

HOTEL PELIROCCO DIRECT BOOKINGS NUMBER 1

Awarded ‘Brighton Independent Hotel of the year 2019’, the original rock n roll Brighton boutique hotel offers above and beyond your average hotel room. Hotel Pelirocco provides 19 individual themed bedrooms to choose from, all different to cater to all types of guests in this full of character boutique hotel.

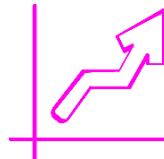


7% EXTRAS SOLD



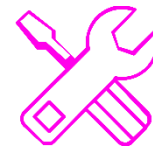
Add on sales on the website added 7% additional revenue in 2019! This is made easy through elina Booking engine and software.

30% DIRECT VIA WEB



In Q4 the number one source of booking channel for Hotel Pelirocco was their own official website, with a result of 30% booking revenue in 2019.

OVER 40 CHANNELS



Hotel Pelirocco have used 41 sources in total to attract online bookings in 2019 e.g. Booking.com, Expedia, Lastminute.com and more.

How this happened!

Flexible and non-refundable rate set up	Good content in website and booking engine	Mobile friendly
55% of bookings are direct of some kind - strong brand!	User friendly	Sales psychology - ‘‘22 booking made in last 24 hours’’
Payment gateway available	Booking engine pages loading in under 1 second	Looks amazing