



Premier Inn Hotels

Meetings Maker increases revenue
and reduces cost at Premier Inn



The Situation

Lost Business and Need for PCI DSS Compliance

Premier Inn had the largest hotel network of meeting facilities in the UK. Inquiries were mainly handled at property level and a small proportion went to a central team. The average time to handle a meeting booking was in excess of two days and potential guests could only complete a booking during business hours when meetings staff were available to talk to guests in person.

Premier Inn wanted to capture all incoming business, no matter the time of day, or the day of the week. They needed a flexible, easy to use online booking solution that was PCI DSS compliant. They also wanted a system that would enable them to manage their meetings business more effectively and provide real time reporting at local, regional, national and group level.

SEARCH OUR MEETING ROOMS

Select location...	Attendees	Layout
Duration	20 Jan 2015	No. Days
Search Availability		





The Solution

A Guest-Facing Real-Time, Online Meeting Booking System with Wide-Ranging Operational Management Capability

Premier Inn looked to Meetings Maker to provide a system that was powerful, easy to deploy and simple to operate. They also needed a solution that could be built in parallel to their existing guestroom website and MICROS property management system. It was also crucial that it could be deployed with no possibility of their core business being negatively impacted.

Premier Inn felt they were losing potential bookings because they didn't have the ability to take bookings 24 hours a day. Now Meetings Maker's online booking system is allowing them to capture business 24/7/365.

Premier Inn promotes the real-time booking capability in their marketing materials and with weblinks/buttons that direct visitors to the online booking. Regardless of whether visitors booking connect to the website on a desktop computer, tablet or smart phone, responsive technology allows them to easily book meetings. Guests receive an email confirmation of their booking along with a receipted invoice. Guests can even make amendments to their booking online, prior to the meeting, subject to the standard booking rules. The hotel also receives an email notification of the booking and all related details are viewable in a range of backend reports.





The Results

A Dramatic Increase in Revenue and Substantial Reduction in Labour Savings

The ability to capture bookings, even when meeting and events staff are not working, led to a sharp increase in meetings revenue. The customer-facing website pages feed bookings into the system 24 hours a day.

Not only did room revenue see a step increase, but associated food and beverage revenue has increased up in-line.

Eighty-five percent of all Premier Inn's meeting bookings are now made on their website, so the number of inquiries that have to be handled personally, have fallen dramatically. The extra time that staff have available, is used to improve the conversion rate of larger, higher value events.

Integrated bedroom booking is now a standard feature