

the worlds most
innovative
booking platform





Who are we?

Launched in 2017 and successfully trialled across 8 UK hotels, with 48% of customers using the flexible hours feature, resulting in an increase of 18% in revenue

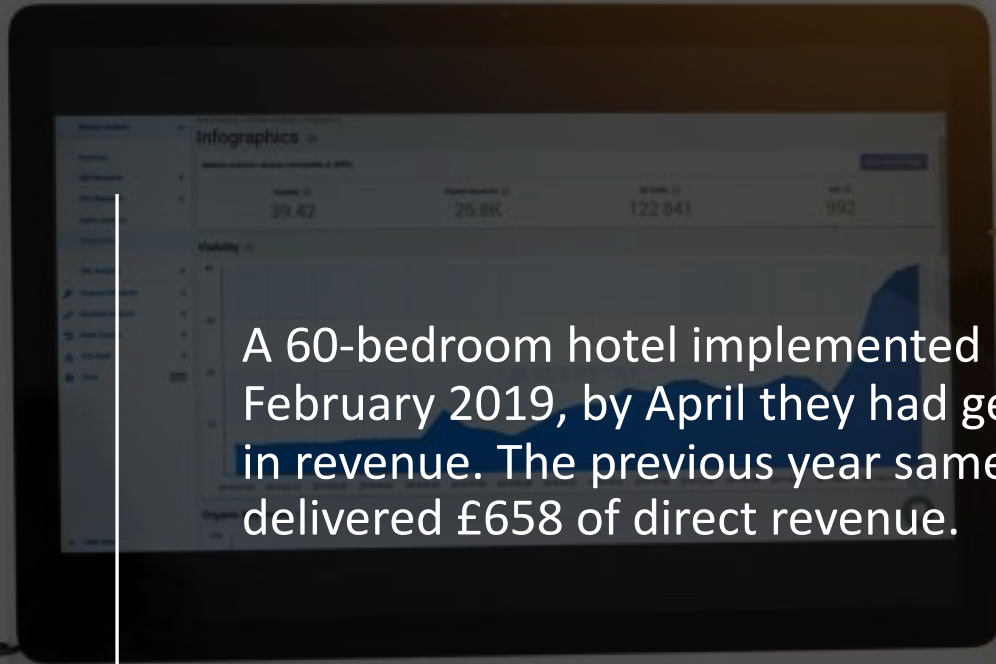
Sell rooms on days that would normally remain empty, increasing RevPAR by combining day stays and night stays. Increase occupancy beyond 100%!

The Fact

5% Average Booking Engine Conversion Rate

Real Time Example

A 60-bedroom hotel implemented FlexiBookings in February 2019, by April they had generated £16,402 in revenue. The previous year same period they delivered £658 of direct revenue.





Flexibookings.com is the only booking tool that provides both the customer and hotel total flexibility to book rooms tailored to the hours that they require – enabling the customer to dictate check-in/check out times to suit them.

From day use hourly stays to early check ins / late check-outs after several nights, all combinations are covered.

This flexibility will always remain within the parameters of your hotels comfort, whilst consistently calculating the optimal rate for your hotel for any duration of stay.

Total Flexibility

The Technology

- Increase RevPAR by selling Flexible Stays
- Sell rooms multiple times per day
- Advanced tools calculate the best hourly rate
- Price parity compliant
- 5% minimum monthly conversion rate
- PCI compliant
- Corporate logins enabled
- Discount codes can be activated
- RateTiger Integration available
- Special offers enabled
- Mobile Geo-fields enabled
- Upsell of extras
- Unique landing pages available

Mercury HOTELS

ROOMS SPECIAL OFFERS GALLERY MEETINGS ATTRACTIONS BLOG CONTACT US

ENTER DISCOUNT CODE GO BOOK NOW

MERCURE LONDON HYDE PARK HOTEL

★★★★★

8-14 TALBOT SQUARE PADDINGTON LONDON W2 1TS

Call to action

Day's Price	Max	Conditions
£453.47		• 50% OFF SUNDAY
£226.73		• LOWEST RATE
Save 50%		- no money back
		• Breakfast included
		• Internet Included

Info

- FREE breakfast
- Book early & SAVE
- Up to 50% OFF SUNDAY

BOOK NOW

FLEXIBLE CHECK-IN / CHECK-OUT TIMES

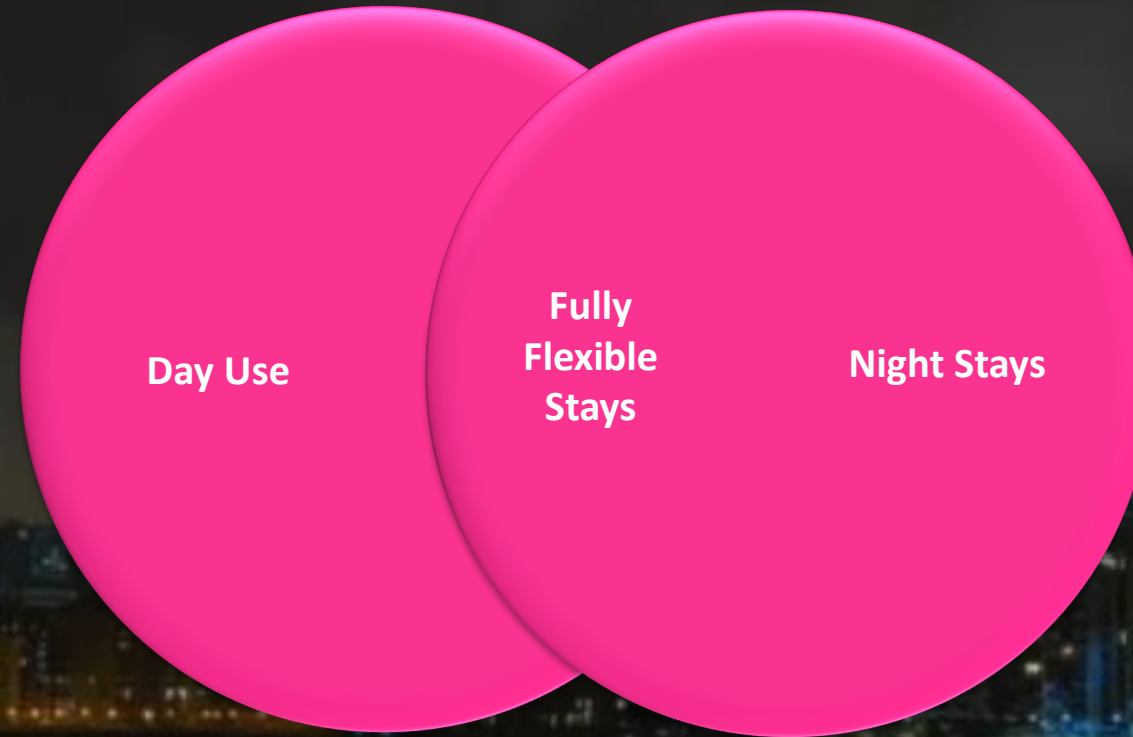
WHAT TIME WILL YOU ARRIVE?

Sat, 13 April 2019 at 14:00 Sun, 14 April 2019 at 11:00

SEARCH

Choose your hours and save up to 70% ♦ Free Breakfast when you book direct

- ❖ Business people needing rest between meetings
- ❖ Travellers rest whilst waiting for flights/trains/coaches
- ❖ Hospital patient visits
- ❖ Pay just for the hours required, and no more



► Traditional stays over several days, with late check-outs or early check-ins to suit transport arrangements

► Can also select later check in / earlier check out and make a saving, allowing hotel to flip room early

Combine the best of both worlds, to offer most flexibility, at the best price,
tailored to the hours you can accommodate comfortably

Features

Innovative

Be part of an exciting new phenomenon

Revenue

Increase your RevPAR by selling rooms multiple times a day

Flexibility

Sell rooms on days that would normally remain empty

Full Control

You have full control of the rates

Complement

We complement your existing distribution channels, introducing additional revenue streams

Easy to Manage

Full two-way channel manager integration to automate the entire process

We all know hotels have empty rooms during the day. In response, we offer the consumer extended or contracted stays at a function of the nightly rate ... whether it be 110% for an extra hour or 95% for one less hour, it's all a function of nightly rate, by the hour and adaptive to occupancy

Rate Opportunities

Regular Night Stays

i.e. standard check-in and check-out times

Day Use Packages

Fixed prices for set hours during the day

Full flexible system

Rates are calculated using our unique algorithms to ensure both the customer and hotels get the best and most profitable rate

Hotels can set the cut-off times for the flexible hours system, to work best with room turnaround times

Choose the options that work for your hotel

We have developed our system in conjunction with revenue managers, to ensure that your all requirements are covered

Implementation Options

Three Options Supported:

Implement on your website as a direct booking engine

i.e. standard check-in and check-out times
& / Or Day Use Only

Day Use Only

Fixed prices for set hours during the day sold
on FlexiBookings.com

Full flexible system

Rates are calculated using our unique algorithms to ensure both the customer and hotels
get the best and most profitable rate

Hotels can set the cut-off times for the flexible hours system, to work best with room
turnaround times

Offered on FlexiBookings.com and or your own website

Choose the options that work for your hotel

We have developed our system in conjunction with revenue managers, to ensure that your all requirements
are covered

FlexiBookings for the Customer



1. Choose the date and time
Total flexibility for the day,
check-in and check-out times



2. Choose the hotel
We want your hotel to be
part of our exclusive
chosen list



3. Book the stay
The customer can simply
and easily confirm the
booking, by computer or
mobile.

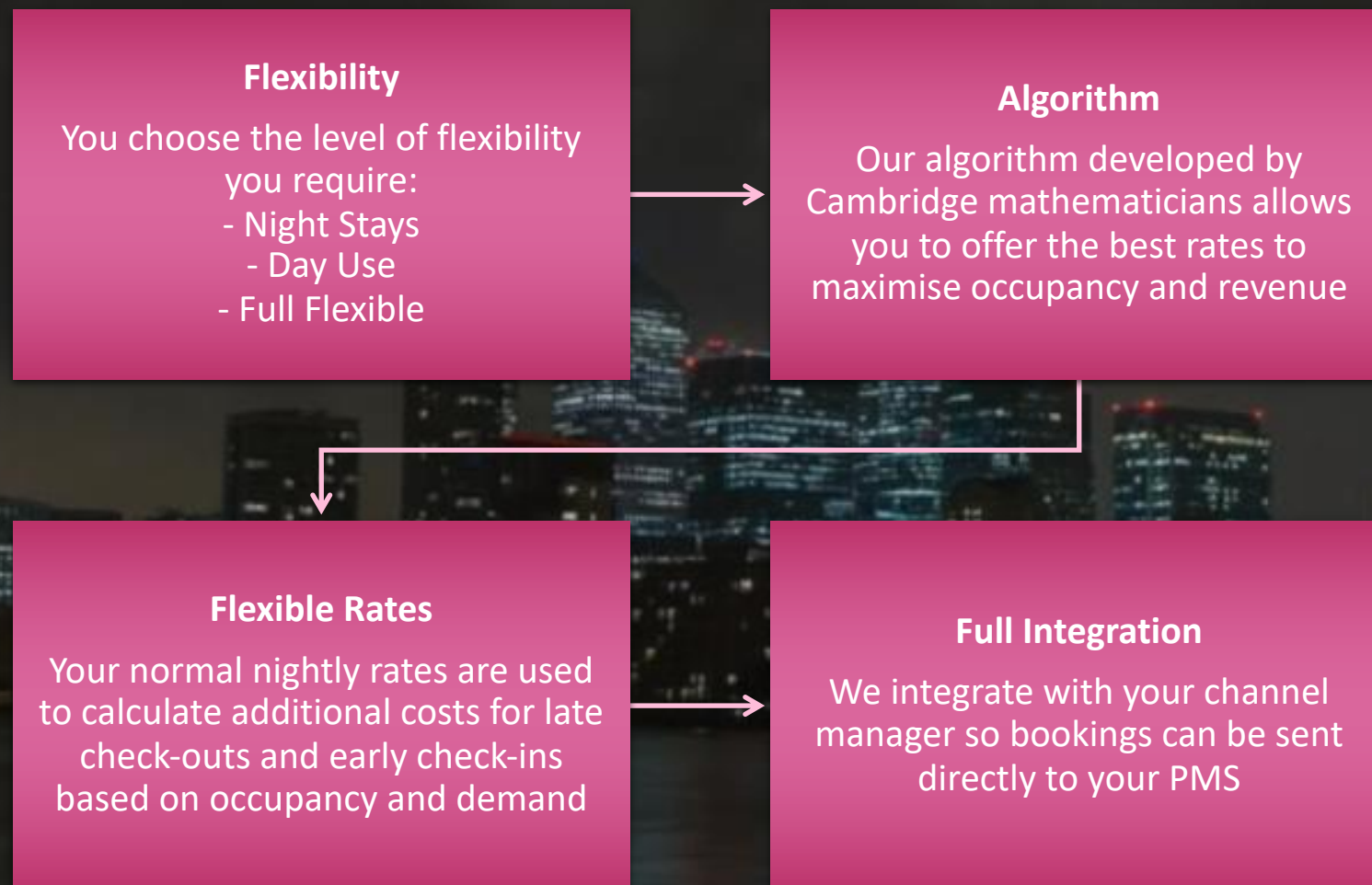


4. Travel and save
You'll receive details via e-
mail, fax and direct to your
property management
system

Bookings can be managed at any time through our extranet

You have full control of payments and manage your bookings and cancellations as normal

We send you a commission invoice at the end of each month



Implementation Samples



This hotel now achieves a 6% conversion rate compared to 0.92% previously

Marketing Support

- ✓ Digital strategy development across all digital touch-points
- ✓ Online brand protection
- ✓ Pay per click campaign management, multilingual
- ✓ Integration with Google Analytics Ecommerce or goal tracking
- ✓ Remarketing and display advertising, social media and reputation advice, mobile marketing, to cover entire “Decision Matrix” online
- ✓ Website traffic analysis, monitoring and conversion optimisation
- ✓ Search Engine Optimisation (SEO)

Current Portfolio



LONDON TOWN GROUP



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