Profitroom®

Tackling the Disjointed Website User Experience and Streamlining Technology to Manage Online Visibility

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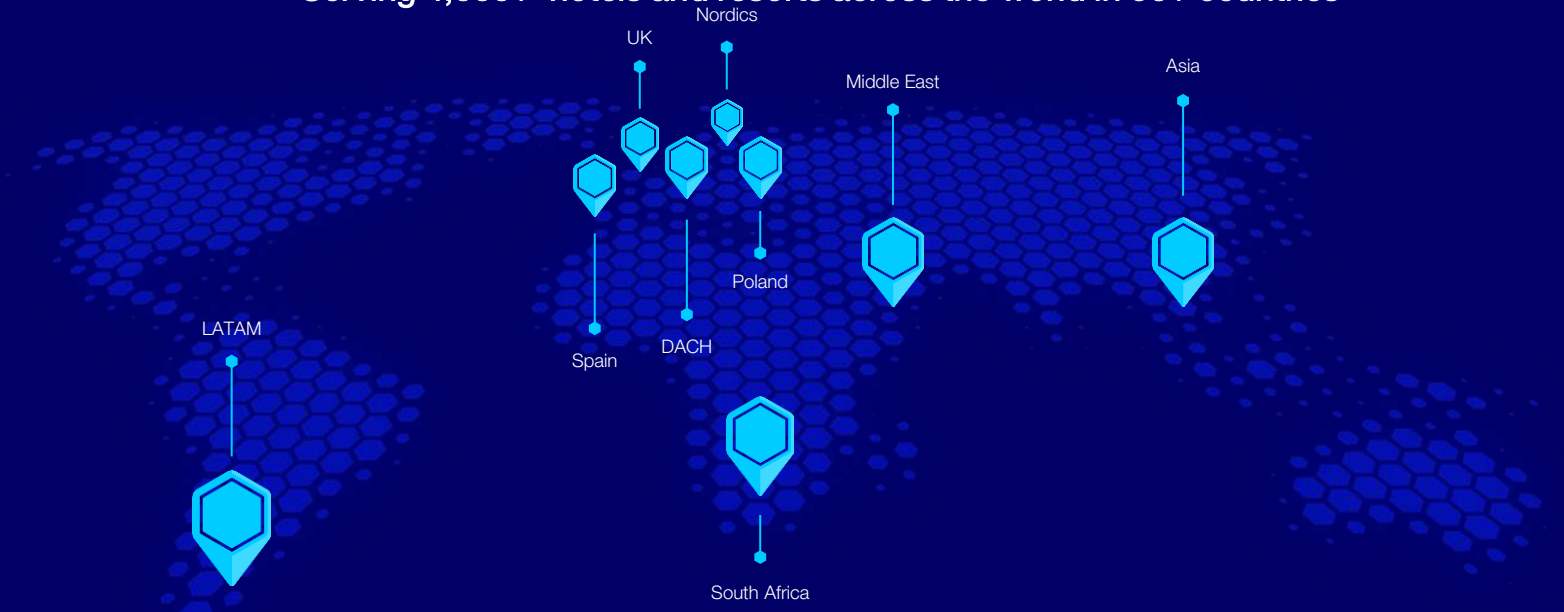
Agenda

- Introduction to Profitroom & 7 Hospitality
- Direct Booking Strategy - Why is that important?
- Who is responsible for the hotel’s website?
- Website, Booking Engine & unified online experience
- Discussion, Questions & Talking Points

Serving 4,000+ hotels and resorts across the world in 50+ countries



The results for placing Direct First

Sun International

178% Increase in direct online revenue

38% YOY growth in stay offers revenue

Welcome Break

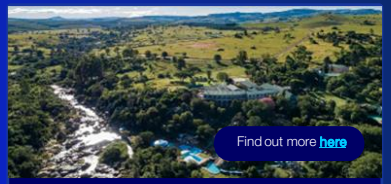
524% Increase in direct bookings

562% Increase in extras sales

The Robert Parker Collection

20% Increase in direct bookings

2200 New guest emails in CRM



Gooderson Leisure

63% YOY growth in stay offers revenue

33% Increase in direct revenue YOY

Port Lympne Hotel & Reserve

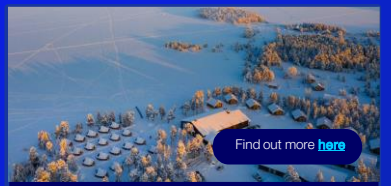
99% Occupancy rate

66% Bookings through the website

Legacy Hotels & Resorts

30% YoY revenue growth

215 Bookings made in one month



Wilderness Hotels

38% ABV increase

83% Online sales are packages

Northern Lights Village

55% ARR increase

52% ABV increase

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One comprehensive solution

Integrations

- Distribution
- PMS
- Activities
- Payments

Profitroom Suite

- Hotel Websites
- Channel Manager
- Booking Engine
- CRM & Loyalty
- Hotel Email Marketing

Our Services

- Paid Advertising for Hotels
- SEO for Hotels
- Revenue Management

Value Added Services

- Onboarding
- Customer Success
- Technical Support

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Why is this important?

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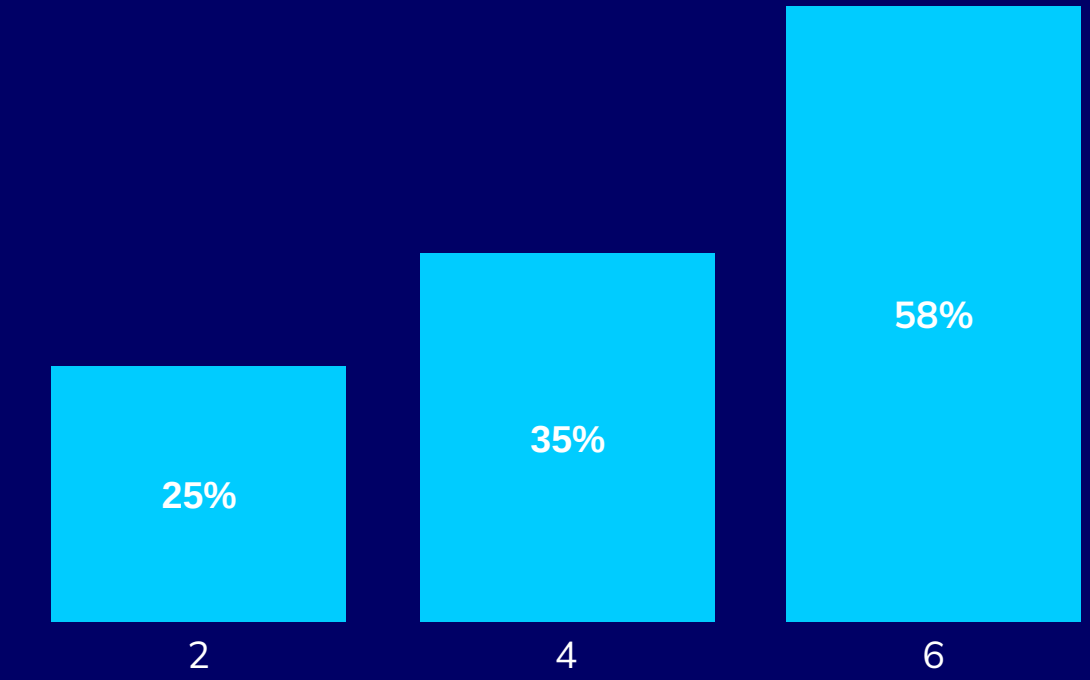
Share of Direct Online



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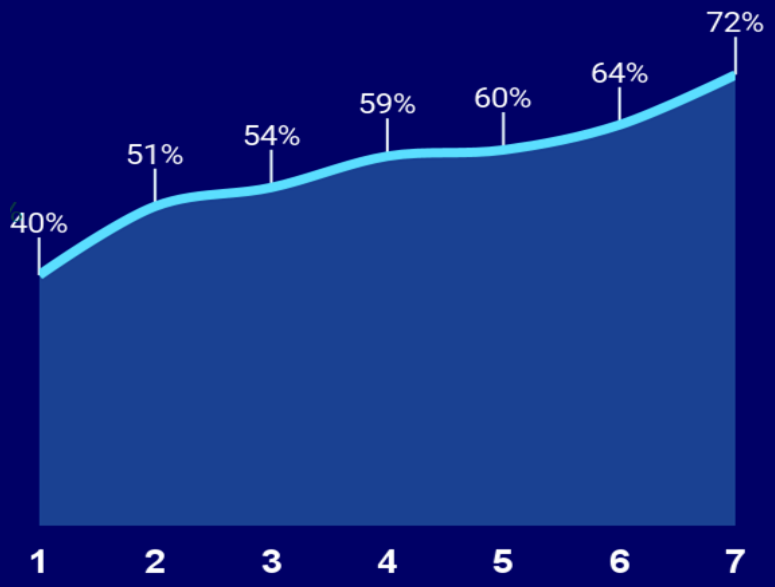
Share of Direct Online



72% share of direct revenue

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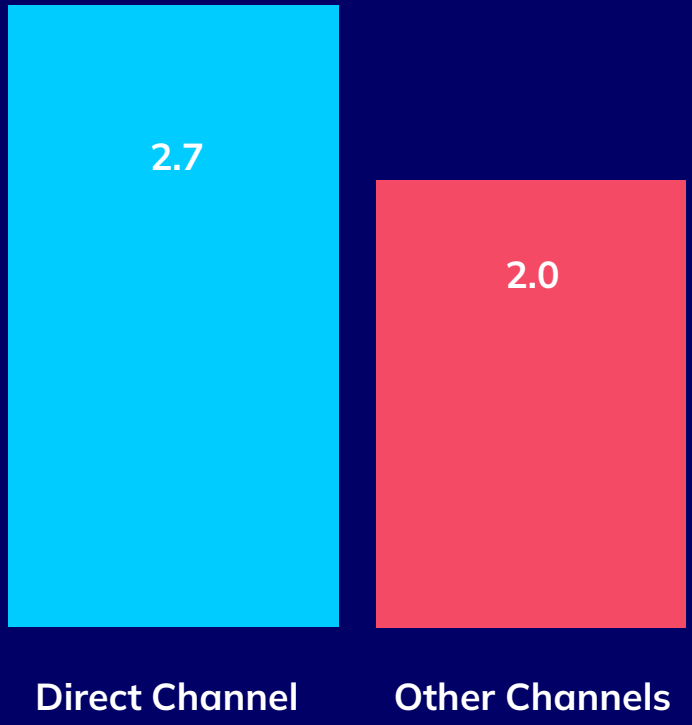
Average Length of Stay

+37%



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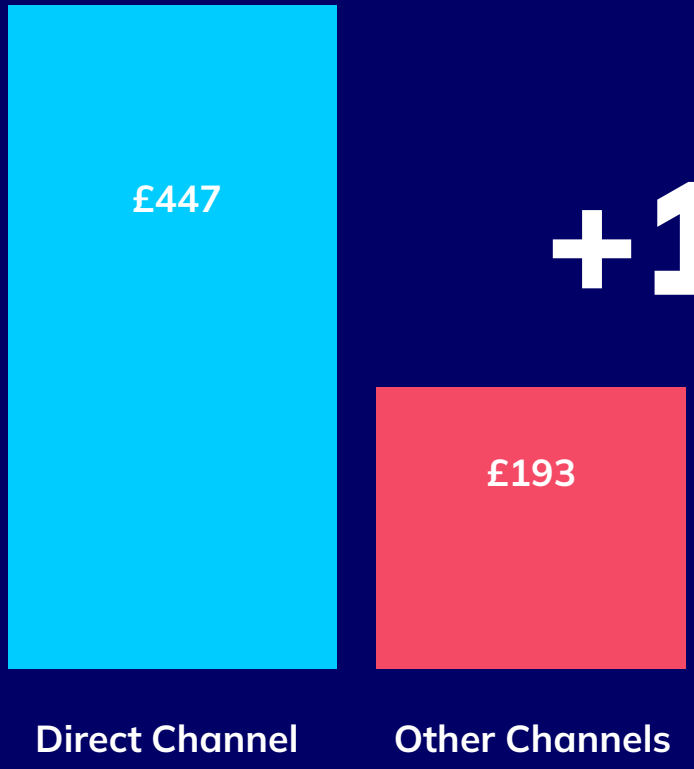
Average Booking Value



+132%

Who is responsible for the hotel’s website?

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Requirements for a Digital Marketing Manager

- Basic **HTML** knowledge.
- Experience with **content management** (building content pages).
- Confident with data querying (SQL/SPSS)
- Experience in Site Usability, A/B Testing, Personalization and Optimization.
- Write and maintain SEO-optimised articles for our user Help Centre, including FAQs, how-to guides, troubleshooting content, and feature documentation.
- Co-ordination and optimization of online advertising including: Digital advertising (PPC, display), Email.
- 2+ years of experience in eCommerce site merchandising, including customer journey optimization and management of web campaigns. Experience in digital marketing is a benefit.
- On-Page SEO: Optimise website content, metadata, and internal linking structures to improve rankings.
- Keyword Research: Identify high-value keywords and search trends to inform content strategy.
- Customer Focus: Deep understanding of customer behavior and the importance of delivering exceptional digital experiences.
- Proven experience in setting up server-side tracking with GTM, GCP, Cloud Run, SSL, DNS, Github, GA4, Meta CAPI, and more.
- Experience in Sales or Marketing in an FMCG or Consumer Health industry is a must

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Technical Definitions

Web page - a document containing a code which specifies elements, styling, contents, and interactivity a of a website

Browser - software which specializes in reading and showing the visual representation of web pages

HTML - programming language that specifies the arrangement of website elements

CSS - programming language that specifies the styling of the website elements

Javascript - programming language that enables features like animations, pop-ups, widgets, cookies, and data collection scripts

CMS - (Content Management System) is the panel where web administrators modify website content

Responsiveness / RWD - (Responsive Web Design) is a set of practices which ensure good website performance across devices

CMP - (Cookie Management Platform) is a tool that helps managing user's cookie consents through Cookie Banners

GDPR - (General Data Protection Regulation) is a data protection law that governs how organizations collect, store, and process personal data

WCAG - (Web Content Accessibility Guidelines) is a set of guidelines for making web content more accessible to people with disabilities

GTM - (Google Tag Manager) is a tool where we can implement front-end scripts and set trigger actions for them, instead of implementing them directly on the website

dataLayer - a piece of code, generated and pushed into the source code of a web page upon a page load, that aggregates relevant product/booking information and makes it very easy to send it to GA4, Facebook Ads, Google Ads etc.

Plugin - a technological functionality which is not a part of the standard Website scope, but can be easily installed into the platform to expand its features

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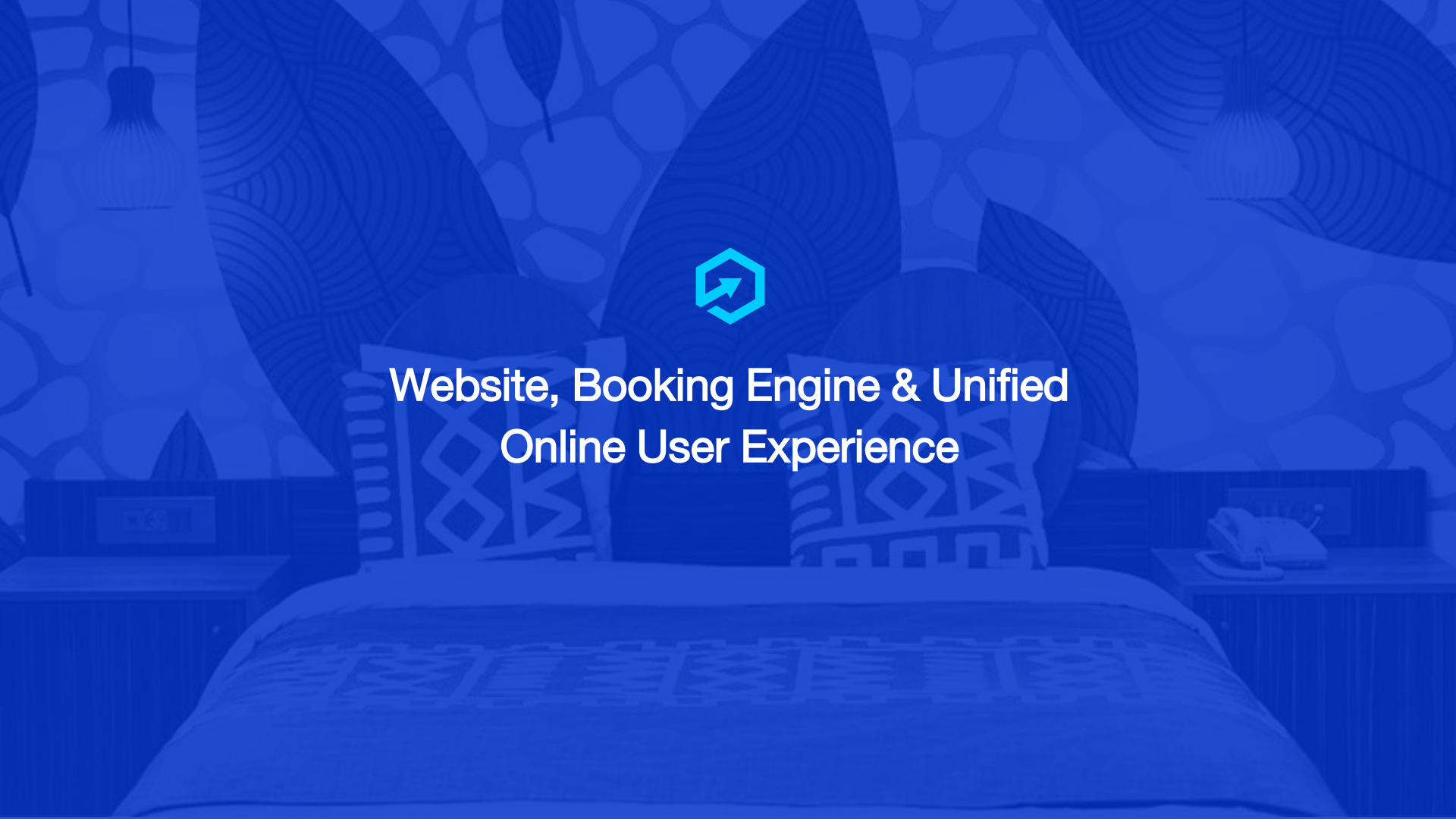
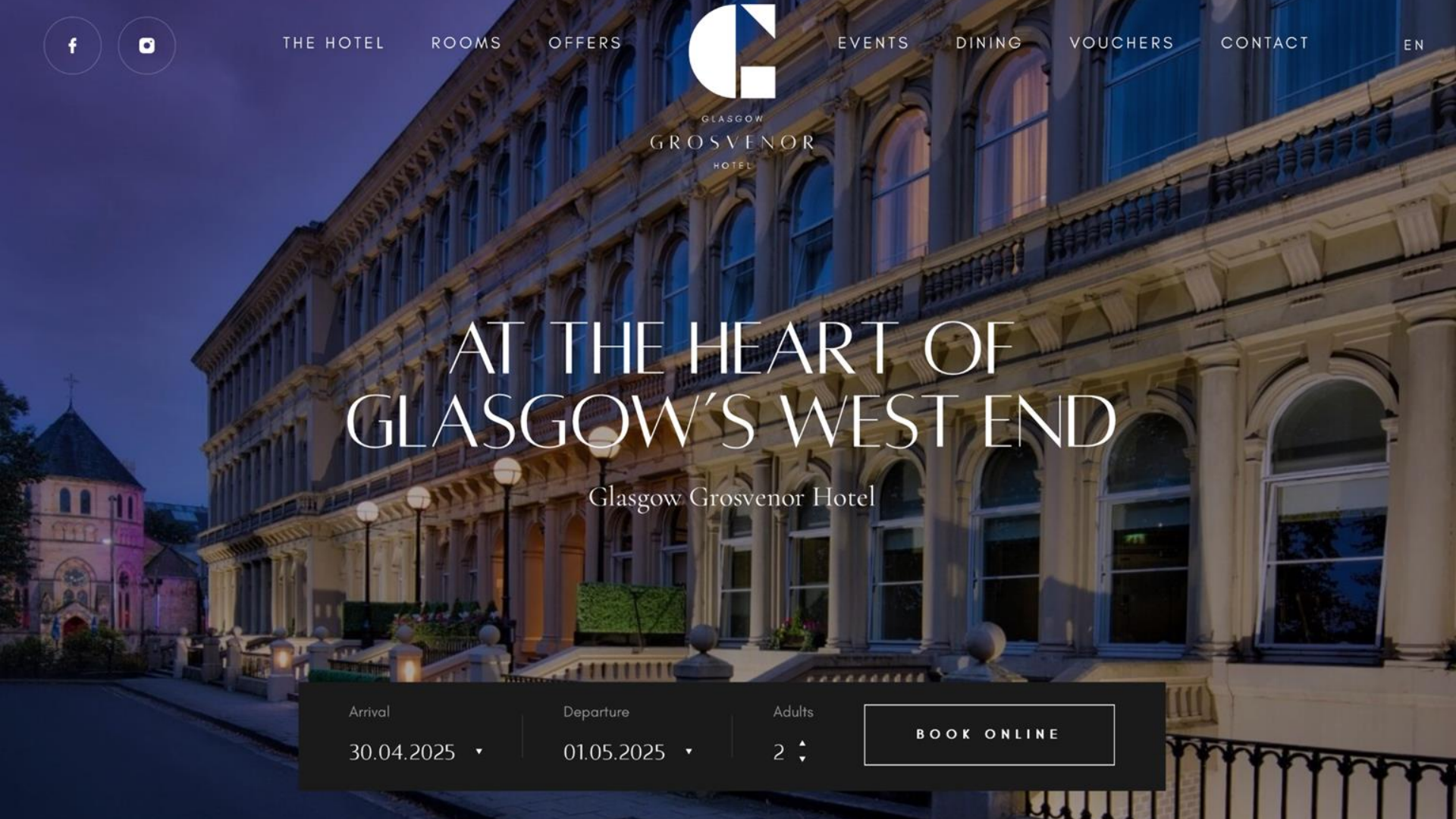
CMS Options

Feature	WebAssistant	WordPress	Squarespace
Ease of Use	⭐⭐⭐⭐⭐ (User-friendly + PR support)	⭐⭐⭐ (Steeper learning curve)	⭐⭐⭐⭐⭐ (Very easy)
Customization	Fully customizable for bespoke, comfortable for template	Fully customizable but need proper dev, otherwise possible but uncomfortable	Similar to WA template, but not great for hotels
Multi-Language	✅ Built-in	✅ With plugins	❌ Limited
Integrations	⭐⭐⭐ (Few integrations but rich native features + bespoke flex.)	⭐⭐⭐⭐⭐ (Thousands of plugins)	⭐⭐ (Few integrations)
Cost	Development cost + maintenance	Basic site can be done for free, but probably need to hire somebody to build it for some 500 EUR. Then plugins can add up	Low monthly cost, probably need to hire some junior for 300 EUR to set up
Best For	Hotels, as it was designed and developed for hotels of all sizes	Small and very big businesses. Anything in between either gets stuck with ugly or drowns in costs of devs	Small businesses which just want to put content out there, with not many customize features


Website, Booking Engine & Unified
Online User Experience


THE HOTEL
ROOMS
OFFERS
GLASGOW
GROSVENOR
HOTEL
EVENTS
DINING
VOUCHERS
CONTACT
EN
AT THE HEART OF
GLASGOW'S WEST END
Glasgow Grosvenor Hotel
Arrival
30.04.2025
Departure
01.05.2025
Adults
2
BOOK ONLINE

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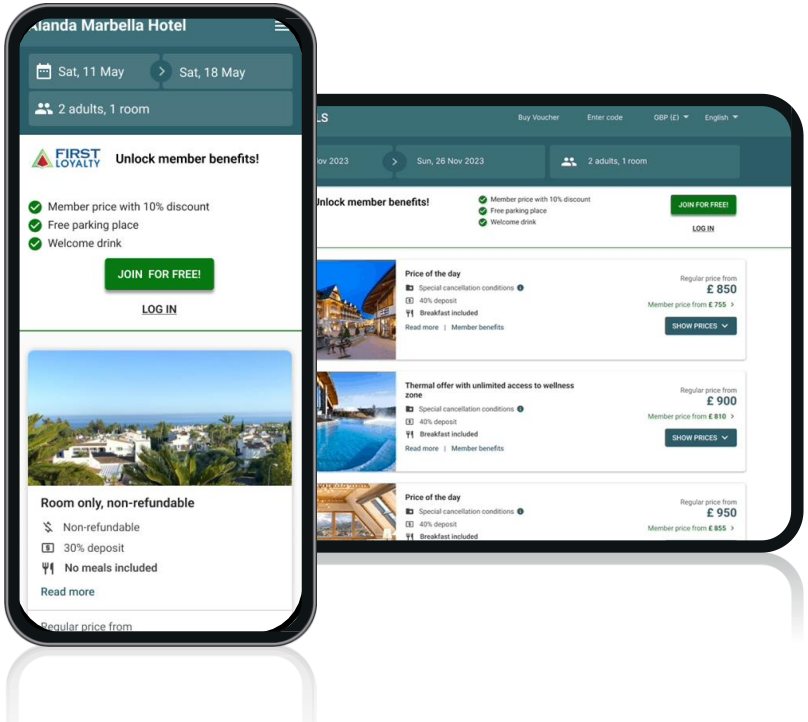
Natively Embedded Loyalty



Sponsored · Featured options
Advertiser payments affect ad ranking

Booking.com 2 guests · Free Wi-Fi	£175
2 guests · Free cancellation until 14 Jun · Free Wi-Fi	£192
Hotels.com	£190
trivago.co.uk	£190
Skyscanner	£190

All options

Glasgow Grosvenor Hotel · Official website Member rate; save 10%	£171 ~~£190~~
Booking.com	£175
Reservation Day	£176
Expedia.co.uk	£190
Agoda	£190
trivago.co.uk	£190
Wego	£192
Priceline	£190

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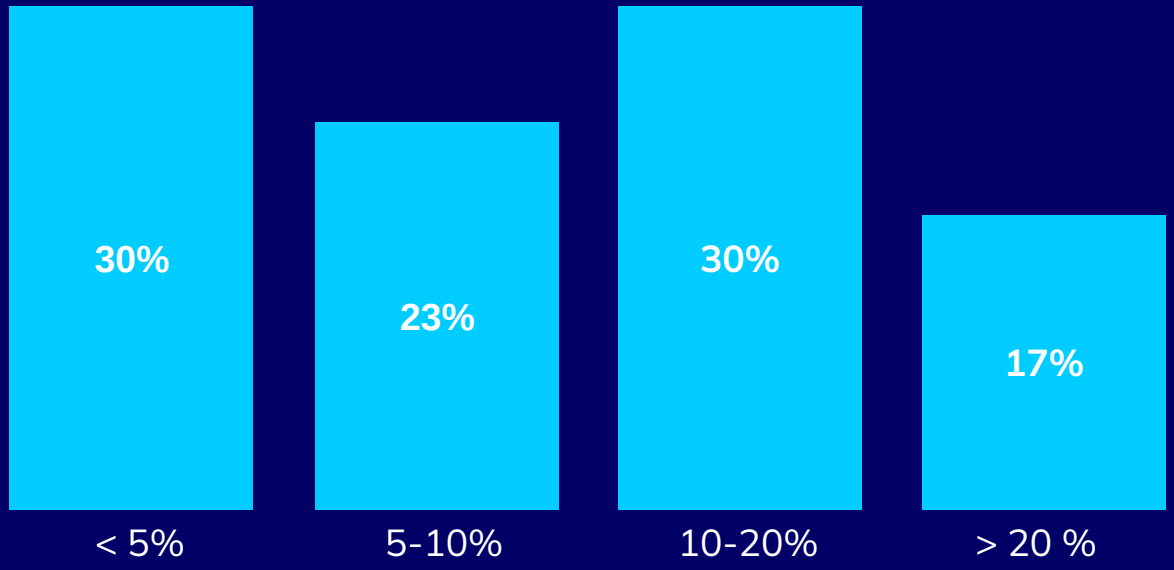
Share of Google Free Links Traffic



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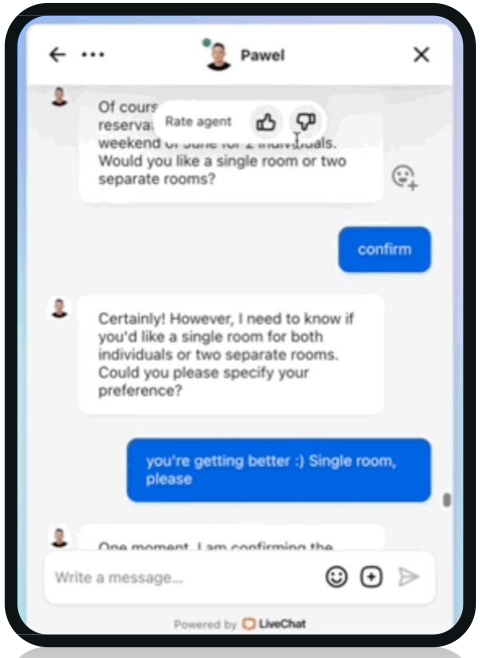
AI - Reservation Agent



- **24/7 availability:** Handles enquiries and bookings around the clock, improving satisfaction and revenue.
- **Cost efficiency:** Reduces the need for extensive customer service staff, cutting costs without sacrificing quality.
- **Personalisation:** Analyses guest preferences to offer tailored recommendations, boosting guest experience and loyalty.
- **Consistency:** Delivers accurate information consistently, minimising errors compared to human agents.
- **Scalability:** Adapts easily to fluctuating demand during peak seasons or promotions without major staffing changes.
- **Multilingual support:** Supports multiple languages, enhancing service for international guests and expanding reach.
- **Enhanced guest experience:** Frees human staff for complex tasks, improving overall guest interactions.
- **Quick response time:** Manages multiple enquiries simultaneously, providing instant responses and reducing wait times.
- **Reduced human error:** Automates booking processes, decreasing errors and ensuring smooth reservations.

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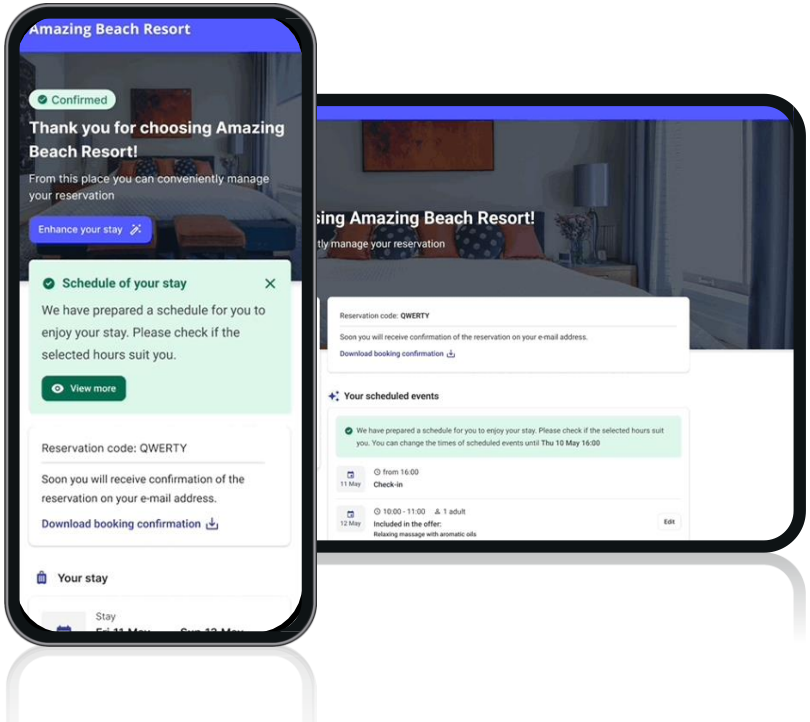
Seamlessly Integrated Guest Panel



- **Unified UI:** Centralised guest portal for convenient reservation management, upselling and room upgrades.
- **Extra services & activities:** Seamless Integration with Table Booking, Spa and Activity platforms.
- **Upsell & automation:** Maximise package offers and upsells whilst supporting operational teams.
- **Uniqueness:** Create unique package offerings that sell every aspect of your hotels offering.

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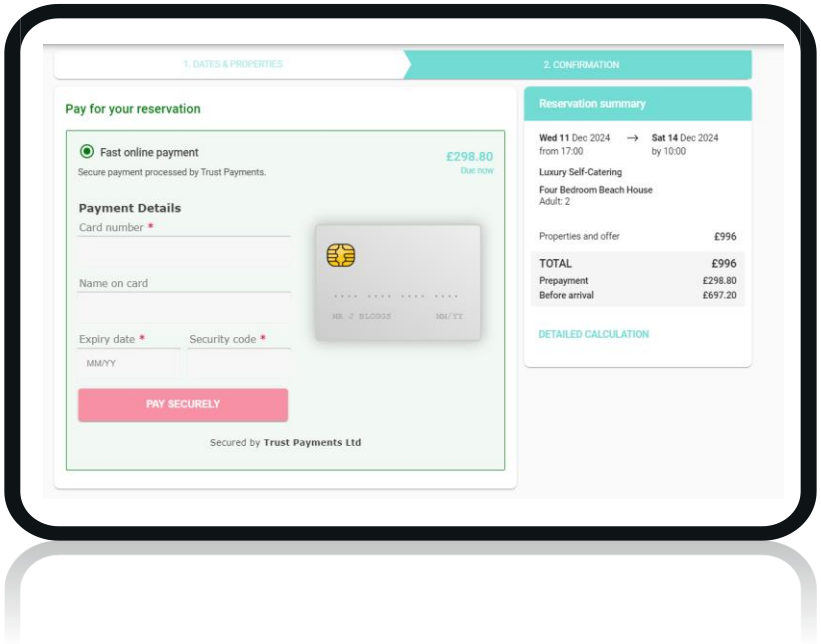
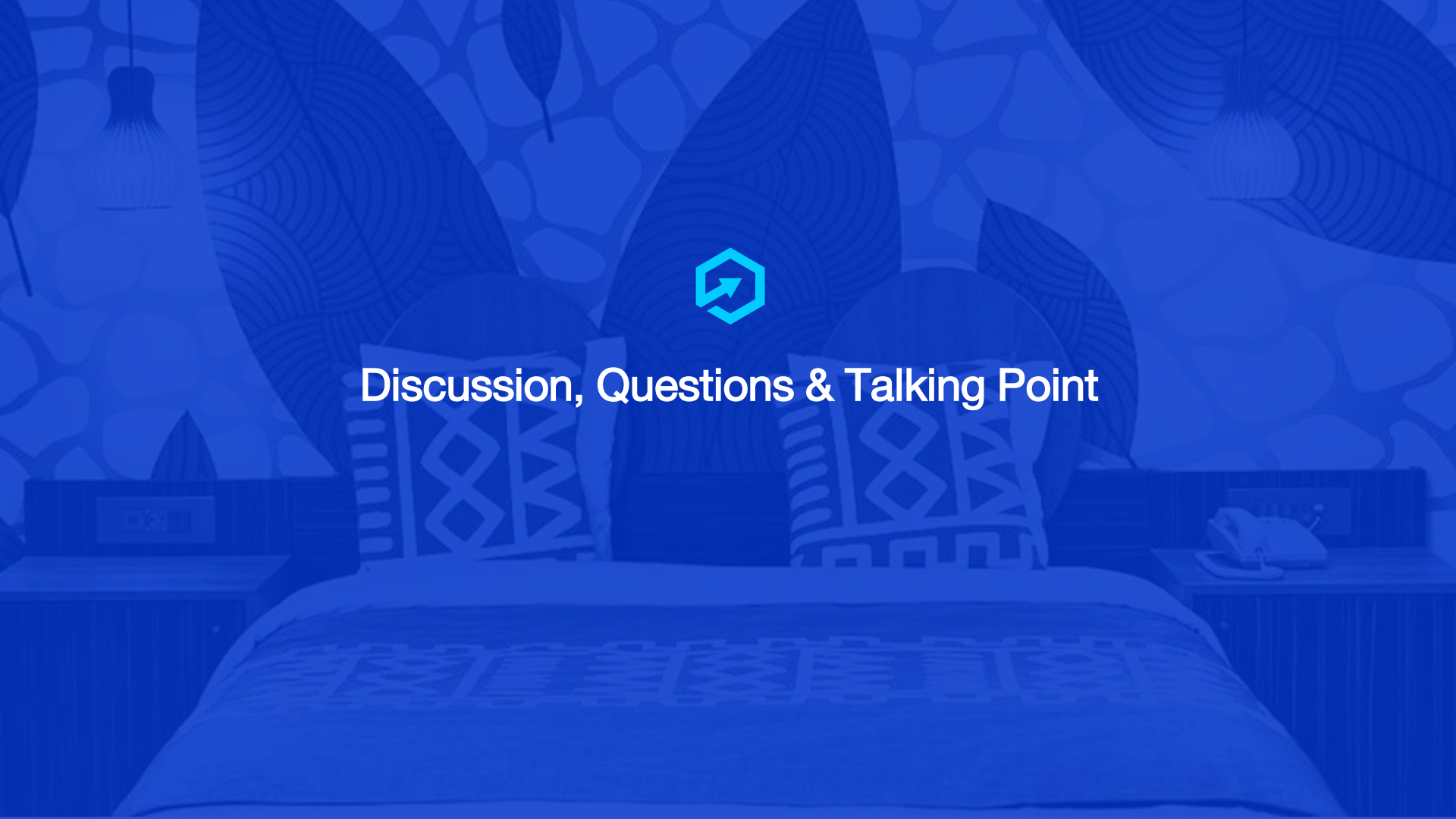
Seamless Payments



- **Streamlined payment process.** Automated payment collection streamline check-in.
- **Increased security** of payments and reservations. With collecting payments gradually or preauthorization, hotels minimize booking abandonments.
- **Flexibility and convenience.** Guests will select a payment option most suitable for their needs.
- **Protection** against no-shows and cancellations: Automatic charges for no-shows or late cancellations


Discussion, Questions & Talking Point

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