



# How UK Independent Hotels ARE LEVERAGING TOOLS AND CHANNELS TO THEIR ADVANTAGE



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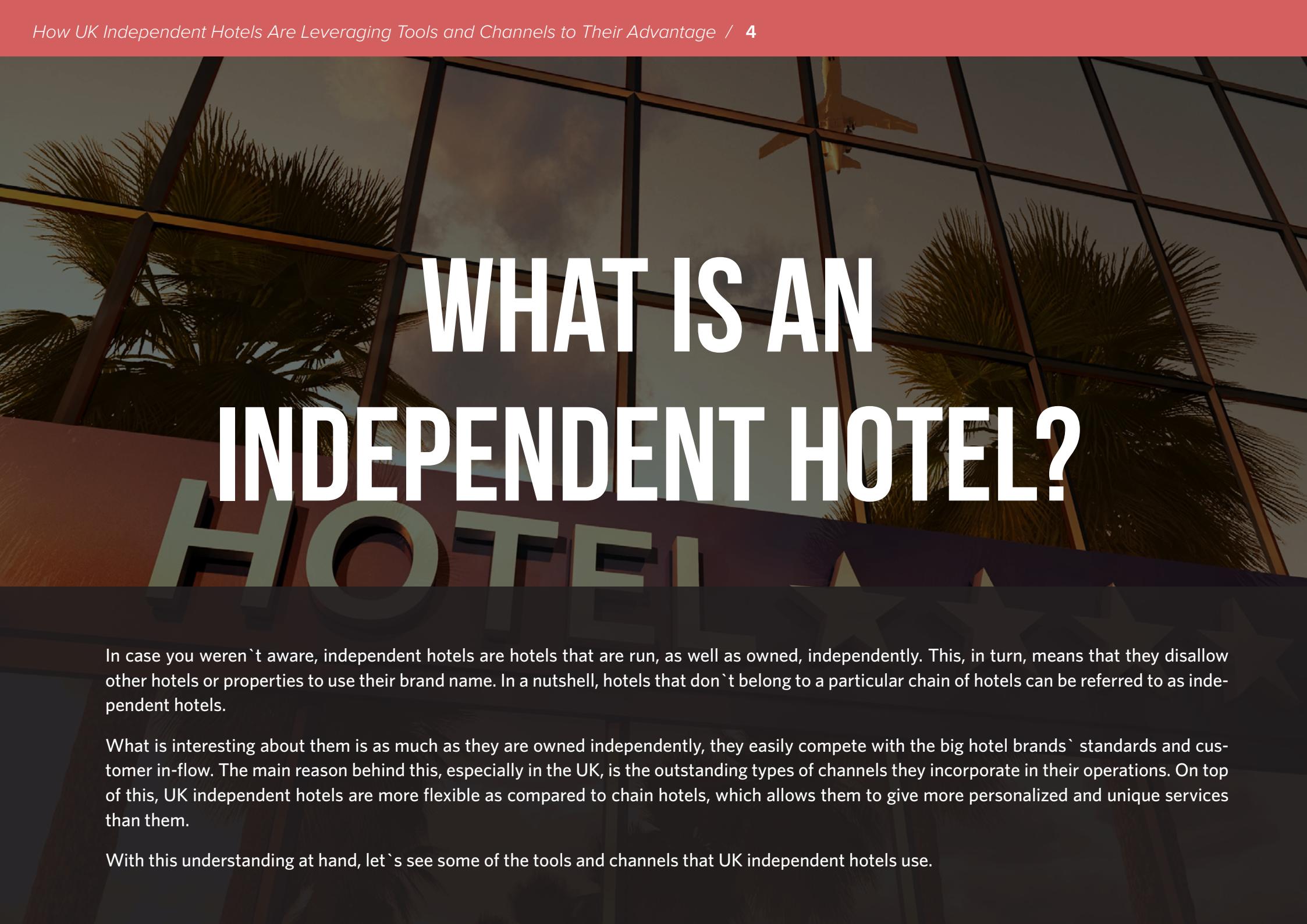
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# INTRODUCTION

In these present times, the economic sector as a whole has been ridden with uncertainty thus forcing the stakeholders in various industries to take measures that will assist them in keeping their heads aloof. The hospitality industry is one of such sectors where innovative means have been crafted to help survive these scary economic trends.

Most hoteliers in the UK are aware that they cannot successfully control the reigns of their surrounding economic environment. This, in turn, has propelled them to forge marketing strategies that can help their hotels to register an increase in profitability and sales despite the harsh economic conditions. Some of these strategies include the use of channels such as online travel agencies and global distribution systems among many others.

Below is an insight on how UK independent hotels maximize the various channels at their disposal to see to it that they remain at the top.



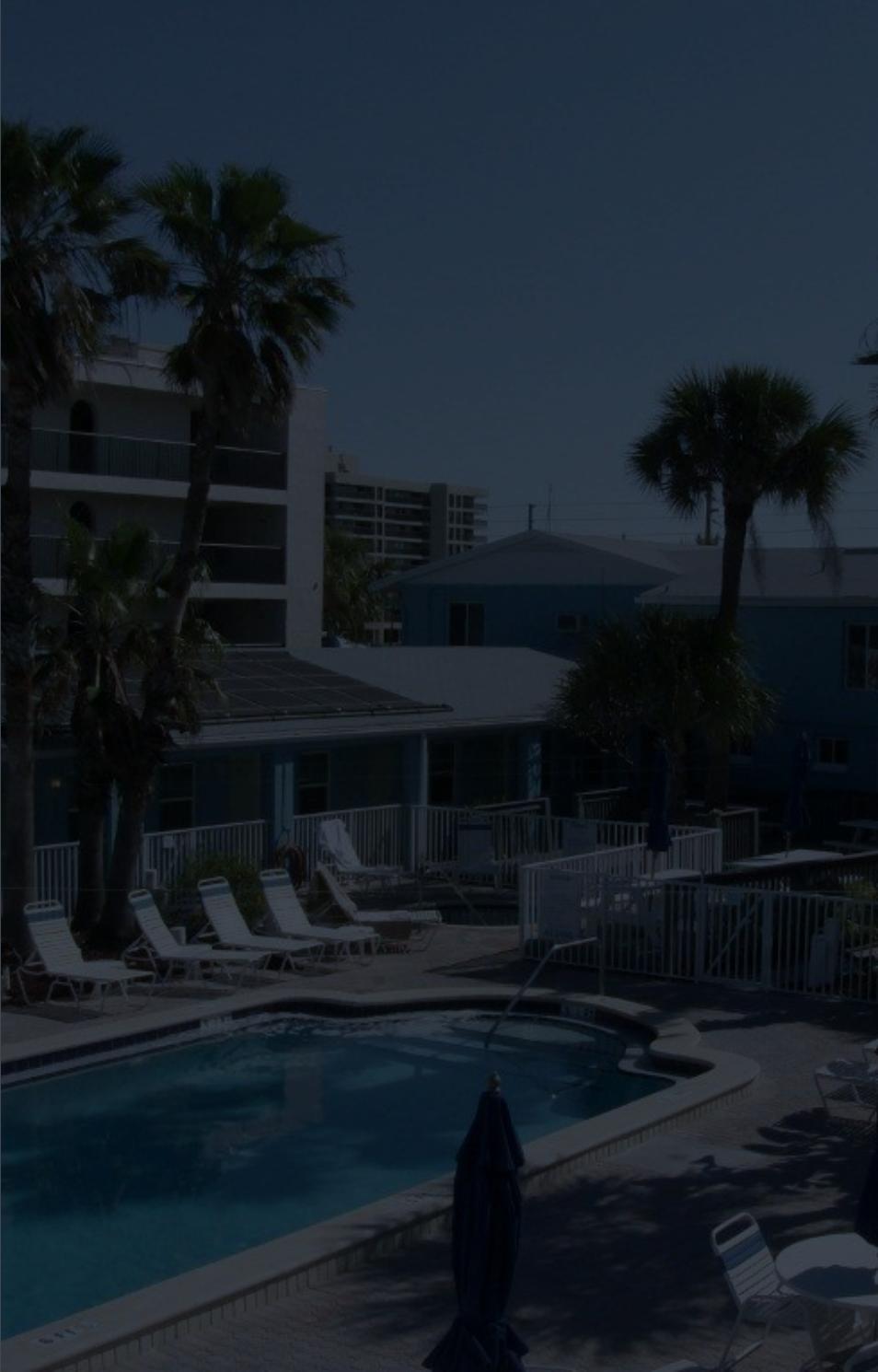
# WHAT IS AN INDEPENDENT HOTEL?

HOTEL

In case you weren't aware, independent hotels are hotels that are run, as well as owned, independently. This, in turn, means that they disallow other hotels or properties to use their brand name. In a nutshell, hotels that don't belong to a particular chain of hotels can be referred to as independent hotels.

What is interesting about them is as much as they are owned independently, they easily compete with the big hotel brands' standards and customer in-flow. The main reason behind this, especially in the UK, is the outstanding types of channels they incorporate in their operations. On top of this, UK independent hotels are more flexible as compared to chain hotels, which allows them to give more personalized and unique services than them.

With this understanding at hand, let's see some of the tools and channels that UK independent hotels use.



First and foremost the customer service is awesome. they are all so nice and very helpful. they strive hard to answer the questions in a timely manner. sometimes there is a whole team working on my issue so its done faster. The program itself is simple and really easy to understand (once you have done it a couple times). It has saved me loads of time as i am able to load items all at once instead of one at a time. Its very fast and syncs within seconds for real time availability.

The emails sent by the channel manager are spot on and very quickly sent from actual booking time to email transmission. this helps in keeping my real time availability up to date. I manage/maintain 8 properties on this channel manager and its a breeze. Admin is a piece of cake as well, i also love that you can add as many users as you want, customize their capabilities and send notifications to as many emails as you want as well. All in all the program is wonderful and so affordable. Its perfect for a big corporation or the smallest of properties. A++ in my book.

**TRISH L.**

Reservation Manager

*Liberte Management Group - Hotel Chain Property, Florida*

<http://www.libertemanagement.com/>





# ONLINE TRAVEL AGENTS

## 1] ONLINE TRAVEL AGENTS

Online travel agencies (OTAs) have time and again proved to be some of the best tools that any hotelier can use to get ahead of his/her competition. As much as independent hotels could find OTAs to be expensive channels to pursue, the prospective returns should convince any prudent hotelier to try this channel out.

The primary way in which UK independent hotels have benefited from the use of OTAs is through the remarkable marketing exposure the channel gives them. Some of the strategies that UK independent hotels use to maximize the marketing provided by OTAs include:

- Ensuring that their hotels' reviews receive timely responses to help in enhancing their customer feedback ratings.
- Provision of comprehensive descriptions of their guestrooms and the hotel in general. In addition to this, they include essential updates that may influence the daily operations of their property with the backing of top-notch photos and short videos.

It is also crucial to note that one of the most significant advantages that independent hotels have up their sleeve is that they can exert more control over the course that their agreements with OTAs will take. This is because the hoteliers can directly agree on favourable terms with an OTA manager, instead of following a mapped-out protocol by a hotel brand, which might not be in the best interests of the hotel in question.



### *How UK Independent Hotels are Leveraging OTAs*

In addition to the above, the primary strategy that UK hotels use to leverage OTAs is incorporating reservation software in their operations with them. By doing so, hotels are enabled to connect directly to these OTAs. Direct connection also assists in the monitoring of the inventory being incorporated as well as handing hoteliers total control on rates at any given time during the day. On top of this, hoteliers can revise rates as well as improve on revenue instantly, based on occupancy. Software can also assist in the management of revenue while providing strategic and timely alerts about jumping up the rates.

Also, direct connections assist UK hotels to save a significant percentage of time that would have been spent in the management of their OTA channels. This is because, with direct connections, hotels can link all their channels to their PMS which automizes channel management and sees to it that the hotels don't encounter any double bookings or situations that require manual data entry.

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# GLOBAL DISTRIBUTION SYSTEMS

## 2] GLOBAL DISTRIBUTION SYSTEMS

Global distribution systems (GDS) is a type of channel that UK independent hotels use to spread their roots to the worldwide market. Through the incorporation of GDS, hoteliers have been able to offer customers with prices as well as reservation services regardless of the country or continent they reside in. The use of GDS has assisted them in ensuring that customers have the opportunity to book cars and airlines among the vast array of travel preparations that they can choose from.

In the UK, some of the selling points that these hoteliers have successfully used are the easing of the process of booking hotels. They have managed to do so by giving the correct hotel-rates, ensuring that their hotel information is ever updated and showcasing the main interest points of their property to appeal more to potential guests.

### *How UK Independent Hotels Are Leveraging Global Distribution Systems*

UK independent hotels are taking advantage of GDS to place their hotels' information in strategic locations where travel agents will not have a difficult time finding. By so doing, hotels can maximize on their bookings at any point in time whereas also getting to make their presence felt in the most established travel markets. This, in turn, enables them to gain access to clients that are both willing and able to spend money to get hold of the best hotel rooms in the UK that are available.

In addition to this, UK independent hotels use GDS to assist them in unearthing new segments in various markets where they can easily promote their services and products by getting access to thousands of RFP's and responding back to them,. By so doing, a significant number of these hotels have discovered market segments where their services and products were in high demand but could not be reached previously.

Also, these hotels are maximizing on the fact that travel agents are now heavily dependent on GDS when it comes to finding hotels for their clients to spend. By ensuring that they are significant landmarks in the GDS world, UK independent hotels have ensured that the more substantial percentage of clients being represented by travel agents are booked in their hotels, hence accruing to higher profits for them.



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# HOTEL WEBSITES

## DEMAND IN SPECIFIC DEVELOPMENT FOR-PROFIT INCREMENT

Hoteliers in UK independent hotels use hotel websites as their primary weapon in their marketing arsenal. By so doing, they have converted the simple concept of a website into a lethal tool that can be used to appeal to any customer by delivering personalized as well as warm information about the hotel to potential guests. These UK independent hotels have mastered the art of making their websites appear more alluring by showcasing the strong-holds of their property. By doing this, they have been able to increase the number of people viewing the website while concurrently converting a significant percentage of these people into actual hotel guests.

### *How UK Independent Hotels are Leveraging Hotel Websites*

#### i. They Use Their Hotel Websites to Provide Proof of Their Best Services

Reviews can be regarded as one of the crucial factors that make one to decide whether or not they can choose to pay for a particular service or product. This is something that UK Independent hotels are aware of, and they use their hotel websites to tip potential clients' decisions in their favour. By posting credible reviews from various guests in their websites, UK independent hotels have been able to convince clients who weren't sure of the quality of the services they provided to take a chance with them.

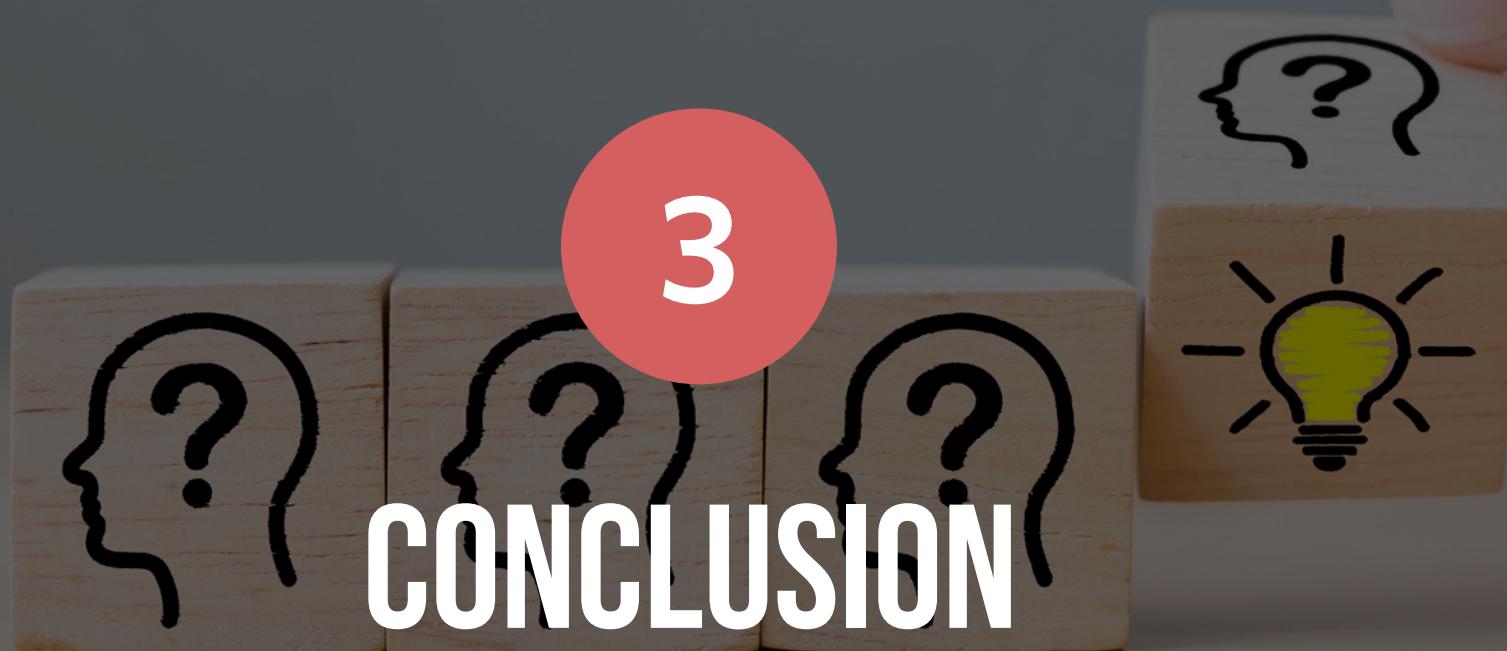


Using this strategy has enabled them to register significant profit margins as they assure their global audiences that their hotels are not only famous by accepted by people from all walks of life.

## ii. Allowing Clients to Make Social Media Bookings

With the widespread and fast-growing use of social media, UK independent hotels have been able to make the most of this trend by use of their hotel websites. By integrating their websites with the various social media platforms in existence, these hotels have been able to change marketing odds to their favour. The amalgamation of hotel websites to social media platforms has enabled these hotels to drive the vast social media attention and traffic to their websites. By so doing, they have increased the rates of hotel bookings because clients who can access the hotel website through social media platforms have the option of booking via these platforms, or the hotel websites.

Hoteliers are now able to maintain rate parity while concurrently providing exclusive rates to their clients via website logins. This, in turn, will give them an edge over OTA as well as other channels while also improving on their direct revenues and saving on the commissions paid.



## CONCLUSION

As we have seen above, finding the proper channels for the marketing of your hotel is a crucial step towards adapting to the ever-dynamic economic world. Most UK independent hotels understand the importance of mastering the tastes of their customers and then using this information to select the channels that can suit these patterns.

From the use of GDS and OTAs, we have found out that there is much to learn from how UK independent hotels use various tools and channels to perfect their operations. We hope that this article has opened your eyes to a whole new world of possibilities that lie within the proper use of marketing channels and tools in the hospitality industry.



"mycloud PMS runs at its best to ensure the smooth efficiency of our front office department; it also keeps an accurate track record of statistics for the management team in order to make vital decisions. In addition, its POS system helps enhance food and beverage sales."



**ALEX BRESSERS**

MANAGING DIRECTOR | BYD LOFTS BOUTIQUE  
HOTEL & SERVICED APARTMENTS

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## ABOUT MYCLOUD HOSPITALITY

mycloud was developed by Prologic First, an independent, private company with over a decade and a half's experience delivering end to end technology solutions to the hospitality industry across the UK, Asia, Africa and the Middle East. One of the biggest barriers to adoption and usage that legacy systems face is the license and implementation cost which can run into thousands of pounds and is a big deterrent for hotels in adopting new technology. Looking at the current trend in technology in the hospitality sector, cloud computing is considered to be the biggest disruptive technology and changer. We provide you with an easy to learn, state of the art integrated solution for your hotel management needs as well as providing an online presence at a much lower cost. In fact, mycloud may very well be at a lower cost than the cost of maintaining your legacy systems when you also take into account the loss of revenue due to errors and inefficiencies to which legacy systems are prone.

mycloud Hospitality provides cutting-edge integrated solutions for all aspects of hotel management, including revenue management solutions. Our services are reliable as well as cost-friendly.

Contact us today to find out how to boost your hotel business through cloud technology solutions!

### Schedule a Hotel PMS Demo

(Our online demo takes about 30-60 minutes and you would need a desktop or laptop with microphone, speakers and Internet connectivity. Time shown here is in EST (Eastern Standard Time, -5:00 GMT)

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