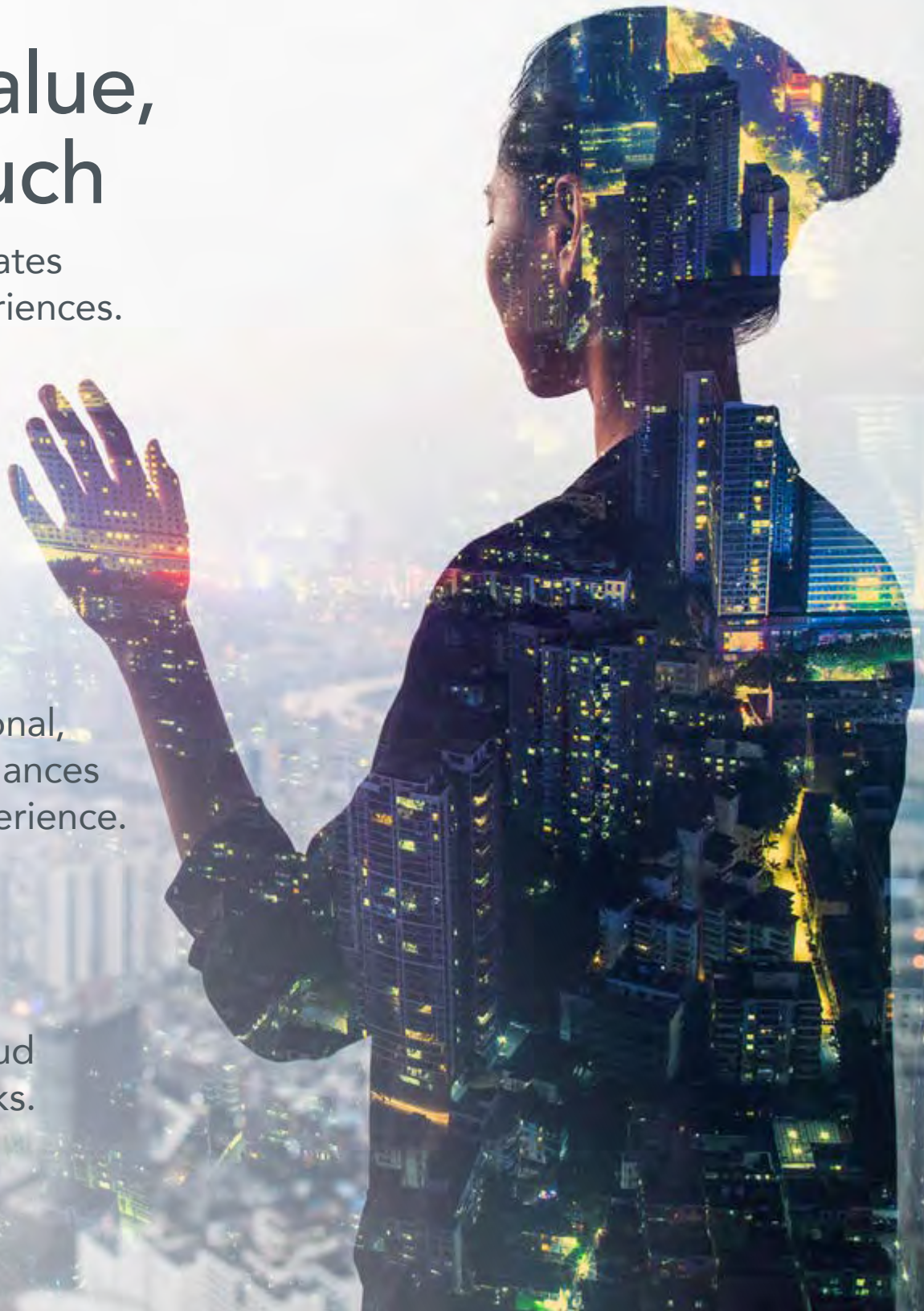
Making it personal,
technology enhances
the human experience.

Page 10

Inside

Get close to
remote, cut fraud
and chargebacks.

Page 22



Welcome to THE OVERVIEW

Taking an in depth look at the trends and issues facing the hospitality sector.

Imagine you are the best mimic in the world. You can pretend to be anyone and no-one can tell you're a fraud. What would you do? Who would you be?

This is the thrill which awaits us with ChatGPT, which, at the time of writing, was taking care of a growing number of people's, well, writing. As with all good thrills, it comes with a side of terror of the 'what have we gotten ourselves into' variety. But the good news there is that most of us have seen most of the Terminators, so we know that humanity can be saved with time travel and a load of guns.

But before we start melting things down and blowing things up, back to the options for the hospitality sector.

Before we all started frothing over at the thought of being able to send each other messages masquerading as Hitler - which seems to be the favoured option on Twitter - it's best to remember that before we were getting excited about ChatGPT, we were getting excited about experiences.

The pandemic focused people's minds on what a hospitality experience was - when they weren't having them - and when they could return to the pub, restaurant and hotel they demanded more of them and better ones.

Much as not wanting to touch too many people or things accelerated the demand for technology, so too has technology

stepped up to make experiences exceptional and memorable.

Across the sector, most notably in hotels, vast screeds of data have been collected for years; predominantly through loyalty schemes but also through bookings. But no-one has known what to do with this bounty, other than to appreciate that it is probably very valuable in some way.

The kerfuffle around ChatGPT has helped companies to realise that they can communicate with their customers on a much larger scale than they had been and to not be afraid. They can use chatbots - some have for years - to allow customers to talk to them and tell them what they want. And, critically, let the customers know that someone is listening. Something which, for all the efforts of the sector, tended to be hit and miss.

Talking to your customers through a screen is not the best choice for everyone. As we know with chatbots in other areas - some bank help desks leap to mind - they can have their limitations. But they can do a lot of the gruntwork so teams can use their minds elsewhere and, after all, who doesn't feel better about ordering an extra-greasy cheeseburger if you don't have to see a face when you do?

And if they can act more like a human then there are clear bonuses for our beleaguered sector. Just remember to pull the plug when they answer back.

Spring 2023 Inside this issue

- 03 CEO's message
- 04 Uncovering a new revenue ecosystem
- 06 Taking the next step with new tech
- 08 Unleash the power of pay
- 10 Making it personal
- 12 Amber Springs hotel - a case study
- 14 Discover a new Talent Acquisition tool
- 16 How to drive customer loyalty
- 18 Automation is your best friend
- 20 The HMA Awards
- 22 Reducing fraud
- 24 State of the art wireless infrastructure
- 26 Keep a lid on labour costs
- 27 Transforming hospitality
- 28 Village Hotels supercharges CX
- 30 New ways to drive hotel bookings
- 31 Personalised luxury stays
- 32 The new generation of meetings and events
- 33 A digital booking option
- 34 A practical guide to designing for hospitality

CEO
Jane Pendlebury
jane.pendlebury@hospa.org

Editor
Katherine Doggrell
07563272191
katherine.doggrell@hospa.org

Membership & Events
Mary Hutson
0203 418 8196
hospa@hospa.org

Publisher
Hospitality Professionals Association

Treasurer
Diana Mountain

Head of Sponsorship
Helen Marshall
Helen.marshall@hospa.org
07796953221

Helen Rhodes
Helen.Rhodes@hospa.org

Accounts
accounts@hospa.org

Professional Development
Michael Heyward
Head of Professional Development
michael.heyward@hospa.org
education@hospa.org

Media Enquiries
PicPR
01386 882474
hospa@picpr.com

**HOSPA, Uplands Cottage,
Grayswood Road, Haslemere, GU27 2BS**

The Overview online
Visit www.hospa.org

A Message from the CEO

Welcome to the Spring 2023 edition of The Overview! With the changing of the seasons and longer days, it's such a positive time of year, so I'm keen – as ever – to look for the good news and the encouraging signs for the rest of the year.

The acute pain of the employment market seems to be abating slightly, but energy prices and rising costs across the board continue to be a challenge to every hospitality business, both small and large. The upbeat outlook (I'll opt for any word rather than the over-used resilience here!) of the industry is frequently tested – perhaps that's something that will never change – but we always re-emerge with a warm, welcoming smile for our guests.

It's easy to watch and listen to the news and the pessimistic reports of queues at Dover, the weak pound, the high prices of flights and other obstacles in the way of international travel and feel somewhat cynical about the future of the industry. However, there's an obvious flipside here, hoteliers, restaurateurs, owners of pubs,



Our efforts to drive domestic travel during the throes of the pandemic and its immediate aftermath seem to have stuck

Our efforts to drive domestic travel during the throes of the pandemic and its immediate aftermath seem to have stuck – and that can only be a good thing for us. Domestically, people now see the UK and all the wonderful things it has to offer as a viable, and ultimately highly enjoyable, holiday choice. Long may this continue!

bars, clubs, visitor attractions and the like will be quick to grasp the positive – more domestic trade!

Have you tried booking a hotel room recently? Rates are reassuringly high and availability is comfortably low – depending on which side of the fence you are on, of course! For the domestic guest, this may be seen as a headache, but for us as an industry, it's a positive marker. Demand is there, and despite restrictions on international travel having long been lifted, there's no sign of it flagging anytime soon.

– and that can only be a good thing for us. Domestically, people now see the UK and all the wonderful things it has to offer as a viable, and ultimately highly enjoyable, holiday choice. Long may this continue!

On to other things though. There is a looming new piece of legislation that I hope everyone is fully aware of. The Employment (Allocation of Tips) Bill will have probably had its third reading by the time you're reading this.

Whilst many of HOSPAs members will already be compliant with many of the potential new rules (I say potential,

as it's still up in the air), it is definitely worth checking that you are prepared for the changes.

In principle the new rule is that 100% of any gratuity or service charge must go directly to the employee and not make up any contribution towards the minimum wage. No bank or credit card processing charges can be allowed for and nor can the Troncmaster be paid from the tip pool. The impact of this will be widespread, affecting many businesses and with additional costs incurred.

One worrying aspect for seasonal businesses, is that tips can no longer be 'saved up' and distributed in a smooth way throughout the year – they will now have to be distributed within a month of the money being received. The leaner, shoulder periods then can't be factored in here.

It throws up the opportunity for some interesting debate around the wider culture of tipping. With the whys and the wherefores, as well as the broader impact of legislation surrounding the topic, the bill should (and no doubt will) prompt much discussion. This is something that, at HOSPAs, we'll be exploring in the coming weeks – so do keep an eye out as the bill develops.

A quick reminder, as ever, is that HOSPAs 2023 is set for the 16th November, so, if you haven't already (and surely you have!) be sure to add it to your calendar. Another key date ahead of that though is the Independent Hotel Show in October (16th to 17th) so again, be sure to have that marked down and keep it free as we will be there supporting the show and offering support to the visitors from our booth.

That's it for now – but here's to more positivity across the industry as we embrace the green shoots of spring and get set for the busy summer ahead.

Uncovering an ecosystem that can unlock revenue

Undertaking a successful revenue management system upgrade has the capability to transform revenue potential across all areas of your hospitality operation, including food and beverage, spa, golf, and activities.

However, in order to uncover how to increase Total Revenue per Guest (TRevPAG), you must first look beyond the room rate and 'head-in-bed revenue', as guest expectations have changed exponentially in recent years. There is now an increasing expectation to book everything your hotel/resort has to offer via a seamless booking experience.

Essentially, there is zero room for disappointment within the customer journey, so it's imperative that the focus isn't centred around generating £2 for every £1 a guest pays, but instead enabling them, via the broadest integrated hospitality software portfolio on the market, to decide whether that £2 can become £10, £20 or £40 – which makes Return on Experience (ROE) one of the most effective strategies on the market. It's what drives our culture, our thinking about the products we build, how we talk to customers, and how our customers view us.

Naturally, in the height of a cost-of-living crisis, guests' expectations regarding their ROE will have increased significantly. Additionally, today's tech-savvy hotel guests expect far more from their room, the property and its staff members. They want the flexibility of choosing services and amenities at the click of a button and the security and safety of interacting with staff and other guests the way they feel most comfortable – on the device of their choosing. By giving guests the ability to view available services, activities and amenities on their mobile device of choice, they have the power to book at their convenience, allowing them to build a completely customised experience. This inevitably increases the likelihood



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of TRevPAG, as guests are more likely to spend if it's of their own accord and they have the freedom to personalise their customer experience.

Ultimately, increasing guest experience enables hotels and resorts to dramatically increase revenue. By putting a highly interactive booking tool in guests' hands, the property can meet ever-changing and increasing demands without adding

to staff workload. Hotel management can better manage inventory, labour and service needs by accessing a dashboard anywhere from a mobile device and monitoring guest activity. So, by implementing technologies that give guests the flexibility of personalising their experiences on-site and from their rooms, hotels are better able to serve their guests, capture more revenue, boost guest satisfaction, and continuously interact through additional revenue opportunities in an ever-increasing zero-disappointment market.

About the author

Frank Pitsikali is Vice President, Product Strategy at Agilysys. Agilysys has been a leader in hospitality software for more than 40 years, delivering innovative guest-centric technology solutions for gaming, hotels, resorts and cruise, corporate foodservice management, restaurants, universities, stadia, and healthcare.

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Percipient's cloud-based finance solutions are ideally suited to the hospitality sector, helping hoteliers to improve efficiency and drive innovation from the heart of the business.

Continued on page 9 →

Hotel 2023: Taking the next step with new tech

To ensure guests have the best experience – and stay – possible, hoteliers are turning to new technologies to help them meet changing guest expectations for high-value but relatively low-touch experiences.

Here are two trends we anticipate will sweep the hospitality industry in the year to come.

Hotels turn to upsell and ancillary offers, prioritising guest convenience and preferences

Airlines and retailers have trained consumers to not just accept upsell or ancillary offers, but anticipate them, leaving hotels no choice but to rise to the occasion. A recent Oracle study found that 81% of hoteliers expect a big service model shift between now and 2025, and 49% strongly agreed that special amenities and upgrades are critical to their revenue strategy. Meanwhile, 54% of consumers said they are willing to pay more to choose their view; 38% to choose their room; and 32% to choose their room floor; etc. Consumers are craving personalised

experiences and it's up to hotels to not only allow guests to customize their stay, but present options and offers throughout the entire guest journey.

Every touchpoint presents an opportunity for guests to customise their ideal stay, but hotels must evolve away from rigid and siloed business models to capitalise on these opportunities and adapt to new guest expectations. Furthermore, blending accommodation styles and focusing on wellness and holistic experiences will enable hoteliers to better compete against short-term rentals.

AI and machine learning technology will improve operational efficiency and support new revenue streams

Automation, AI, and machine learning – once considered a “nice to have” in

A recent Oracle study found that 81% of hoteliers expect a big service model shift between now and 2025.

the hospitality industry – have grown to be essential for hotels to effectively compete in the market. A growing number of innovative hoteliers are taking the initiative to fundamentally change the way they operate their hotels and best serve their guests by leveraging technologies that transform the historically admin heavy, day-to-day hotel operations. For example, intelligent, rule-based systems that can determine, in real-time, the most efficient housekeeping schedule while correctly prioritising guests' needs can better enable frictionless communication between departments. Similarly, finance automation can automatically balance transactions for daily audits and uncover any discrepancies proactively.

AI-based automation can also enhance guest service, particularly with apps and chatbots that offer guests a digital choice to instantly fulfill their requests or interact with hotel staff, while giving employees an invaluable asset: TIME. Moreover, today's technology can uncover new revenue streams by using machine learning to identify initial and subsequent upsell offers to maximize conversion while keeping guests engaged throughout the entire reservation cycle.

Looking ahead

To read additional trends we anticipate in 2023 and other insights on the hospitality industry, please visit the Oracle Hospitality Blog at blogs.oracle.com/hospitality



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Unleash the power of pay and drive next level hospitality

The UK hospitality sector is vital to the UK's economy. It is a dynamic and growing industry that employs millions of people and generates billions of pounds in revenue. But if there was ever a time for an entire industry to stop, reassess, and reset, it is now.

Over the past several years, the hospitality industry has been faced with many hurdles to overcome. First, the pandemic forced the hospitality industry to a painful halt. Then there were staffing shortages and now, there's the energy bills, rising interest rates and a looming recession. So, forget the "steady as she goes" approach. Today, there's just an endless stream of curveballs and unprecedented challenges.

There are three key pillars - data, payments and loyalty - that have become increasingly vital for businesses to not only survive but also thrive. Thus, despite challenges confronting the hospitality industry, businesses can strategically utilise these pillars to gain a competitive advantage in facing the obstacles ahead.

Pillar One: Data

UK hospitality businesses know that competition for a share in consumers' hard-won pounds will be fierce. On top of that, their budgets are going to be squeezed. To remain competitive, it is critical to deliver the best possible guest experiences while at the same time iron out any inefficiencies in leaner operations.

Data, or more specifically, what data tells us, is essential for hospitality businesses to understand their customers, preferences, and behaviours.



Businesses can gain valuable insights into customers' needs and preferences by collecting and analysing data. They can use this information to tailor their offerings, improve their services, and create targeted marketing campaigns. For example, a hotel can analyse guest data to identify patterns and trends, such as the most popular room types or the most common amenities requested. This information can then be used to create targeted promotions more likely to appeal to customers.

Pillar Two: Payments

In today's digital age, consumers expect seamless payment experiences that are fast, secure, and convenient. As a result, hospitality businesses need to offer a range of payment options that meet these expectations. From contactless payments

to mobile wallets, businesses need to be able to accept payments in whatever form their customers prefer. This not only improves the customer experience but also helps to reduce payment processing costs and increase revenue.

Digital payments have become so mainstream that a digital pound is likely to be needed in the future according to a consultation paper published by HM Treasury and the Bank of England. Issued by the Bank of England, the digital pound would maintain a fixed value and would be widely available for use through digital wallets to make payments both online and in-store.

Pillar Three: Loyalty

Loyalty programs are increasingly important for hospitality businesses in the UK. Businesses can encourage loyalty and build long-term customer relationships by offering rewards and incentives to repeat customers. These programs can be used to collect customer data, track customer behaviours, and tailor offerings to individual preferences. They can also help businesses to differentiate themselves from their competitors and create a unique selling proposition.

When you combine payments, loyalty, and data to provide Business Intelligence (BI), hospitality businesses can gain valuable insights into customers' preferences, behaviours, and purchasing patterns. BI solutions can help enterprises

to analyse data from multiple sources, including payment transactions, loyalty program usage, and customer demographics, to identify trends and patterns that can inform business decisions and improve customer experiences.

For example, BI solutions can help hospitality businesses identify the most popular payment methods among their customers and optimise their payment processing systems accordingly. They can also help businesses track customer loyalty program participation and identify which rewards and incentives are most effective at encouraging repeat business.

By using BI to analyse customer data, businesses can create targeted marketing campaigns more likely to appeal to their customers based on their preferences and behaviours. BI can also help companies identify opportunities to streamline operations and reduce costs, such as identifying inefficiencies in payment processing or optimising inventory management based on customer demand.

Ultimately, combining payments, loyalty, and data through BI can help hospitality businesses stay competitive in a challenging and rapidly changing industry. By leveraging BI solutions' insights, businesses can make informed decisions that drive revenue growth, improve customer experiences, and build long-term customer relationships. Making the right decision can be the difference between an intelligent approach to increasing revenue and creating an enhanced consumer experience or continued struggles with siloed data that prevents growth.

In summary, data, payments, and loyalty combined, are becoming increasingly crucial for hospitality businesses in the UK. By collecting and analysing customer data, offering a range of payment options, and implementing effective loyalty programs, companies can improve the customer experience, increase revenue, and build long-term relationships with their customers. In a competitive and rapidly changing industry, these factors can be the key to success for hospitality businesses.

By Kevin Carson – SVP Global Business Development FreedomPay

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Yooz

Yooz provides the smartest, most powerful and easiest-to-use cloud-based Purchase-to-Pay (P2P) automation solution. It delivers unmatched savings, speed and security with affordable zero-risk subscriptions.

Continued on page 13 →

Making it personal

Tristan Gadsby, CEO, Alliants, investigates how combining technology and unique local knowledge can create unique guest experiences.

There is a huge amount of noise around digital transformation: Web 3.0, ChatGPT, Blockchain, the Metaverse, Augmented Reality the list goes on. This can make it hard for decision makers to know where to start.

When deploying new tech, there are really only three questions to answer, and they are always the same. How will it increase our revenues and profitability? How will it improve our customers' experience? How will it make life better for our employees?

A good place to start is with the smartphone already in our hands and already the fulcrum of our daily lives. A recent survey by Oracle/Skift (May 2022) found that 73% of travellers want to use their own mobile device to manage their hotel experience.

We recently launched a new service called AXP Recommends that empowers guests to live like locals by showcasing a personalised choice of the very best amenities, venues and attractions that a

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hotel and its destination has to offer.

When we gathered research from concierges around the world, they told us that guests often try to book spa treatments or make restaurant reservations on the same day or the day before. This rarely gives hotels the opportunity to deliver on these requests.

AXP Recommends reduces the pressure of such last-minute requests and increases guest satisfaction rates by

encouraging and incentivising guests to plan their stays and make bookings further in advance.

That reduction in pressure also means that the concierge has the time to focus on curating unique experiences for their guests or specific points of view and recommendations that go beyond the Google search and rely on a lifetime of lived experience.

Once guests are on property, instead of handing over the same printed list of restaurants, AXP Recommends delivers a personalised and dynamic medley of the hotel's amenities and local culture, leading to high uptake and excellent customer experiences.

Hotel teams can collaborate and advise via omni-channel messaging to ensure their guests enjoy their time to the fullest.

Available as a mobile-first web page or within the guest app, AXP Recommends delivers real-time bookings and automatically updated itineraries in a single view for guests and staff alike.

Once digital channels like AXP Recommends are established, life becomes much easier for front desk employees and concierges. Typically, a third of the requests that come into a concierge will be restaurant bookings and the vast majority (90%+) do not require the concierge's magic touch to get that table with the view. These are classic examples where automation takes the strain, particularly with the wide level of adoption of Table Management Systems. The same applies to transportation bookings.

A hotel is a major contributor to the overall guest experience, both during the guest's time in the hotel but also in the destination. Increasingly, travellers want to experience the authentic life of a destination rather than receiving the same vanilla, touristy approach.



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Amber Springs Hotel see a 38% increase in revenue since joining Net Affinity

Amber Springs Hotel is a beautiful family-run 4 star property located in gloriously sprawling Wexford, just a 5 minute walk from the main street of charming town, Gorey.

Full of the warmth and friendliness you only get in a family-run hotel, it's no wonder they were voted as one of Ireland's Best Family Friendly Hotels. Amber Springs is only a short drive from miles and miles of sandy beaches.

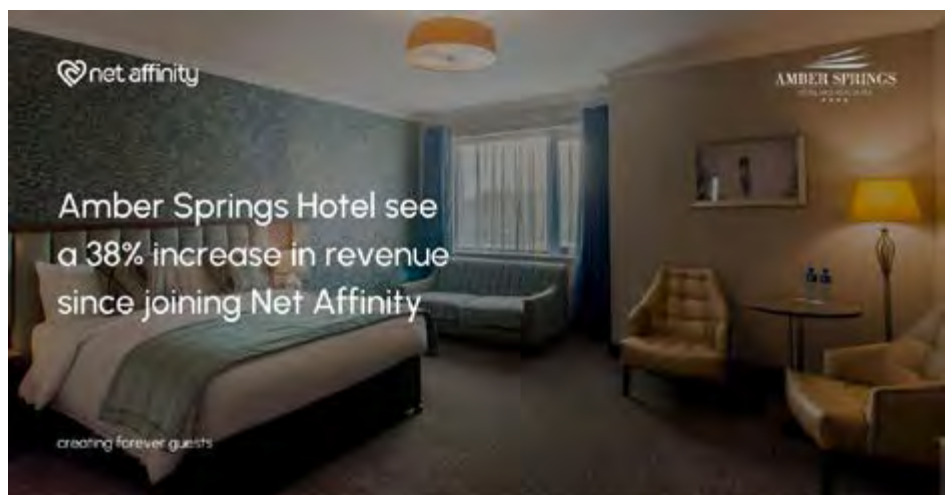
Our relationship so far

We have worked with Amber Springs Hotel since March 2022. From the beginning, the mutual relationship has been so positive and intuitive, given our shared love for the hotel, understanding of the objectives at hand, and the determination to reach our set goals. Organized and regular contact mean strategies and action plans are always on track.

Maeve Walls, Senior e-Commerce Manager at Net Affinity says: "Since coming on board with Net Affinity, it has very much been a collaboration between the two teams, a great openness to ideas and sharing information. There's been a clear and simple goal of growing the website business from the start. The results to date speak for themselves, and for myself, I am lucky to work with such a hotel. Onward and upwards we go."

Our shared goals and objectives

Our booking engine is the newest technology on the market. Using this feature-rich, lightning fast piece of technology, alongside our award-winning website and marketing services, the collective objective was to grow Amber Springs Hotel's direct business as much as



From the beginning, the mutual relationship has been so positive and intuitive, given our shared love for the hotel, understanding of the objectives at hand, and the determination to reach our set goals.

possible, and to increase their marketing activity – which in turn would increase general brand awareness.

What are the results?

Since March 2022, Amber Springs Hotel have seen the following results:

- 38% increase in revenue
- 29% increase in transactions

Their multi-channel marketing campaigns have also performed well – no surprise given our marketing team recently ranked #2 Best Hospitality Digital Marketing Agency Globally in the 2023 HotelTechAwards!

About the author

Eibhear Coyle, General Manager at Amber Springs Hotel says: "Since we've joined Net Affinity, we are delighted with the growth we've seen in our business. We have been delighted overall with our switch to Net Affinity – our onboarding and transition process was smart, competent and seamless. We had support throughout the whole process – through the design and build of the website, and we received valuable advice on our journey since March 2022. The partnership with Net Affinity has been fantastic, with all invested parties working towards the same goal."

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Alliants

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Centelli

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HotStats

HotStats' reporting platform measures performance across more than 500 KPIs of revenue, expense and profit. Don't you owe it to your hotel?
www.hotstats.com

Continued on page 17 →

Have you discovered the tool trusted by Firmdale Hotels, Canopy by Hilton and more?

Whether you're hiring for a single team or across multiple countries, you need a Talent Acquisition tool that can do exactly what you need. In a time when retention is the top priority for businesses, it all starts with hiring the right people.

For the past five years, Radisson Hotel Group EMEA has been partnering with Harri, bringing the APAC team into the fold more recently to provide a seamless digitised recruitment process across the whole group. By using Harri's ATS, they can attract more candidates into the business, allowing them the opportunity to expand and succeed even throughout the difficult period of the pandemic.

"By using Harri's ATS, we are attracting more candidates into the business, allowing them the opportunity to expand and succeed even throughout the difficult period of the pandemic."

In three months, Radisson Hotel Group received 130,000 applications through Harri, of which 98% came from organic (unpaid) sources. Thanks to the integrations with LinkedIn, Indeed, local job boards, and the Radisson branded career site integrations, they are attracting more and more candidates in an increasingly competitive marketplace.

Harri enables regional, hotel, and departmental managers to manage their own recruitment and hiring processes from one simple platform. By functioning in 8 languages and 64 countries, it even helps with Radisson's global SEO strategy.

Using tools to dive deeper into the hiring data

Alongside the Talent Acquisition tools, Radisson utilise Harri IQ to gain insight



into the hiring process and by using Harri IQ, the hiring team can filter reporting by country, by hotel and by offices.

Those in charge of hiring and Talent Acquisition across the board have far more awareness of what is happening in terms of hotel recruitment throughout EMEA, which gives the team the confidence to support hiring managers where needed, but also gives them the visibility to hire far more easily.

"I can give a detailed customised dashboard to our senior leadership team of a high-level overview of what's happening now. On analysis of the detailed data, we can get to the root of any problem in any area, especially where

the candidate pipeline is scarce; this enables us to anticipate upcoming issues and give us the ability to plan, look at sourcing trends, sources and budget."

Want to find out how Harri can support your hiring strategy and retention efforts? Scan the QR code or go to <https://harri.com/request-a-demo> to see the platform in action.



Shiji

Discover the future of hospitality with our enterprise-first technology solutions, designed to enhance guest experiences and optimise hotel operations. Our innovative and scalable technology solutions are backed by exceptional 24/7 support.



Together, we reimagine
the digital guest experience.



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How to drive customer loyalty in hospitality

As a hotel owner, you want to fill your rooms without needlessly filling the pockets of a third party with money that could be hitting your ledger.

You want to build a direct relationship with your guests, so they become loyal customers and return to stay with you again. You want them to tell others about their experiences and leave glowing reviews for you – who made their stay so comfortable – rather than for the third-party agent or travel search-engine that simply facilitated their booking. So, to get your guests returning again and again, here's a few things you could be doing.

Encourage direct bookings

Customers are not only looking for a great stay but want to pay a fair price for it too, and often turn to comparison websites for the best rates. Having your guests book with you through a third party can have a significant effect on your revenue, so changing that habit can have an immediate effect on your bottom line, and encourage customer loyalty.

"Whether travelling for work or pleasure, travellers often book flights

and hotels through websites like Expedia or booking.com because prices are perceived to be much cheaper," says David Wheatcroft, Head of European Hospitality. "But, increasingly, smart hoteliers know that offering the same deal, or better, to their guests can see more money coming their way, instead of paying commission to third parties to fill rooms."

With such commissions across the industry being as high as a quarter of the room's price tag, even taking just half of that off the direct price still offers a sizeable uplift to your hotel's bottom line.

"It only works if you tell your guests," adds David. "So, make sure 'what's in it for them' is clear and unmissable on your website."

Let customers choose how they want to pay

With use of digital wallets on the rise, offering contactless payments in addition to credit and debit cards seems like an obvious choice to ensure your

customers leave satisfied and are likely to return again. However, it's not just how customers pay but in what currency that could ensure customers leave your lobby with a smile on their face.

International travellers, be it for business or tourism, often want to know the true cost to them at the time of payment. Allowing them to pay in their home currency, rather than the local currency, when paying with card can make that happen.

The Sheraton Lake Como, an Elavon customer since February 2019, has an enviable position overlooking the shores of Lake Como, as well as a selection of pool-side eateries, casual dining options, and a Michelin-star restaurant. There are also two bars, spa facilities and meeting rooms catering for the Sheraton's business travellers.

The majority of the Sheraton's revenue comes from international clients, and the hotel processes around 10,000 payments transactions per year, 70% of which are card based. This percentage is increasing year on year with the growing convenience of card payments and guests having the option now to pay in their home currency, using Dynamic Currency Conversion.

The hotel can accept more than 80 different currencies through DCC from Elavon, and allows customers from any nation, whether travelling for tourism or business, to enjoy the choice of how they want to pay.

"DCC is very important to us and our relationship with Elavon," says Elena De Santis, Director of Finance at the Sheraton. "DCC covers all the different home currencies our clients want to pay in, and Elavon covers the exchange risk."

"It's a very important piece of business for us. We are a luxury hotel; it's another service, another option for our clients."



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MEWS

Mews

The Mews Hospitality Cloud is designed to streamline operations for modern hoteliers, transform the guest experience and create more profitable businesses: www.mews.com



NetAffinity

Net Affinity is an award-winning technology company working exclusively with hotels to drive direct business. They have recently launched a feature-rich, lightning fast booking engine.



Nonius

Nonius provides the most complete Guest Technology solutions portfolio for a Digital Guest Journey. All solutions are built in-house allowing highly integrated and competitive offers.



Oracle

Oracle cloud-based Property-Management and POS solutions give you new ways to innovate by easily integrating other technologies - creating moments that guests will never forget.



Profitroom

The award-winning Profitroom platform is more than just a highly converting booking engine - it's a user-focussed, powerful marketing automation tool, advanced channel manager and website builder all in one.



Sky

Sky provides unrivalled entertainment to a wide variety of commercial premises across the UK and Ireland. From unmissable live sport, entertainment and breaking news, to the best drama, comedy and documentaries.



Wifirst

Wifirst provides Fully Managed WiFi as a Service. Increase your guest satisfaction and benefit from financial peace of mind. No capital required, low monthly cost.



Zonal

Zonal is a UK-based, family-owned, connected technology provider offering innovative solutions, from hotel PMS to EPoS systems, to 16,000+ businesses across the hospitality sector.

Continued on page 23 →

Automation is your best friend – reliable, trustworthy, and a helping hand

Why does automation scare some of us? We're comfortable with automation in some areas of our life and not others. From ordering food on DoorDash to getting a ride home using Uber, automation is everywhere.

Perhaps it's time to revisit the topic of automation in the hospitality industry. When selecting an RMS, some revenue managers want to maintain control over the system because that seems more comfortable. While this is understandable, they don't understand what that means from an analytical perspective. When you pick and choose what to deploy in a self-learning system, the analytics actually can't learn if it is making the right decisions.

When working with an advanced RMS it's important to understand that a self-learning mechanism creates decisions, deploys them, and monitors changes so that it can redeploy new decisions based on that data. This is done in the background and the decisions are based on thousands of computations and algorithms.

For example, a revenue manager can't possibly determine a property's true unconstrained demand at all times or at any given moment. For a 500-room hotel, for example, the unconstrained demand could be 450, or it could be 600, but only a self-learning, science-based RMS can understand the fluctuating opportunity cost, day-by-day, and moment-by-moment and then select the right rate at the right time.

By letting the automation do the number-crunching and trusting the system, the revenue manager can then spend time on distribution strategies to maximize profit.

With a range of automated revenue



management solutions and pricing tools on the market to consider, it comes down to rules-based, decision-support tools that provide recommendations versus analytics-based, decision-management solutions that automatically produce

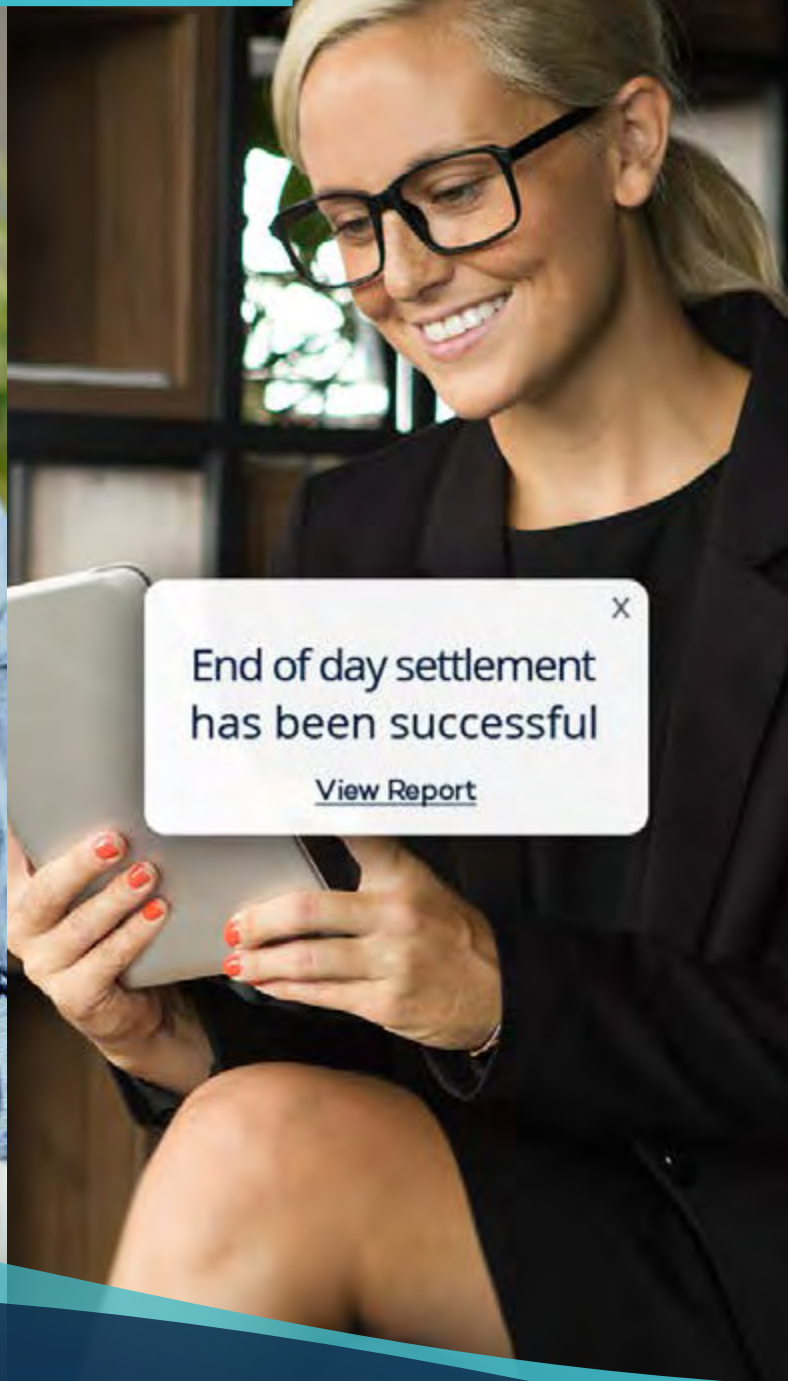
By letting the automation do the number-crunching and trusting the system, the revenue manager can then spend time on distribution strategies to maximize profit.

powerful decisions that manage pricing, rate availability, and more.

In today's volatile and complex shifts in the market, self-learning mechanisms are more important than ever. But it does not mean the system will take over. If you believe in the process, you believe in the outcome. It means having faith that the system will produce the results based on the input it has been given.

So is automation a scary word? Perhaps, for some. But savvy, innovative hoteliers are investing in an automated, decision-making RMS that will empower their hotel by enhancing revenue with greater efficiency, long-term stability, and exponential growth.

Integrated, automated payments for smarter hotels



Efficiently manage payments centrally without the need for third-party payment gateways or banks. Our seamlessly integrated payment solution allows you to take payments from anywhere in an instant by; RMS Paylink, provide fast, contactless payments at your hotel and automate online payments. RMS Pay is the payment solution you have been waiting for.

rmscloud.com/rms-pay



The 28th HMA Hotel Marketing Awards

Celebrating those who champion and inspire marketing excellence within the sector since 1994, the 28th HMA Hotel Marketing Awards recognise and celebrate the best Marketing practice in the UK hotel industry, as well as the best young Marketing talent.

The Hotel Marketing Association would like to say a massive thank you to every single person who took the time to submit an award application for the 2023 Hotel Marketing Awards.

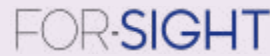
Since nominations first opened, the team have received entries from across the country and from all corners of the hotel industry, showcasing an array of remarkable and innovative marketing initiatives.

The shortlisted entrants are as follows:

YOUNG MARKETER OF THE YEAR

- Kate Brammer, Marriott International
- Rhea Leach, The Lowry Hotel
- Carly Pardoe, Carden Park Hotel & Spa

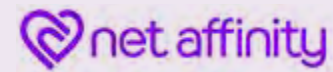
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BEST LEISURE MARKETING

- Apex Hotels
- Roomzzz Edinburgh
- Splendid Hospitality Group

Sponsored by
Net Affinity



BEST SOCIAL MEDIA CAMPAIGN

- Another Place, The Lake
- Carden Park
- room2 hometels

Sponsored by
Pic PR



BEST PARTNERSHIP MARKETING

- Andaz, London Liverpool Street
- Hart Shoreditch Hotel, London

Sponsored by
WedPro by WeddingDates



BEST WEBSITE

- The Elms Hotel & Spa, Worcestershire
- RBH Hospitality Management
- South Sands Hotel, Salcombe

Sponsored by
Clockwork Marketing



AGENCY YOUNG MARKETER OF THE YEAR

- Alice Beresford, Clockwork Marketing
- Lorna Forrest, Punch Creative
- Amy Gillin, Pic PR

Sponsored by
HBD Partners



BEST MEETING & EVENTS MARKETING

- Hazlewood Castle & Spa for The Wedding Method
- Titchwell Manor Hotel for Exclusive Use Weddings

Sponsored by
BVA BDRC



BEST FOOD & BEVERAGE MARKETING

- Great Central Pub by Matt Fletcher, The Landmark London
- Lost Property, St Paul's London
- PocketSquare Skyline Bar & Terrace, Hyatt Place London City East

Sponsored by
Keystep Solutions



Congratulations to all of the shortlisted candidates.

This year's awards ceremony will take place on Tuesday 20th June 2023, from 7pm, at the Ham Yard Hotel, London, providing a valuable opportunity for hotel marketers across the UK to come together and celebrate the success of those shortlisted and the winners who will be announced on the night.

Find out more and register your place at www.hospa.org/hma-awards-booking

Who are The HMA?

The Hotel Marketing Association (HMA) is the only dedicated body for hotel marketers in the UK. Providing support and inspiration for hotel marketers and the wider industry seeking guidance and insight for their business and career.

The HMA's key areas of focus include delivering an annual schedule of engaging events and networking, partnering with like-minded institutions offering third party resources, expertise and exclusive benefits, as well as helping members access the best programmes for learning, career development and professional qualifications. The HMA is now part of HOSPA.

hma hotel marketing association
part of HOSPA



Protect margins by reducing fraud & chargebacks in remote payments

Hotels in the UK are currently recovering from the impact of COVID-19 amid inflation, supply chain disruptions, staffing shortages, and rising energy costs & interest rates.

With the current challenges faced by the industry, there needs to be a shift from viewing payments as a back-end function to recognising that innovation in remote payments is a lever for profitability.

In a mere two months one of Prommt's clients, a large hotel based in London, halved their chargebacks to £15,000 per month and are on their way to eliminating them altogether with Prommt's Open Banking capability (Pay By Bank).

Taking guest payments over the phone renders hotels susceptible to costly chargebacks and card fraud, especially when sensitive card details are transmitted and stored insecurely. Chargebacks erode a hotel's bottom line, but many hoteliers write it off as a "cost of doing business". Recent studies estimate that up to 86% of total chargebacks could be cases of intentional or unintentional friendly fraud, and nearly 50% of guests who cancel travel bookings and other reservations do so through chargebacks. Ignoring them can have severe consequences on revenue. Every chargeback incurred results in a penalty fee from your bank, which ranges from 15% to 40% of the total transaction value. If your monthly chargeback rates remain above the acceptable threshold, you run the serious risk of your merchant account being terminated.

There are two ways of tackling chargebacks - protect your business and

prevent them ahead of time, or fight them after the fact. Disputing chargebacks is a time-consuming process for hotel accounting staff that involves chasing paper trails, meticulous auditing and is a major drain on already limited resources. Often times, without professional assistance from a third-party, numerous attempts have to be made in order to satisfy the processor's documentation requirements. Prevention is definitely better than cure.

Hotels need a streamlined, technology-driven solution that converts risky telephone and other remote payments into a secure, merchant-branded payment process that drives operational efficiency. Paytech innovator Prommt is helping some of the world's most luxurious hotels radically enhance the security of their remote payments ecosystem, and significantly reduce fraud and chargebacks.

Prommt is an advanced pay by link service, supporting both card and instant account-to-account bank payments. The solution enables hotels to bring their checkout to wherever is most convenient for their guests - via SMS, WhatsApp, email or webchat. Guests are required to authenticate the transaction using their CVV (3 digit code) and 3D Secure 2.0. With SCA (Strong Customer Authentication) guests are prompted to authorise card payments in their banking app. This reduces the risk of chargebacks as fraud liability shifts to the issuing banks. Prommt is integrated to property management systems (PMS),

such as Oracle Opera enabling hotels to automate sending fully branded payment requests to their guests, without leaving their PMS environment.

The adoption of Open Banking payments could reduce transactional fraud by up to 61% by 2024, and is quickly becoming a winning alternative to traditional payment methods due to strong regulatory support from governing bodies, penetration of mobile banking and changes in customer expectations. In January 2023, there were over 8.5 million payments made in the UK using Open Banking. Studies further highlight that approximately 70% of guests would feel comfortable paying for their hotel room through Open Banking.

Open Banking payments use advanced encryption and real-time authentication methods to protect sensitive guest data, such as bank account details and personal information, from cyber-attacks. Payments made through Prommt's Pay By Bank are conducted using PSD2/Open Banking protocols, and protected by industry-standard banking security. Guests are redirected to their mobile banking app for biometric authentication after confirming a purchase, and enjoy greater control over how their financial data is used and who can access it. There is no built-in chargeback mechanism - guests cannot dispute Open Banking payments, as it the Open Banking payment provider that executes the bank transfer on the guest's request. Pay By Bank delivers significant savings on payment operations costs, and

reduces card fraud & chargebacks.

With Prommt's Payment Orchestration capabilities, hotels can encourage guest adoption by presenting the desired payment method to customers (card or bank) based on the transaction size via admin settings. Similarly, the solution enables hoteliers to easily switch the default payment setting from card to bank, encouraging guests to pay via Open Banking vs card when using Prommt. The card option will still be available, but as the second option, customers are more likely to select the Pay By Bank method, which will reduce card fees and exposure to fraud & chargebacks.

Prommt's solution is packed with unique features that innovate guest payments across all areas of hospitality - reservations, meetings and events, food and beverage and spa - making the remote buying experience more secure, efficient and effective for hotel management. For instance, Prommt's Autocharge feature is a secure and convenient solution for stored card payments, providing greater certainty over event deposits and final balances. Many hotel revenue managers utilise pre-authorisation forms to safeguard payment for event bookings, however this method is inconvenient for the guest, wastes time and makes compliance with data protection laws difficult. Autocharge enables hotels to charge extras such as room service, spa treatments, and any other items to guests' card while eliminating the risk of compromising sensitive card data and helping to minimise chargebacks. Prommt's corporate clients are making Autocharge a required condition for their events, as it considerably reduces revenue leakage while running large-scale events concurrently.

Bring greater security and speed to your remote payment processes, and protect your margins by reducing exposure to card fraud & chargebacks. Get in touch with us today: prommt.com



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Aruba

Aruba is redefining wired, wireless and WAN access for today's intelligent edge mobility and IoT requirements in the global hospitality industry



Avenue9

The Avenue 9 Analytics platform compares and contrasts defined KPIs across business units and our new Business Continuity platform prepares hotels to manage potential disasters



Crave

Crave Interactive are expert in creating outstanding digital guest service solutions for hotels worldwide. Our solutions delight guests, increase sales and reduce costs and are either delivered on in-room tablets, guest mobile, web or kiosks



Datapan

Our specialist Troncmaster service provides advice, set up and the management of Tronc schemes, with the aim to support employees and employers to save on their National Insurance costs



FM Recruitment

FM Recruitment are specialists in UK and international hospitality financial recruitment at all levels. In the business for over 35 years, with a reputation for delivering for clients and candidates alike, they go beyond recruitment, creating long-lasting relationships.



For Sight

For-Sight is a leading provider of CRM and Marketing solutions for the hospitality industry, helping hotels to drive revenue and enhance guest experiences through personalisation, automation and data-driven insights.

Continued on page 29 →

Champneys chooses Wifirst for a state of the art wireless infrastructure

With elegant countryside locations, Champneys Health Spa Resorts offer luxurious facilities and treatments alongside high quality accommodation and dining. A wonderful blend of hotel, resort, and spa - Champneys prides itself on its commitment to revitalise the mind, body or soul for anyone who wants to get away from the city life.

There are a variety of locations throughout the UK including Grade II listed buildings with vast grounds and square footage, however, the Champneys sites were hindered by network infrastructures that were no longer fit for purpose. Consequently, impacting the modern guest who would come to their sites with a desire to disconnect and relax, but maybe not entirely.

With lagging wireless signal in outdoor spaces and with many dead zones throughout the buildings, guest complaints, payment terminals and staff work applications were all causing big challenges for the hotel and spa group.

With a view to providing a high-quality WiFi infrastructure that is in line with the expectations visitors have for such exceptional sites, Champneys have entrusted the installation and management of the network to Wifirst, the leader in professional hospitality WiFi.

During an initial onsite survey, all environmental challenges that could impact a wireless service were identified and anticipated, paving the way for a state-of-the-art WiFi 6 installation supplying great coverage throughout indoor and external areas, and subsequently providing guests with faster and more reliable access to the internet.

With such beautiful sites in prime UK locations, Champneys can now benefit from enhanced promotion from guests

by facilitating easier access to Instagram and other social media application providers. By giving today's users vital access to their social media accounts, they are now able to share stories and posts with followers which is directly leading to increased bookings for the spa and hotel.

Anthony Bargery Group IT Director at Champneys Spa Resorts and Hotels confirms:

"Wifirst has provided Champneys with an updated WiFi infrastructure that enables faster connectivity throughout the resorts, within our budget. Our guests are now able to get online easily

With such beautiful sites in prime UK locations, Champneys can now benefit from enhanced promotion from guests by facilitating easier access to Instagram and other social media application providers.

which has enhanced their ability to easily promote Champneys Resort through various social media platforms leading directly to increased bookings."



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DISCOVER[®]
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¹ Based on signed network alliance agreements over the past fourteen years with major payment networks within respective countries - Panoramic Research study, conducted 2022

² Discover Global Network participation and RBR Global Payment Cards Data and Forecasts to 2027, September 2022

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Unlock your hotel's revenue potential by up to 15%



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A SAS COMPANY

This decision's **on you**. The rest are **on us**.
Discover the power of revenue science at ideas.com

Keep a lid on your labour costs with this top ten check list

We all know the situation – energy prices have gone up, food prices have gone up, labour costs are up whilst recruitment is down.

The hospitality sector is a very resilient one but external shocks such as the pandemic and the war in Ukraine have tested even the biggest businesses. So, what can be done?

Well, if the greatest challenge is soaring prices, then controlling costs is a must. And if you are watching how much you are spending, particularly when it comes to staff, then increasing staff productivity will be a huge help.

So here are ten top tips on controlling costs and increasing productivity this summer:

1. Right people, right time, right place.

Review business forecasts in detail to minimise frequent scheduling changes – this is more efficient and helps with employee retention.

2. Control costs by sharing budget visibility.

Labour targets provide managers with visual guides to help them when putting together a rota.

3. Flex your staffing levels based on the day's business.

Use benchmarks to guide you as to what staffing levels are needed.

4. Stagger start times of shifts.

This optimises staffing levels during busy periods and reduces hours when business levels are low.

5. Ensure contracted staff are fully utilised.

Prevent overtime and agency being used when business levels do not support the additional labour spends.

6. Gain a better understanding of business trends to improve forecasting.

Look at year-on-year data and review variations between forecast and actual data to determine trends.

7. Reduce turnover – it costs far more to replace employees than retain them.

Monitor employee turnover and pinpoint opportunities to engage with employees.

8. Upskill and cross-train existing employees.

Review skills shortfalls across the business and open up further training opportunities.

9. Have an accurate way of recording actual hours worked to ensure accuracy of payroll.

Biometric & GPS enabled mobile Time & Attendance guarantees data is correct.

10. Make sure that your People Management System helps you achieve all of the above.

If it doesn't, find out what EPS can do for your business!

About Eproductive

EPS is Eproductive's People Management System designed exclusively for Hospitality.

To learn more, check out our website - <https://epshospitality.eproductive.com/> - or please get in touch by sending through an email to info@eproductive.com.



From Good to Great: How PMSs are Transforming Hospitality

As the hospitality industry continues to transform, personalisation has become a crucial factor for guest satisfaction and loyalty.

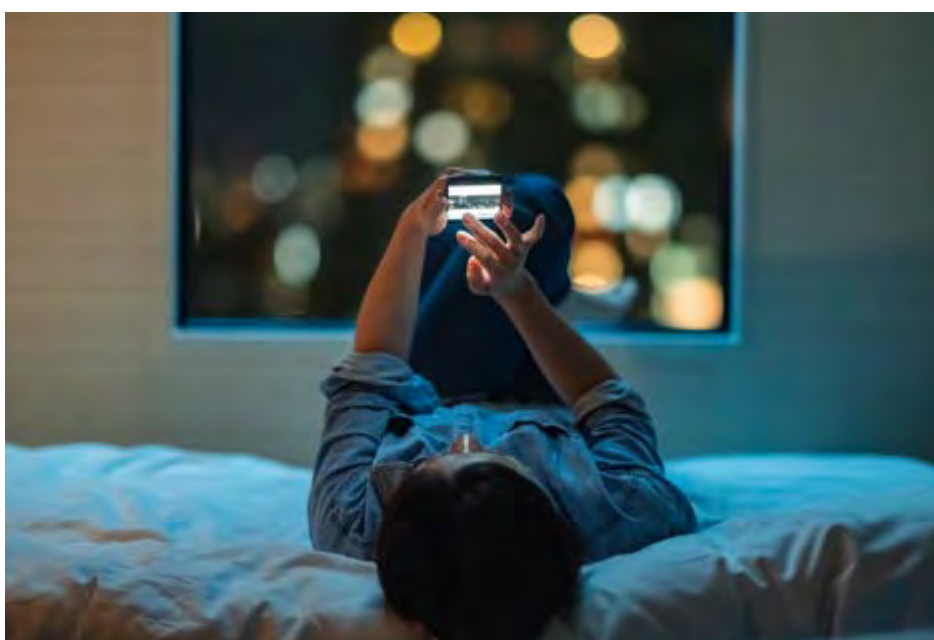
Nowadays, guests anticipate tailor-made experiences that cater to their unique preferences. To fulfill this expectation, hotels must utilize effective tools and access accurate data.

Hotels can effortlessly gather data from various sources, including guest history, room preferences, and spending behavior, using technology. By analyzing this data, hotels can deliver personalised services that meet the specific needs of each guest. This creates a one-of-a-kind and memorable experience that fosters guest loyalty.

The Property Management System (PMS) is a pivotal tool that should be at the centre of any hotel's operations. Personalisation plays a critical role in boosting revenue growth. By leveraging guest data, hotels can design targeted marketing campaigns that resonate with guests, thus increasing direct bookings and improving guest loyalty. Furthermore, this data can identify upsell opportunities like room upgrades or additional amenities, further boosting revenue.

However, personalisation is just one aspect of the PMS. The PMS also includes features that improve efficiency and optimise operations. For example, automated check-in and check-out, housekeeping management, and inventory management streamline processes, reduce operational costs, and enhance the overall guest experience.

Choosing the right PMS technology is fundamental for hotels aiming to stay competitive in the digital age. With numerous options available, hotels must consider their unique requirements and select a solution that aligns with their objectives.



When selecting a PMS, hotels should prioritize a cloud-based solution that provides scalability and flexibility. This empowers hotels to adapt to changing guest needs and preferences and expand their operations as necessary. Additionally, the PMS should integrate seamlessly with other systems to deliver a comprehensive view of the guest and enable personalised interactions at every touchpoint.

The PMS is an indispensable tool for hotels seeking to offer personalised experiences that promote revenue growth and guest loyalty. By leveraging guest data and optimising operations, hotels can stay competitive in the digital age and meet the evolving needs of their guests.

By Malcolm Rennie - Director of Sales, UK and Ireland, Shiji Group

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Village Hotels supercharges CX with Sage Intacct and Percipient

Hospitality group embraces digital transformation to deliver a consistent customer experience, and empower its people to supercharge performance.

Village Hotels operates 33 hotels which are mainly located on the outskirts of large towns and cities within England, Wales and Scotland. Mid-sized, they operate as lifestyle mid-market to upscale properties. Each hotel typically has between 110 and 160 rooms, a Pub & Grill, a Starbucks, and conference rooms. The Village Hotel Blackpool has an 18-hole golf course and an outdoor heated swimming pool.

The group prides itself on lifestyle destinations with modern technology; great dining; state-of-the-art gyms and pools; and meeting and event facilities.

Modernising in the Face of Change

As part of a modernisation programme, the group identified a need for new digital capabilities to instil greater automation across its business, with a specific focus on improving efficiency, consistency and collaboration.

Each of its 33 hotels is underpinned by an ethos of delivering a consistent customer experience. Village Hotels required a modern, cloud-based financial management platform which could deliver business insights and empower general managers to monitor and improve business performance. Village Hotels selected Sage Intacct following a review of the market, and working with Sage partner Percipient, went live with the platform in January 2022.

“Percipient’s speed of reaction and resolution was second to none throughout the entire process,”



comments Lee Gaskell, Group Financial Controller, Village Hotels. “The team’s experience, expertise and knowledge of our industry really helped us to get up and running with the system quickly, and get the most out of it. As well as training, regular check-ins and honesty and transparency, the range of networking events and webinars they offer amplifies the value we have experienced as a result of the deployment.”

Delivering Intelligence and Autonomy

Using APIs to integrate fully with Village Hotels’ data lake, Sage Intacct now delivers a fully integrated, comprehensive view of the business. Crucially the insights

it delivers can be understood by non-financial people and finance staff, giving them the intelligence and autonomy to manage their respective business areas.

When it comes to finance, Sage Intacct allows the team at Village Hotels to quickly access financial information so trading patterns are much easier to view, compare and react to. Month-end has reduced from around eight days to just three, and reporting to executives is easy and flexible, and can be quickly tailored to deliver the information required.

“The intelligence in the system facilitates not only the numbers but an explanation of these numbers based on additional or external intelligence. This in turn helps to forecast as we can look at how a specific event, promotion or

dynamic has impacted performance, and identify how these are likely to play out in the future. This is especially pertinent currently, as the world post-pandemic looks very different, therefore having the visibility and agility to navigate new trends is paramount, whether it's capex or capacity planning.

"Our group procurement controls can even build in inflationary costs to make more accurate predictions for the forthcoming 12 months, which is fundamental in planning." As Lee explains, energy usage is a good example of how this capability delivers value across Village Hotels' 33 destinations.

Multi-Dimensional Reporting & Consistency as standard

"Digital is, without doubt, a crucial aspect of any modern hospitality business in the world post-pandemic, and we see it as a crucial element of our strategy," Lee concludes.

"Ultimately, Sage Intacct provides a digital backbone which is flexible, can deliver reporting and management accounts in seconds. P&L is easy to view and understand, and costs can be tracked more easily. Accounts can be tagged and a more in-depth search or analysis can be conducted where necessary for deeper levels of understanding and insights to support business outcomes. Tailored to the roles and goals of all relevant stakeholders, from the CEO and shareholders to GMs and business unit leaders, we now have a single version of the truth, with no margin for subjectivity and a consistent view of the business from which to propel it forward."

About Percipient

Percipient specialise in giving hospitality businesses a clear view of their performance, using Sage Intacct's best-of-breed finance solutions, to help them work smarter. Whether you operate multi-property hotels, unique boutiques, spa resorts, restaurants, or other hospitality businesses, a cloud-based financial management solution from Percipient can help you to start seeing the bigger picture.

If you'd like to learn more about Sage Intacct, and Percipient's work with Village Hotels, call the team on 01606 871332 or email them at info@percipient.co.uk.

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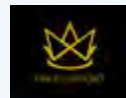
InnSpire

InnSpire create that magical experience - Innovation for a better journey, digitalising the guest journey, by enhancing every digital touch point. Be that in an App, connected TV Experience, Voice-control, secure Wi-Fi, fast and stable networks.



Keystep

Keystep specialise in RFID locks and Digital Key for hotels. They have shattered the stagnation that has dominated the sector with Keystep being the first company to fit Bluetooth Low Energy (BLE) in all its locks as standard.



PPM Support

PPM Support are highly experienced in providing bespoke packages for warehouse solutions, storage and stock management, photographic inventories, as well as transport solutions and supply chain management



RSM

RSM is a global provider of audit, tax and consulting services. Our specialist teams work with international hotel brands, family run boutiques, serviced holiday accommodation providers and holiday resorts.



SHR Global

SHR Group unites hotel technology and marketing services to empower hoteliers. Our allora.ai platform is an eco-system of tools that maximizes guest success and value.

New ways to drive hotel bookings and reach travelers

Performance Max for travel goals can help hoteliers reach more guests and drive more bookings.

Travelers are crossing destinations off their bucket lists again, with searches for “book a flight” growing more than 70% in 2022.

They’re also spending more time researching in advance: 40% of leisure travelers say they now invest more time and effort planning trips than before the pandemic.

Hotel owners need easy ways to stand out and connect with people looking up their options across Google. So we’re rolling out Performance Max for travel goals to all hotel advertisers over the next few weeks.

elements like copy, images and URLs — in every format. You can edit any of these pre-populated assets or upload your own instead.

Understand performance with property-level reporting

The Insights page can help you better understand your performance, customers and business through information like demand forecasts and search trends. For example, search term insights show you what guests are searching for when they see your ad. Performance

They also received budget optimisation recommendations per property, which allowed them to lower their cost per acquisition by 51%, increase their return on ad spend by 76% and increase their bookings by 86%.

Make your advertising dollars go further. Advertisers who use Performance Max achieve on average over 18% more conversions at a similar cost per action.

Just set your budget thresholds and conversion goals, then let Google’s AI manage the day-to-day details — including bidding, optimising your ads between channels and selecting the best-performing asset groups.

Corissia Hotels & Resort doubled their overall capacity over the last three years and needed an easy way to increase their bookings and revenue. They used Performance Max for travel goals to expand their distribution channels and reach more potential guests. Within one month, their Performance Max for travel goals campaigns yielded a 32% increase in revenue and a 26% increase in total direct bookings.

“Performance Max for travel goals is a great opportunity for hotels trying to optimise their direct booking channel. We would have never imagined such strong performance and efficiency.”
Giorgos Tsiledakis, Sales & Marketing Manager, Corissia Hotels & Resort.

Powered by Google’s AI, Performance Max for travel goals helps you easily expand your hotel’s reach and drive more direct bookings across Google. With one easy-to-set-up campaign, you can reach people in the important moments when they’re planning their trips.

Powered by Google’s AI, Performance Max for travel goals helps you easily expand your hotel’s reach and drive more direct bookings across Google. With one easy-to-set-up campaign, you can reach people in the important moments when they’re planning their trips.

Build ads in multiple formats for every channel

Performance Max for travel goals creates ads in multiple formats that will automatically serve across Google channels and inventory, including Google Maps, Search, YouTube and Hotel Ads (coming later this year). During campaign setup, just pick your hotel properties from a map using our hotel picker tool. Then it’ll pre-populate ads for your hotel — including creative

Max for travel goals gives you access to even more simplified property-level reporting and travel-specific campaign recommendations. A single campaign can support up to 100 hotel properties and pre-populate recommended images, messages and other creative assets for each location. It also measures and shares campaign performance for each location in the hotels tab.

Minor Hotels, an international hotel chain based in Bangkok, Thailand, operates a diverse portfolio of over 500 hotels, resorts and branded residences across six continents. Setting up unique campaigns for each property was complex and time-consuming, so they used Performance Max for travel goals to speed up their campaign creation process and expand their reach across Google.

Find out more about Google Tools for Hotels:



The Lakes by YOO offers a personalised luxury stay powered by Nonius

The rural luxury estate in England trusted Nonius to provide modern technology solutions designed for hospitality.

Situated in an 850-acre estate just 90 minutes from London, The Lakes by YOO offers a luxury stay in the heart of Cotswolds. The countryside sanctuary features a hotel and private homes with exquisite design and all the amenities a guest could ask for. To improve service and provide a truly unique customer experience, all guests have access to state-of-the-art technology solutions, including a branded app, in-room entertainment and high-speed Wi-Fi connection.

5-star service

In order to keep improving their customer service experience and make sure that all guests were enjoying everything

the property has to offer, The Lakes by YOO opted for a branded guest app. By downloading the mobile app, guests can access an Estate Map with a list of all locations and activities, use their mobile key to substitute plastic key cards, discover unmissable places in the Cotswolds region and find more about local eateries.

Entertainment available at all times

The Lakes was designed so guests can reconnect with nature and spend time with their family and friends. Besides being able to enjoy the spa, lake activities and even a farm onsite, guests can sit down and relax after a full day

To make sure that The Lakes by YOO could rely on seamless system communication, all of the solutions provided by Nonius were integrated with their PMS of choice, Opera.

outside to watch the TV shows or movies they love. The implemented in-room Cast solution allows them to stream content from their own devices, making Netflix, Disney+, or any other streaming service available in only a few clicks.

To make sure that The Lakes by YOO could rely on seamless system communication, all of the solutions provided by Nonius were integrated with their PMS of choice, Opera. The hotel can also count on 24/7 remote support from our technical team and local assistance from our UK team on demand.

“Our journey with Nonius over the last couple of years has been phenomenal. From planning, designing to implementation of the acquired solutions, Nonius have delivered and has been on top of the project from start to finish. It was a great pleasure working with all the Nonius engineers assigned to our project, they are pleasant and possess the necessary knowledge and expertise of the ever-developing hospitality technology world. I cannot recommend Nonius enough.” said Waz El Bizri - Head of IT at The Lakes by YOO.



The New Generation of Meetings & Events

As we transition to a new generation of travel, success will be defined by how well sales and catering teams are able to adapt to evolving expectations and adopt modern methods to power better experiences. To help navigate this shifting landscape, Amadeus gathered insights to explore six key strategies addressing some of today's top industry-shaping trends.

Strategy #1: Know your market

Sales and catering teams will need to work closely with their revenue management teams to ensure the right segments are targeted, based on current demand and customer expectations.

Strategy #2: Master your new group business mix

- Business - Hotels must understand modern customers' needs and develop tailored experiences that will meet their requirements.
- Social - From citywide events to more intimate functions, people are excited about getting back out to attend in-person group events.
- Hybrid - Having hybrid options helps to ensure that events are financially viable and are accessible to a wider audience of attendees.

Strategy #3: Address labour challenges

With fewer resources, some things can take longer and become increasingly more difficult to accomplish. Hotels being able to partner with customers and planners to find areas for flexibility will be key to overall success.

Strategy #4: Go the distance

When leaders can take on so many responsibilities, effectively negotiate, cultivate relationships, and find new ways to focus on flexibility, clients will know that



they are booking with a property where they're going to be taken care of.

Strategy #5: Lean into the macro trends shaping Hospitality

- Reflect on Sustainability - Sustainability concerns are likely to have a heavy impact on future attendee choices.
- Bring Wellness to the Boardroom - Consider reshaping meeting and event programs to better meet the demands of the new wellness-driven guest.

Strategy #6: Leverage technology to power better experiences

Teams that can remove manual processes by leveraging the right Meeting & Event distribution platform will be the ones who win more business as group travel returns.

To read the complete insights, download The New Generation of Meetings & Events eBook visit our website: <https://www.amadeus-hospitality.com/uk/the-new-generation-of-meetings-events/>

How a Digital Worker can manage your hotel bookings accurately and cost effectively

With so many different booking options for customers and hotels, how can they be managed as quickly and efficiently as possible, with zero errors and 100% data accuracy?

Clermont turned to Centelli, and deployed Digital Workers that manage 50% of bookings, undertaking the work of 15 FTEs in the contact centre!

"Running a contact centre is difficult, but having Digital Workers as part of the team makes a world of difference. I wish we had one sooner!"

Melanie Cole, Head of RSC

Clermont Hotel Group is a first-class hospitality company, operating 17 hotels with over 5,000 bedrooms across three brands. They process bookings from agents, operators and online, and despite already having various automations they still relied heavily on staff to manually transfer data – and they were constantly struggling to recruit and retain staff.

Centelli, having worked with various hotel chains, were appointed by Clermont to on-board a Digital Worker to assist the team – to manage bookings, amendments and cancellations arriving from various different sources, and take the strain off the contact centre team.

Centelli, having worked with various hotel chains, were appointed by Clermont to on-board a Digital Worker to assist the team – to manage bookings, amendments and cancellations arriving from various different sources, and take the strain off the contact centre team.

"We already had some automation within our booking processes, but with so many partners and integrations there was still a lot of manual data transfer to be done. Centelli worked with us to understand that Digital Workers could perfectly complement existing processes, by behaving just like a human does – but way more efficiently."

Chris Ball, Business Development Director

Named 'Bertie', Clermont's Digital Workers have had a dramatic impact, processing 50% of all transactions, which is over 20,000 per month. He is doing the work of 15 FTEs, working over 45 hours per day!

Costs are greatly reduced, with staff

focused on more personalised requests and anomalies. Plus, a happier team no longer doing mundane tasks has resulted in improved retention and recruitment.

Ultimately customers are happier too, because there are fewer errors in data transfer and lost bookings!

"Having Digital Workers is fantastic! They take on the monotonous tasks, more accurately and more efficiently, leaving the rest of the staff to deal with more bespoke requests."

Melanie Cole, Head of RSC.

To find out how a Digital Worker could help your hospitality business, visit centelli.com or get a free demo by calling 07900 232396.

Digital Worker VS Human Worker

50%

Transactions now automated

15 FTE

work being done

20,000

Transactions per month

45hrs

per day Bertie works

A Practical Guide: Designing for Hospitality

Customers expect more from hotels each year — fast Wi-Fi with excellent coverage, online check-in with advanced in-room services, and an overall personalized experience tailored to meet their every need and desire. That's why CommScope developed a practical guide to implementing the tools and services you need to get your network going.

An Overview of 'Designing for Hospitality'

This new document is the latest in our Best Practices series of guides. Designing for Hospitality is written to provide a framework for network professionals, engineers, designers, and WLAN architects to use when designing and implementing the connectivity infrastructure in hotel and hospitality environments.

What's Inside?

Network design for hospitality comes with its own set of unique challenges that are unlike those encountered when designing and deploying a network inside of a traditional corporate space. In the traditional environment, you have near-complete control over the devices that will be using the network. However, in hospitality, guests will use a variety of different devices such as tablets, smartphones, and laptops, varying in brands, models, operating software, age, type, and more.

Despite this variety, your network needs to be able to accommodate every device that enters the building. The CommScope Designing for Hospitality Guide gives you the tools and information needed to build

an interoperable network from scratch and get you ready to start accepting guests as soon as possible.

Our guide speaks from the perspective of a brand-new deployment but, regardless of the current state of your network's deployment, this guide will help you meet your specific needs.

4 Ways CommScope RUCKUS Increases Efficiency, Productivity, and Revenue

CommScope's suite of RUCKUS wired, and wireless network infrastructure provides an easy-to-deploy and simple-to-manage solution for the hospitality industry. Let's look at the 4 ways RUCKUS can support your hotel with meeting the needs of today's guests:

1. Guest Wi-Fi That's Fast and Reliable

Customers pick and choose their hotels based on the amenities they offer. One of the top requests is Wi-Fi that's fast and reliable. Terrible internet connections can be enough to tank your brand's reputation with guests. It could be an executive customer working on an important project, a family trying to stream video on multiple devices, or

friends trying to stay in touch with loved ones and post their latest social media updates. Regardless, your guests expect a stable and high-speed connection—and if you can't provide it, they'll go to a competitor who can.

According to a recent survey by DeepBlue, 63% of travelers confirm the presence of wireless connectivity before they book a room. Furthermore, 36% said they will not return to a property if they had a bad experience with a hotel's wireless network.

To help hospitality businesses combat this issue, we created a solution to help hotels, motel chains, luxury resorts, and family-owned establishments offer best-in-class internet service. During a recent third-party test evaluating real-world "out-of-the-box" performance, RUCKUS was the only vendor able to simultaneously deliver stall-free streaming HD video to every client and support a "good" (4 out of 5) voice mean opinion score (MOS), while delivering as much as twice the throughput.

2. Greater Business Productivity and Efficiency

At the end of the day, you're running a business and the net operating income of your property is dependent on the revenue you can generate and costs you can save. We provide integrated IT and OT (Operations Technology) solutions to enable you to do both.

Bringing thermostats and occupancy sensors online, property wide, offers significant savings in energy costs. Automatically track and replace mini

According to a recent survey by DeepBlue, 63% of travelers confirm the presence of wireless connectivity before they book a room. Furthermore, 36% said they will not return to a property if they had a bad experience with a hotel's wireless network.

Your goal is guest comfort and satisfaction, and the safety and security of employees and guests are paramount to reaching that goal. CommScope RUCKUS helps prevent issues like lost room keys being used for unauthorized entry into rooms and other restricted areas.

bar inventory or use location-based marketing to drive revenue, track assets (room trays, luggage carts and restroom cleanliness) so staff don't have to, automate, and personalize the check-in and in-room experience for guests, and provide premium meeting space.

3. Better Safety and Security for Staff and Guests

Your goal is guest comfort and satisfaction, and the safety and security of employees and guests are paramount to reaching that goal. CommScope RUCKUS helps prevent issues like lost room keys being used for unauthorized entry into rooms and other restricted areas.

For instance, let's say a guest's keycard falls on the ground and is found by someone with bad intentions. They begin randomly trying doors to see where the card works. By using RUCKUS infrastructure to bring your door locks online, the network immediately flags

suspicious activity.

Staff can use employee safety devices (alert buttons on a lanyard) that run on your existing RUCKUS infrastructure and enable housekeepers and others who may find themselves in uncomfortable situations, to immediately alert for assistance with their current location.

In-room IoT solutions also give guests and staff an easy and hands-free way to contact help if needed.

4. Powerful Artificial Intelligence and Machine Learning Algorithm Assistance

With RUCKUS Analytics, you gain access to advanced data aggregation and analysis to help push your hotel's efficiency, productivity, and revenue to new heights. Our RUCKUS solution monitors your network's traffic and device connectivity to make sure everything is running smoothly for staff and guests.

Machine learning allows you to gain valuable insights that would have been missed using traditional KPI analysis methods. It's part of why we're the preferred partner for renowned hotels such as The Royal Park Hotel in Rochester, Michigan, and the JW Marriott Marquis in Dubai.

[Download the 'Designing for Hospitality' Guide Today on CommScope.com](#)

Hopefully, we've given you an idea of who the Designing for Hospitality Guide is for and what you can expect to find inside. Now, you're ready to download the guide and check it out yourself.

Simple to deploy and manage, CommScope's hospitality portfolio of RUCKUS solutions make it easy to add new services and applications—unlocking IoT efficiencies at every opportunity. Their reliability makes moves, changes, and adds a stress-free experience, and their adaptability gives you the peace of mind of knowing your network can flex to meet changing demand and unforeseen circumstances.

That's why CommScope's RUCKUS portfolio of Wi-Fi solutions are the first choice of top hospitality brands around the world. Contact us today to learn more!



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