



hoo[®]

Hotel Operators & Revenue Managers
the future of hotel booking

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

hoo.



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...

hoo

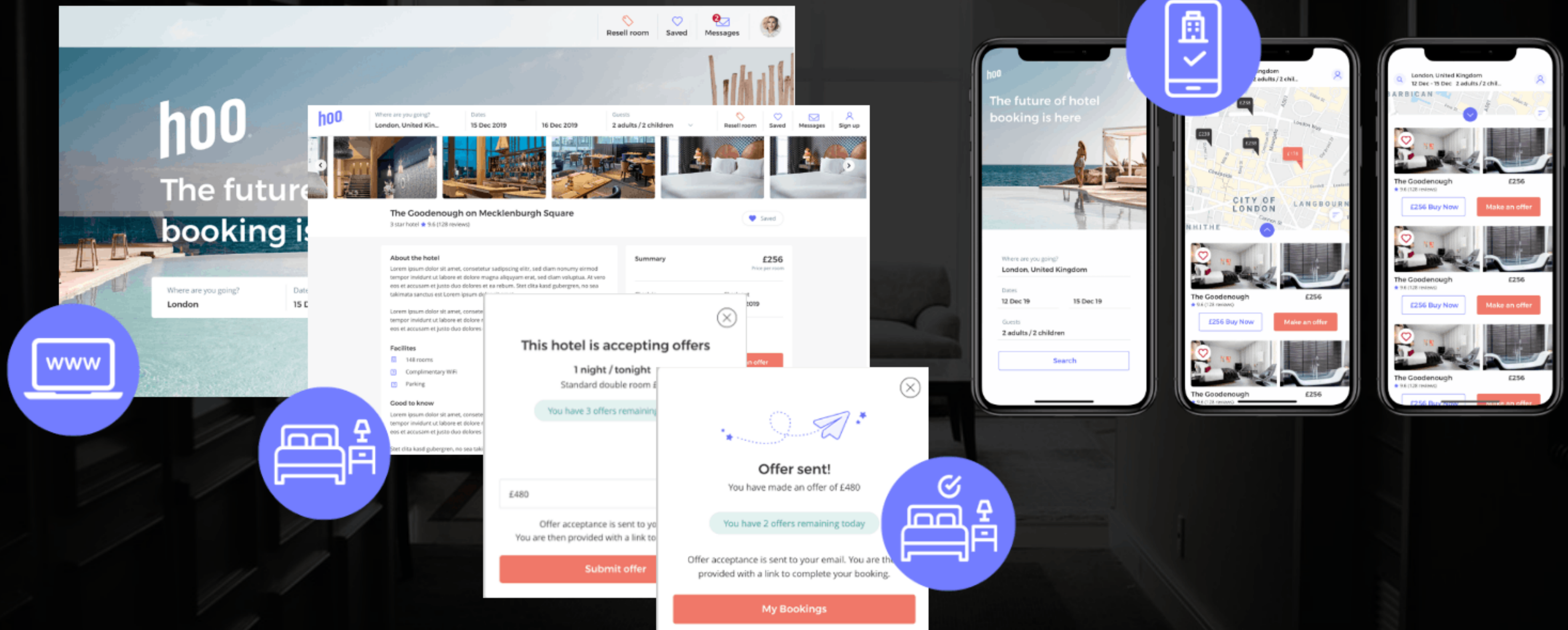
- ✓ Make an offer - either pay the list price or make an offer which hotels can choose to accept or decline.
- ✓ Resell a non-refundable room - to a new customer, avoiding no-shows, while still protecting the hotel's rate parity online.
- ✓ Broaden their choice & manage trips / costs - effectively.

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

it's **hoo** you know

hoo

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

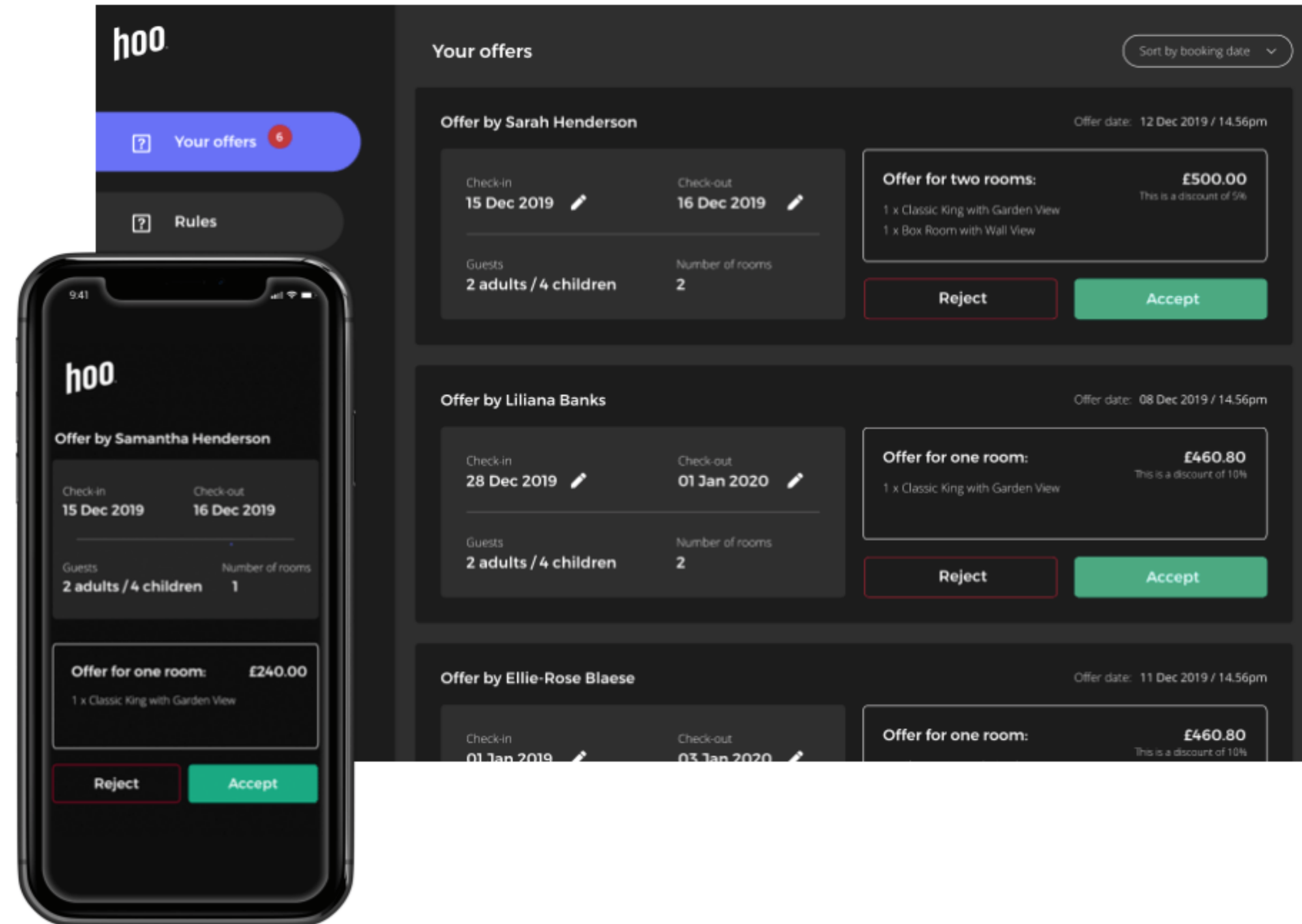


created with hotel operators in mind...

hoo.

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

We value your feedback.



early testimonials (testing with a real hotel)

hoo.



“ 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.



“ contact us to become a hotel partner

hello@bookhoo.com



“ where we are...

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