# BEDB■■KER

# The gateway to maximising accommodation revenues, hassle-free.

Reach a global audience through multiple channels effortlessly.

# Reach prospective guests worldwide and boost your reservations and revenue

In today's competitive hospitality landscape, maximising accommodation revenues has become more challenging than ever.
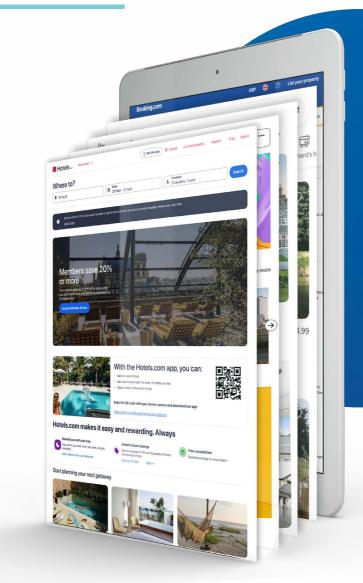
The Key? Reaching a global customer base through the right booking channels.

However, managing your available bedroom stock on multiple Online Travel Agents (OTAs) is often an overwhelming and time-consuming manual task with a constant trade-off between occupancy and the risk of over-bookings and guest dissatisfaction.

## Meet BedBooker

An incredibly powerful central interface, with game-changing technology that will revolutionise the way you market and manage your rooms.
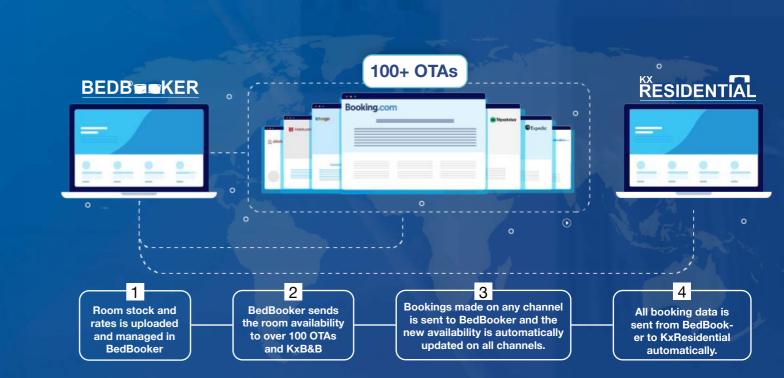
Imagine if all your OTAs and your back-office solution, KxResidential, acted as one connected system, seamlessly and automatically updating and transferring data back and forth simultaneously, redefining efficiency as you know it. BedBooker is that connection.

BedBooker empowers you to take control, expand your reach and maximise your full revenue potential.

**View the full list of channels here**

# How BedBooker works and key features



| 1 | 2 | 3 | 4 |
|---|---|---|---|
| Room stock and rates is uploaded and managed in BedBooker | BedBooker sends the room availability to over 100 OTAs and KxB&B | Bookings made on any channel is sent to BedBooker and the new availability is automatically updated on all channels. | All booking data is sent from BedBooker to KxResidential automatically. |

With connections to over 100 online travel agents, BedBooker automatically syncs availability across OTAs and KxB&B without any manual input. This means when a room is sold on one OTA or through your direct KxB&B booking platform the reduced availability of that room is updated across all OTAs and your direct KxB&B booking platform in real-time via BedBooker.

When a guest makes a booking, all the guest's booking data is automatically pulled into KxResidential, through the BedBooker interface, without manual intervention.

Room rates are managed centrally in BedBooker, so when you amend room rates in BedBooker, the amended rates will automatically be reflected in real-time across all OTAs.

BedBooker allows you to flexibly and easily tailor your pricing to take into account seasons, events, and demand fluctuations.

Through BedBooker you can close days for arrivals and departures and set minimum and maximum nights of stay. This can be done in a blanket way for all bookings, or it can be set for certain days of the week (e.g. a minimum of 1 night stay but at the weekend where you may have greater demand, 2 nights stay).

It can also be restricted for certain periods for example during school holidays, on days where there are special events, or other peak dates, you can set a minimum stay of a 3 nights for example.

" *As a venue servicing 25,000 bed-nights through Online Travel Agents, we process in excess of 7,500 individual guest reservations in a period of 12 weeks. Prior to the installation of BedBooker these reservations were processed manually onto KxResidential.*

*The introduction of BedBooker has greatly increased efficiency and displays information to the front of house staff. As well as contributing to a saving in labour, we now have greater control over our bed stock and room sales which is invaluable and allowing us to grow our business further.*

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## Did you know?

73% of revenue for the travel and tourism market will be made online by 2026.
(Statista)

35,100,000 forcasted visits to Britain in 2023. 18% higher than 2022.
(Visitbritain)

In 2022, the market size of the Online Travel Agencies industry increased by 37.1%.
IBISWorld

65% of consumers booking directly with a hotel visited an OTA prior to booking direct, with about 18% (of this 65%) visiting an OTA on the day of the booking.
(Cornell University Study: The Billboard Affect, Still Alive & Well)

## Key benefits of using BedBooker

- Global customer reach (hassle-free)
- One-click rate changes (updating all OTAs simultaneously)
- Rate plans and availability are always in sync across all OTAs in real-time
- 24/7 earning power through automation and real-time updates – no need for staff to be working to accept bookings and update availability
- Elimination of nearly all manual input
- Intuitive easy-to-use platform, saving training time and reducing staff dependencies
- One pool for all rooms for OTAs (no need to split rooms to prevent overbooking)
- Increase direct bookings – savvy customers will come direct to your website after seeing accommodation on OTAs

## Don't just take our word for it...

- BedBooker processed 75% more transactions in Q1 of 2023 campared to Q1 of 2022.
- 152,232 new bookings were processed by BedBooker in 2022.
- The highest income for a single customer in 2022 is £4,534,022 through OTA bookings alone.
- 58% of survey respondents said they would consider staying in a University's accommodation.

## BedBooker – Key outcomes

- Significantly reduced administration time
- Cost savings
- Increased occupancy levels
- Higher average daily rate (ADR)
- Increased accommodation revenue
- Avoidance of overbooking
- Increased visibility of accommodation
- Greater direct bookings
- Vast reduction in risk of errors
- Re-focus time for strategic revenue management

*Jo Harvey,*
*Business Improvement Manager*

" *BedBooker is by far the best new product we have had from Kinetic as it streamlines the process of receiving bookings from OTA's by automatically populating Kx, thus improving efficiencies within the department.*

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**Kinetic**