



# hoo<sup>®</sup>

Hotel Operators & Revenue Managers  
the future of hotel booking

SH Online v2.0



# hoo - where hotels are customers



Accept/decline genuine offers on rooms in real-time - but *discretely*, at prices that suit you. Optimise REVPAR & capture market share without changing your headline rates or visibly discounting.



One fair commission rate – sell your rooms at a low, single digit %, with no hidden fees, club costs or taxes.



Understanding the consumer through data:

- Offer better prices to the best customers - you can't sell a bed the day after it was empty, so why not offer the best deals to those who represent the best overall value.
- deep behavioural data to help operators make better pricing decisions & increase revenue.



# why we need hoo

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Established OTAs are unsustainable - it is a race to the bottom. Competing against themselves, spending billions\* on Google Adwords, they simply pass that cost on to hotels in the commissions they charge. There's no way to reduce the fees, even as some OTAs & hotels go bust.



Competition is not genuine - not for the hotel owner or the consumer. 80%+ of OTA bookings are owned by just two brands.



OTAs don't think hotels matter – but we understand that hotel operators are just as important as the paying customers and deserve a better service.



hoo is a group of hotel operators, tired of 15-40% commission rates, and founders from other sectors who believe this can be changed for the better - introducing buyers & sellers should not cost this much.

\*[booking.com](https://www.booking.com) spent \$1.3bn on Google Adwords / PPC in Q3, 2019



# we need to talk about 'rate parity'



Price should be one of the best weapons to help you beat the competition and win paying guests - but rate parity has the whole sector in a headlock.



Only you know what you would be willing to sell a room for on any given day, and only you and your guest need to know what that price is – so let's agree to make that happen, and make booking a hotel room sustainable for everyone.



With hoo, being able to accept genuine offers on your own terms, without dropping your headline rate or visibly discounting, will restore fairness (and sanity) to the market.





# hoo is driven by a new consumer...

- growth in the travel sector is fuelled by a savvier, well-informed type of traveller, armed with ratings, reviews and other comparison tools.
- they value experiences, spontaneity, convenience, control and more options – and they want it at the best price.





# travellers with hoo can...

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- ✓ Make an offer - either pay the list price or make an offer which hotels can choose to accept or decline.
- ✓ Resell a non-refundable room - to a new customer, avoiding no-shows, while still protecting the hotel's rate parity online.
- ✓ Broaden their choice & manage trips / costs - effectively.

And all by staying in a hotel – which is a regulated, insured and secure experience.



# 'Book Now' or 'Make An Offer' on any hotel room

The collage illustrates the user journey on the hoo platform:

- Website (WWW icon):** The desktop view shows the hoo homepage with the tagline "The future of hotel booking is here". A search bar is visible with "London" entered. Below, a hotel listing for "The Goodenough on Mecklenburgh Square" is shown with a price of £256 per night.
- Mobile App (Phone icon):** The app interface mirrors the website, showing the same hotel listing and search options. A "Search" button is prominent.
- Offer Process:**
  - "This hotel is accepting offers":** A modal screen indicating that offers are available for the selected hotel.
  - "Offer sent!":** A confirmation screen stating "You have made an offer of £480" and "You have 2 offers remaining today". It includes a "My Bookings" button.
- Hotel Details:** A detailed view of "The Goodenough on Mecklenburgh Square" is shown, including a "Summary" section with the price (£256) and a "Facilities" list (148 rooms, Complimentary WiFi, Parking).

# created with hotel operators in mind...

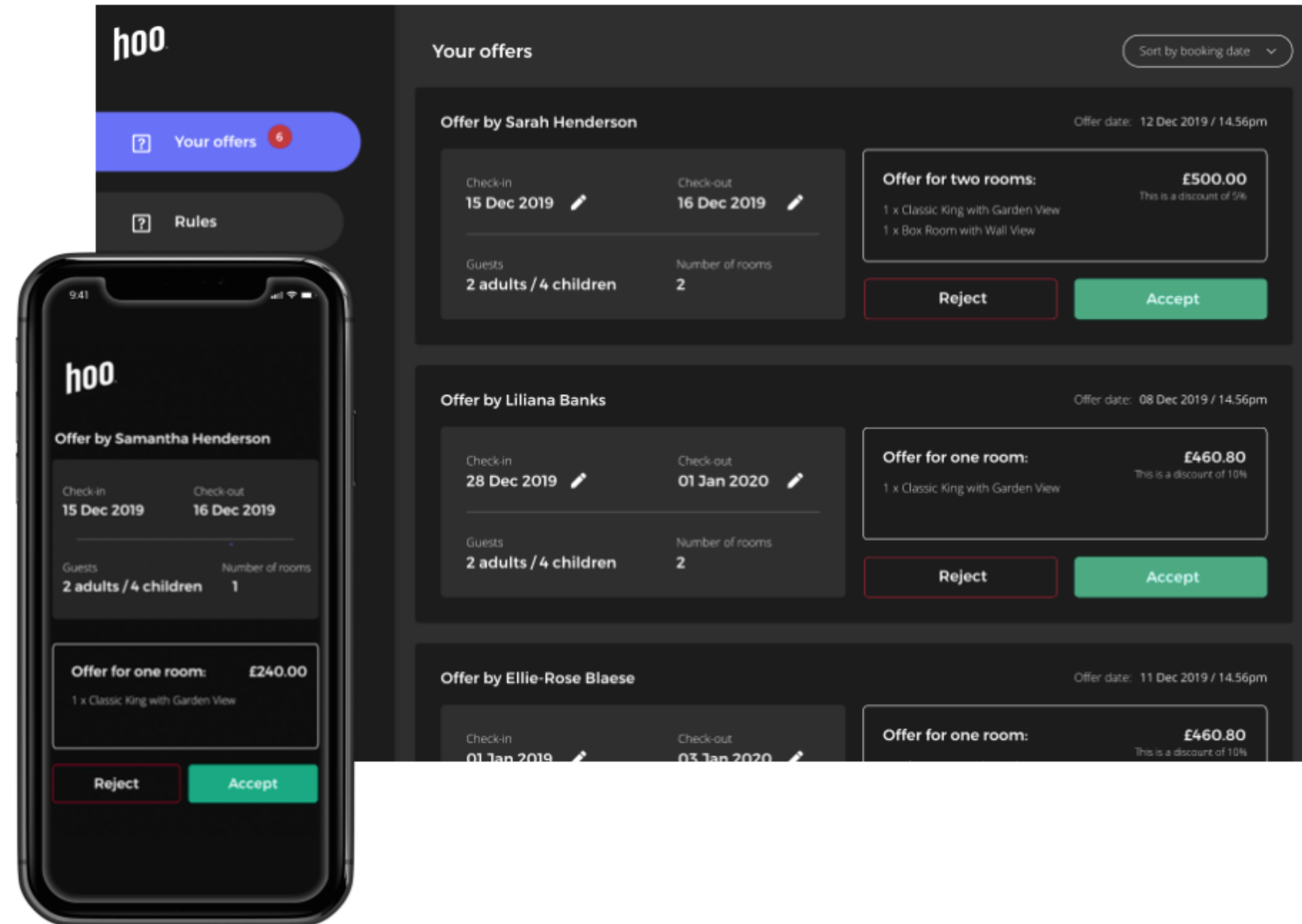
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We are hotel owners too.

We've built the capability for revenue managers to accept or decline offers in real time, both on-the-fly and using automated rules.

Unlike others, it is:

SIMPLE  
FAST  
AUTOMATED





# it's hotel booking as it should be...

hoo.



When accepting offers from customers should I be worried about Article 101?

No. Think 'Ebay'. Your concern about 'Rate parity' is more about other sites showing a cheaper price than on your site - but we will display whatever rate you push through a channel manager, GDS or Switch. It's the opportunity to take silent offers from potential customers that nobody else sees that is the difference.

You (the hotel) have it within you to do that right now, without changing any pricing or discounting, because the true value of your rooms to you is really +15% less than whatever you list it as.



Should I be worried about rate-parity agreements I have signed?

No. Like the above - you will only ever be advertising your rooms at the same rate as you list elsewhere, including your own website. However if a customer walks in off the street, phones up or sends an email to a hotel making an offer vs the list price, the hotel can do what they like. Hoo allows that to happen on any room at any hotel on the platform in just a few taps, but the list price of the hotel room remains the same as advertised anywhere else.



# how we are attracting your customers

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a strong consumer message with viral story telling...

Whilst existing OTAs spend +\$2bn per quarter on PPC ads - we use other channels to target our users, building word-of-mouth around the hoo USPs - like 'Make an offer'



Influencers

travel & celeb ambassadors



Social Media



Partnerships



Content / SEO

target search terms,  
around our USPs



Above The  
Line

OOH, Radio,  
TV & Print



PPC

Adwords & FB  
mktg to support  
brand



PR

consumer & trade

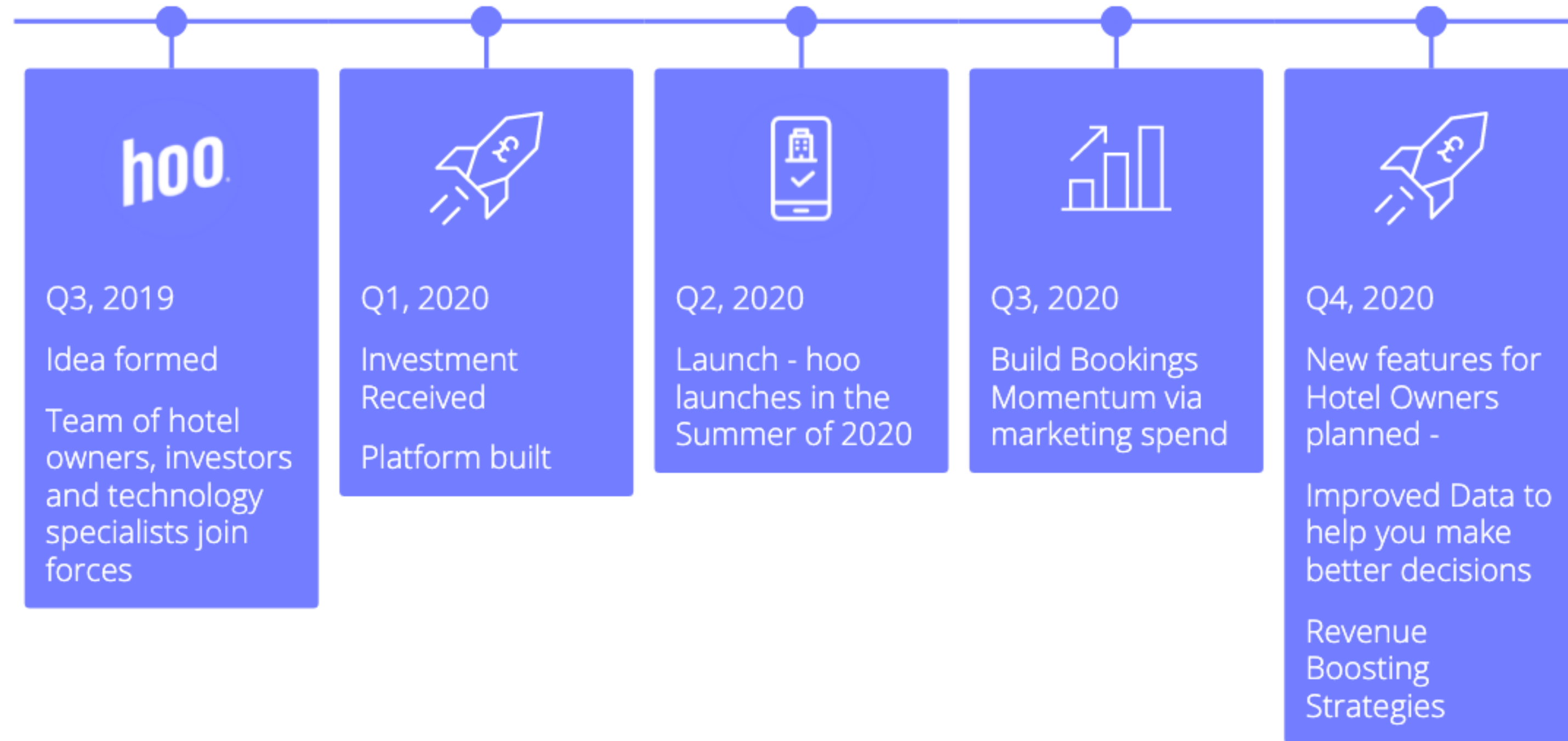


Refer & Earn

Users get ££ when  
friends & family book.



# our timeline





# early testimonials (testing with a real hotel)

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“ Got a room for £25 less with just a few clicks - should always be this easy.

Emily M, Birmingham



“ saved me money - when are you building this for real??

Josh F, Birmingham




“ I stayed somewhere I would've never normally done.

Dan A, Birmingham.

Q4, 2019 - hoo launched live test sites in Birmingham allowing consumers to 'Make an Offer', over choosing the 'Buy It Now' price - 'Make an Offer' received a 30%+ hit rate.





hoo.

we are going to redefine the booking experience,  
put businesses at the heart, and let customers  
have their say in how much they pay.

it's **hoo**® you know



ready to try a different way?

hoo



list my hotel now

hoo

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