

IN HOUSE APP

New App technologies will perform a number of functions in TOWNHOUSE. We hope to lead the way in areas of guest personalisation and loyalty using the latest API & IBeacon Technology. Specifically;

Check-in & Check-Out We will offer a mobile check in service, in line with that already offered by the airline industry and minimise the need for queues. Guests will be notified when their room is ready, which will often be before the advertised check-in time. For check-out, guests can either use the App or their pre-authorised card will be charged when the App notifies us that they have vacated the room. They can also seamlessly choose a late check-out and our PMS will automatically reallocate room stock. From a marketing perspective, we'll start to learn what time we are busiest and when guests typically check-in during the week & weekends

Room keys. You will use our app to enable your smart phone to act as a room key, meaning no more lengthy queues at reception.

Guest services. Guests now want, and often expect, a digital version of the guest services book. They want an interactive solution that enables them to communicate with all areas of TOWNHOUSE, from concierge, maintenance and housekeeping teams. We will also offer secure payment options & room charging for tuck shop items

Ancillary services. Guests are no longer booking a hotel stay; they are booking an experience. They want local knowledge and access to local attractions, preferably with an inside track on where to go, what to do & where to eat. Our apps can provide this and via API integration will also link to third-party service providers, such as Open Table and Uber enabling the guest to book direct. We have factored in a small service charge within our budgets, which not only makes this an invaluable tool for guests but also an important revenue stream for us

All of the above solutions provide an added level of service for the guest. For TOWNHOUSE, they provide access to valuable data on guest habits and preferences. Used effectively, this data will help us streamline operations and optimise our revenue-generating services.





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THE USE of technology will also be at the heart of our sales and marketing strategy. We will embrace the infinite amounts of data profiling we build up about our guests and their behavioural patterns. This will help us identify who our demographic really is, rather than who we believe it to be and enable us to create a targeted marketing campaign that appeals to that demographic. We will gather data using three specific tools;



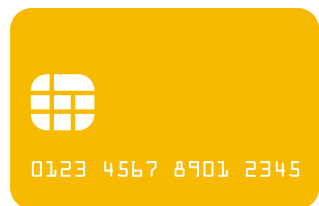
WEBSITE

Our website will be another invaluable tool for our marketing and sales strategy. Some obvious basics will be essential, such as full optimisation on all platforms, a slick integrated booking engine for rooms sales, membership CTA's as well as great looking imagery and video. The website analytics tool and our booking engine analytics will provide us with the information that we need in order to understand: Is our website performing? How good is it in terms of usability, information & revenue conversion? Is it easy to use? Is it fast enough?

We will define our website KPI's in line with our budget and ensure that the website performs to this standard. We will use heat maps to understand how to improve our website's usability and where to position our all important booking links.

MEMBERSHIP

Every guest will be encouraged to become a member of TOWNHOUSE. We will do this on the website, in our app and through our Hosts team at the property. We will incentivise our guests by giving them 10% of our published rates...Always. From a marketing perspective we will receive invaluable data such as location, birthday & age and target our strategy accordingly & ensure loyalty from our members. Membership will also help us combat rate parity with OTA's and over time, help us reduce our commission model.



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