

Pilot

**Independent
Hotels**

**Live
Service**

**At least 1.5
million
travellers
using the
service**

User is
someone who
uses the
service
regularly not
one off

**500k
Users per
year**

**2 nights
per User**

**Business
Traveller
is repeat
customer**

Women appeal to
vanity, needs to
have a feminine
touch provide
something they will
definitely

**UK
Hotels**

**Hotel
Chains**

Park Grand
London
Kensington

Adroc
hotel
London

Claimont
Victoria

Travelodge
London City
Hotel

Residence
Covent
Garden

Hilton
London

**Tour
Hotel**

Claimont
Charing
Cross

Central
Grand
London

Park Grand
Paddington
Court

Location :
London

Travel
Lodge
London
Central

General Manager /
Operations Manager
/ Head of each hotel
Physical Head

**Hotel
Configuration**

**67
Hotels**

**Each
hotel 300
Rooms**

**7,336,500
Nights per
year 100%
Occupancy**

**Nigerian
Hotels**

**Each
Room
365**

Homework is what is the
minimum Hotel (i.e.
number of hotels x
number rooms x chain /
independant hotel)
configuration we need to
get to 3,668,250 @ 50%
Occupancy
And which brands or
independent hotel would
we need talk to

**3,668,250
Nights @
50%**

**733,650 Nights
@ 10%
Increased
Occupancy**

**National
Hotel
Chains**

**International
Hotel Chains**

**Assuming No
Room
Maintenance**

**4,401,900
Nights @
60% Total
per year**

Staff

**Check In
Process**

Guest
Walk in - No
reservation

Room Type
Availability

Price
Availability

Room Type
has facilities not just
beds e.g. pool breakfast
etc

Night count
Availability

What is
Available
What is price

Guest
Information
Card

Data Entry for
Guest
Information
Card

Pay straight away
Exception e.g.
Corporate Guests
(Dollar Card)

Key Card & Room Access
- End of check

Digital System
Displays on screen,
all done via WiFi
Netflix
Youtube
Smart TVs in the
rooms

Smart
Hotels
Regular
Hotels

ID
Passport if international
or NIN / License etc

Car
Type
License Plate

Address
Work / Home
Email
Phone Number
DOB - Birthdays
Country if International

**Check
Out
Process**

**Purchase
Process**

Check In Process

Guest Reservation

ID

Sign only -
Guest Information Card if
Actual Booked

Guest Information Card
fillin if Booked on Behalf of
If Paid Reservation -
Key Card - End

If Non Paid Reservation
- Guest Must pay

Exception
Corporate

Corporate
Pays at End

Rooms overbook,
software miscalculated
& Human error
& stay extension

Waitlist
-> if hotel if full or No show
For guests with reservations
Call

-> Hotels try to avoid
overbooking, not planned

Bookings are NOT
Reservations
The difference is Payment
Booking has no payment -
Booking is not confirmed

Reservation has payment
Has to have a date

Can't do floating reservation

**Room
Booking
Inventory**

Booking

Reservation

Ammenities

Room

**Fixed /
Variable
Room
Rate**

**Full /
Partial**

PAID

**Fixed
Validity**

Open Stay

Date

Duration

Payment

Guarantee

**Online
Travel
Agent**

**Travel
Agents**

**Hotel
(itself)**

**Booking
Websites**

**Mobile
Apps**

Google Direct
-> Website /
OTA Pricing
page

**Bookings
(unpaid)**

packages

**Reservations
(PAID)**

Male

Female

20+

<65

Card

**Mobile
Payment**

**Bank
Transfer**

<Cash

**Online
Payment**

Road

Rail

**Air
travel**

Sea

Business

Leisure

Independent

Partner

Group

Family

Tour

Post Booking /
Unconfirmed
Reservation

Travel agent
didn't confirm
room available
not available

Wrong
name

Wrong
date

No
notification to
the bank of
payment

Change
dates

Change rates
without prior
notice

Traveller
money
lost in
system

Cancel
booking
without prior
notice

Post
Confirmed
Reservation

Change dates
of reservation

Rooms not
available for
rate change

Emergency
maintinance on
room

Post
Cancellation
Booking

Late
cancellation

No
cancellation
(Guest forgot)

Hotel unable
to sell room
on late
cancellation

No
payment
for room

Post
Cancellation
Reservation

Guests want
to gift money
to someone
(money
laundering
loophole)

Money has to
go back to the
account that
paid (legal
AML
requirement)

Refund
due to
Guest

Late
cancellation

Group
bookings

Overbooked

Can't find
replacement
room / hotel

Personal
Arrangement /
Corporate
agreement between
hotels rooms given
at a discount

Arrival

All come
at the
same time

Served by
Age, pregnant
women,
families, men

Rooms
are not
ready

Taking
too long
to checkin

Early
checkin
expected
for free

Checkin

Wrong
checkin
date

Don't have
reservation

Wrong Name
on reservation

Guest
forgets to
cancel

Not confirming
payment (e.g. failure
to link payment to
booking business
account payment)

Post
Checkin

Error in
information
card

Room
Issue

Turndown
Service

Checkout

Group
bookings

Bill
payment

No notice
departure

Guest
leave with
keycards

Concierge
overwhelm

Post
Checkout

Guests
forget
items

Departure

No
porter

Disruptive
guests

Prototype
Hotels @ 10%
of total rooms

3 hotels
(average
room 178
per hotel)

What is an incentive
the hotel can give
for free which Block
Hotel would not
have to pay for?

**Goal is to earn
£50,000 in 3 months
= 3500 nights
(£50000 / £15 per
night)= 40 rooms (x
90) = Total hotels
rooms = 400 rooms
(@ 10 % of hotel)**

**3500
HBT**

**Travellers
to Buy
HBT?**

Marketing @
the Hotel
(incoming and
leaving
guests)

Discount Code
[Same Day
Impact]

60 rooms @ 16
nights = 960 nights
x £15 = £14,400
[discount code
December]

How are
people going
to distribute
and sell our
HBT from the
Hotel

Complimentary
Offers

OTAs

**Guest
News
Letters**

**Hotel
Website**

Other Travel
Agencies
(Physical
Travel
Agencies)

**Bulk
SMS to
phone**

Incentives

**Google
Ads**

Survey

15 - 20
questions

Understand
the openness of
the hotel to
our idea

What are hotels
prepared to pay /
invest in the
solution joining
costs start at \$10k ->
\$100k annual
subscription fee
dependant on
number of rooms

What their
initial
thoughts on
the product

What
reservation
systems do
they use

Standard
charge per
issued night is
£15 paid on
issuance

What
Questions
do they
have?

How many
rooms might
they have

What barriers
do they see
and what
priority do
they place on
these?