

 **REVINATE** with

BIKE & BOOT

1 FUTURE HOTELS FOR NOW

Activating guest insights across the full journey

How **Bike & Boot** activates every moment of the guest journey





John Mullen

Regional Director



Simon Kershaw

Executive Director

BIKE & BOOT

**Rising costs.
Shrinking margins.
More competition.**

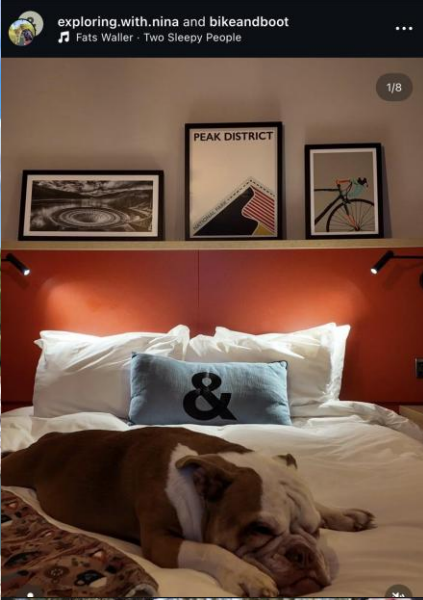
**The pressure is real.
So what do you do?**



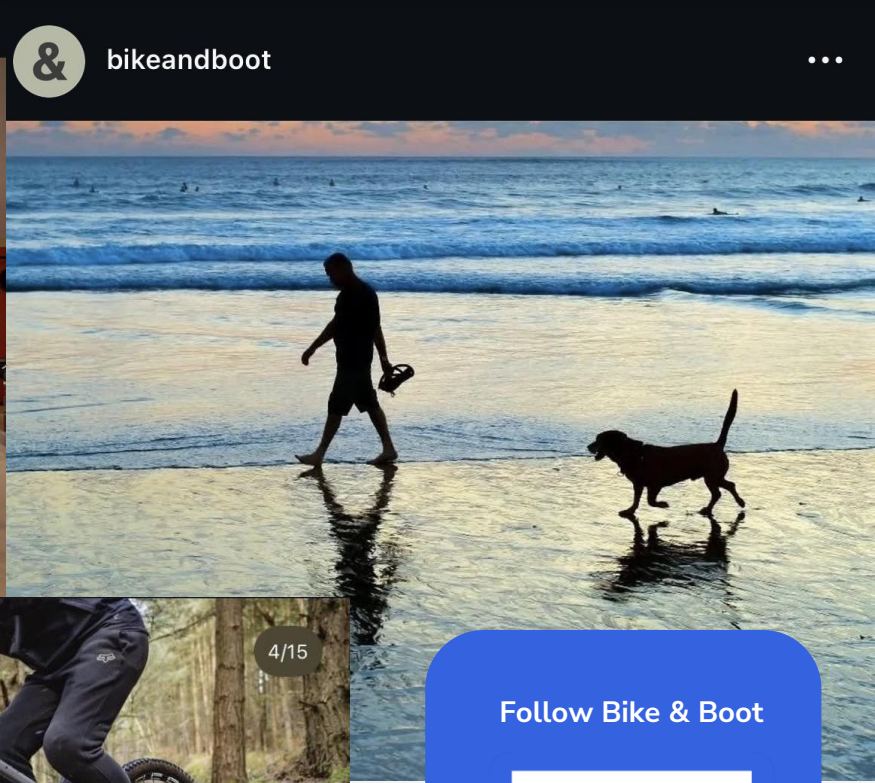


Come with us to the best hotel in Scarborough

Come with us to the best hotel in Scarborough.



1/8



bikeandboot



4/15

Follow Bike & Boot

A blue rounded rectangle containing the text "Follow Bike & Boot" and a QR code.

Beyond the hotel: how partnerships extend the Bike & Boot experience

From local adventures to co-branded clothing — building a community beyond the stay



Pure Outdoor
Peak District

Partnership with
The Adventure Hub



Peak Walking
Adventures



TOG24 Bike & Boot
Clothing range

Partnership with
TOG24

Turning fans into guest

BIKE & BOOT

LEISURE HOTELS
PEAK DISTRICT HOTEL

Want to be a part of our Exclusive Boot Crew? See why below....

Still into dog walking, boots or bikes Or maybe cocktails? Let's make it official.

We are refreshing our mailing contacts with all you lovely people who have stayed with us before. Sign up, and we'll sort you out with perks, treats and the good stuff. And you will become part of the Bike and Boot "Boot Crew" don't worry we will not bombard you with emails.

[SUBSCRIBE NOW](#)



Marketing to the Tribe

Not every guest is the same, so why send them the same message?



Cyclists

Bike storage & maintenance

Local routes & bike hire

Cycling community content



Dog owners

Dog-friendly rooms & facilities

Grooming areas & walking trails

Pet-welcoming messaging



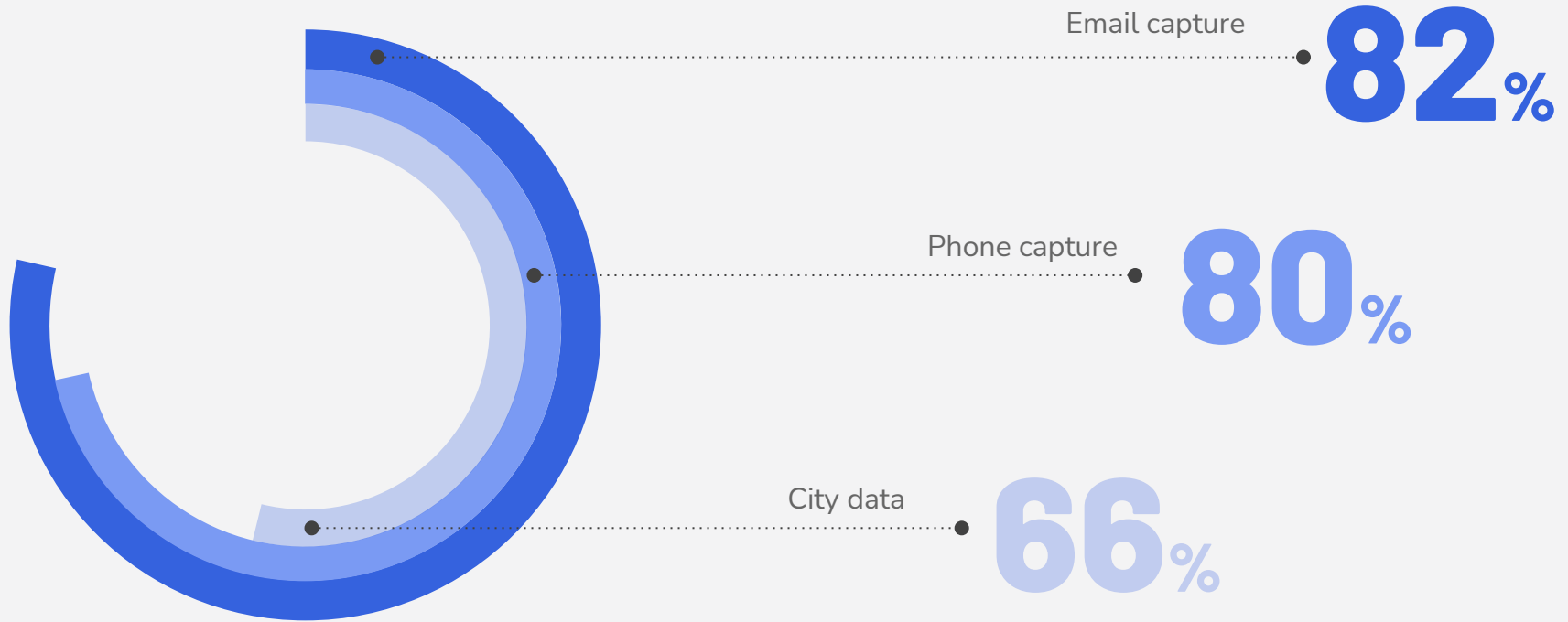
Groups

Social spaces & group offers

Group booking incentives

Event & activity packages

Database Health



Beating the Benchmark

Newsletter performance

5.18%

Conversion rate



Vs. 0.10% industry average

48%

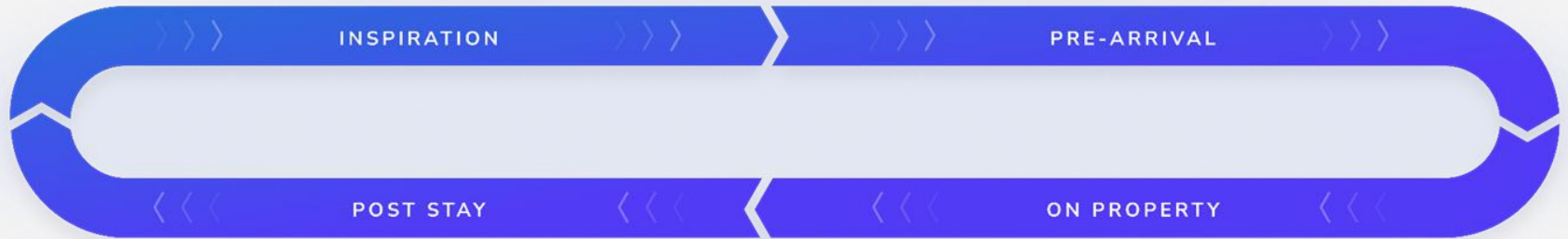
Open rate



Vs. 33.15% industry average

The Guest Journey - Made easy

- WE MISS YOU
- DRIP CAMPAIGNS
- SEASONAL / HOLIDAYS
- CONFIRMATION
- PRE-ARRIVAL UPGRADES
- STAY ANNIVERSARY
- CANCELLATION RECOVERY
- FLASH SALES
- CANCELLATION
- GUEST PREFERENCES
- BIRTHDAYS
- CART ABANDONMENT
- STAYCATIONS
- MODIFICATION
- ONE-TO-ONE
- QUALIFICATION
- WEB ABANDONMENT
- NEWSLETTERS
- PRE-ARRIVAL LETTERS



- OTA WIN-BACK
- POST-STAY SURVEY
- WELCOME NOTE
- ANNOUNCEMENTS
- DIRECT WIN-BACK
- REPUTATION MANAGEMENT
- ON-PROPERTY PROMOTION
- IN-STAY GUEST SURVEY
- THANK YOU NOTE
- ON-PROPERTY UPGRADES
- FLEXIBLE GUEST SURVEY
- ANCILLARY REVENUE

Pre-arrival: the hidden revenue moment

Bike & Boot achieves a 73% open rate
UK hotels average £57 per booking in pre-arrival upsells



BIKE & BOOT
LEISURE HOTELS FOR NOW

PEAK DISTRICT HOTEL

Only 4 days to go

The advertisement features a central photograph of the Peak District Hotel, a large, multi-story stone building with a dark roof, situated in a lush green valley with rolling hills in the background. The sky is blue with light clouds. The text is overlaid on the image: 'BIKE & BOOT' and 'LEISURE HOTELS FOR NOW' are in a red box at the top; 'PEAK DISTRICT HOTEL' is below it; and 'Only 4 days to go' is at the bottom in red.



PEAK DISTRICT HOTEL



BOOK DIRECT. SAVE BIG.

Dear Grant,

We're proper chuffed you picked Bike&Boot Peak District for your recent getaway. Hope you had an absolute blast with us! For the best rates and exclusive offers, book direct.

BOOK NOW

The Reservations Team
Bike & Boot Leisure Hotels - Peak District
[0345 646 2117](tel:03456462117)

Winning guests from the OTAs

Relationship building or Book Now?

How Bike & Boot balances brand
personality with commercial intent

Revenue emails

- ✓ Pre-arrival upgrades
- ✓ Flash sales
- ✓ Direct booking offers
- ✓ Room upgrades

Relationship emails

- ✓ Local event guides
- ✓ Walking & cycling routes
- ✓ Seasonal content
- ✓ Boot Crew community updates

BIKE & BOOT

LEISURE HOTELS FOR NOW

**The adventure starts
with knowing your
guest.**





Your turn.



The Hospitality Benchmark Report

- Benchmark your performance across every guest channel
- Identify hidden revenue in your database
- See what actually drives bookings and ROI

www.revinate.com/hospitality-benchmark-report/



REVINATE.COM

**Compare your hotel's performance and
discover growth opportunities**



Thank you.