

Case Study:

# Cleyro Serviced Apartments

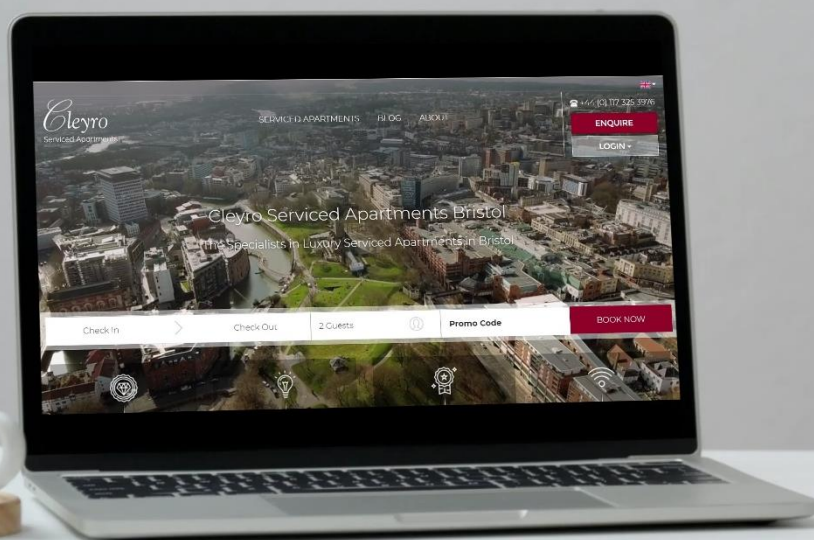
Based in Bristol, in the South West of the UK and established in 2009, Cleyro are the number one rated provider of premium serviced apartments and self-catering holiday accommodation on Tripadvisor in the city. Having grown the brand and business steadily over the years, Cleyro currently operate 65 apartments, with an 80:20 mix of corporate to leisure guests.



## Elina Services

- Smarter PMS
- Accurate Channel Manager
- Be.direct Booking Engine
- Custom Website
- Digital Marketing

Cleyro have been using elina software since 2010, and have a website designed and managed by the elina team. At times they have used marketing services to grow website traffic and improve their brands online reach.



## Meet the Cleyro management

The co-owners and founders, Dan and Ashley, believe in providing a personal service and the reservations team there are known for being friendly, helpful and giving great advice on the local area. The housekeeping team is managed in-house, with a relationship built over time and careful standards maintained.



*"We have been using Elina for quite some years now, and are really happy with the software and the level of service we receive. The team at Elina are always very responsive to any issues and are continuously improving the system. We have developed a close relationship with elina and they always ask for our feedback and suggestions on further ways in which we think Elina can help Cleyro"*

*- Daniel Yeo-Smith, Co-owner, Cleyro Apartments*



## The Business Model

Operating with long term leases in place and control over the furnishings and experience of arriving, a smart strategy of building rapport with large businesses in and around their properties locations, has led to reliable revenue. Recently more local projects, in energy and renewables have increased demand for accommodation from visiting staff and white-collar contractors - who are staying weeks or months.

Choosing locations that are popular for leisure as well has ensured that there is demand not just from corporates whom want their staff to be in vibrant locations, with great amenities and close to their offices or project work. It also allows getting bookings to fill gaps from people seeking a [fun weekend away in Bristol](#).

Picking a location where you have the capacity to increase or decrease your supply, makes it easier to manage operations and scale at the same time.

Recently [Cleyro Serviced Apartments Finzels Reach](#) have recently been involved with [Film Studios guests](#) with a Netflix series filmed in Finzels Reach. [Bottle Yard Studios](#), a British film and television production studio facility, is also based in Bristol. And are currently hosting several production companies filming in the local area.



## The Serviced Apartments

*"Focusing on the guest experience has been key. This has meant keeping ahead of guests needs - delivering 150mb download speed Wi-Fi, large flat screen TVs, fancy toiletries, modern décor and 24 hour security. Some of the amenities that guests love."*

*"The locations are popular. Guests have a lot of options for a day out, including: Castle Park, Bristol Zoo, Temple Meads Rail Station, the M Shed and the SS Great Britain. They also have amazing shopping, pubs and restaurants in Finzels Reach all in easy reach."*





## Dan Yeo-Smith, Cleyro: how we use elina

### Managing reservations & availability

*"We save time by using the maximum occupancy algorithm in the elina calendar, with bookings importing and syncing from channels always being placed in the optimum place.*

*Using statuses on reservations in the calendar helps the team know what is happening. In particular, flagging a potential payment issue from a guest is at risk of not paying, then double checking the invoices and company invoices status.*

*Our team use the reservations calendar to manage availability by holding of apartments, or taking them off the market. In recent times this has been used to block apartments for 3 days in between stays to adhere to the highest hygiene guidelines around Covid-19.*

*The today dashboard helps us check on and manage today's arrivals."*



## Dan Yeo-Smith, Cleyro: how we use elina

*"We use elina to streamline staff management and save time. The reliability of reservations importing to the system ensures little time is spent on problem solving. Reservations, guests and companies info is stored in the software and enables us to have insight into our guests and reservations that are useful."*

### Managing car parking spaces and orders

*"For operations and sales we use elina to manage the parking and other extras - the delivery of orders on arrival day for example."*

### Revenue tools help target the mid-stay corporate market

*"We find the length of stay discounts very attractive to guests and good in supporting the strategy to focus on the mid stay corporate market."*

### Reports for assessing overall position

*"The daily reservations rate report and daily management reports are used the most because they give us a real comparison of the stayed revenue generated compared to previous months/ years, so we know how we are doing."*





## Dan Yeo-Smith, Cleyro: how we use elina

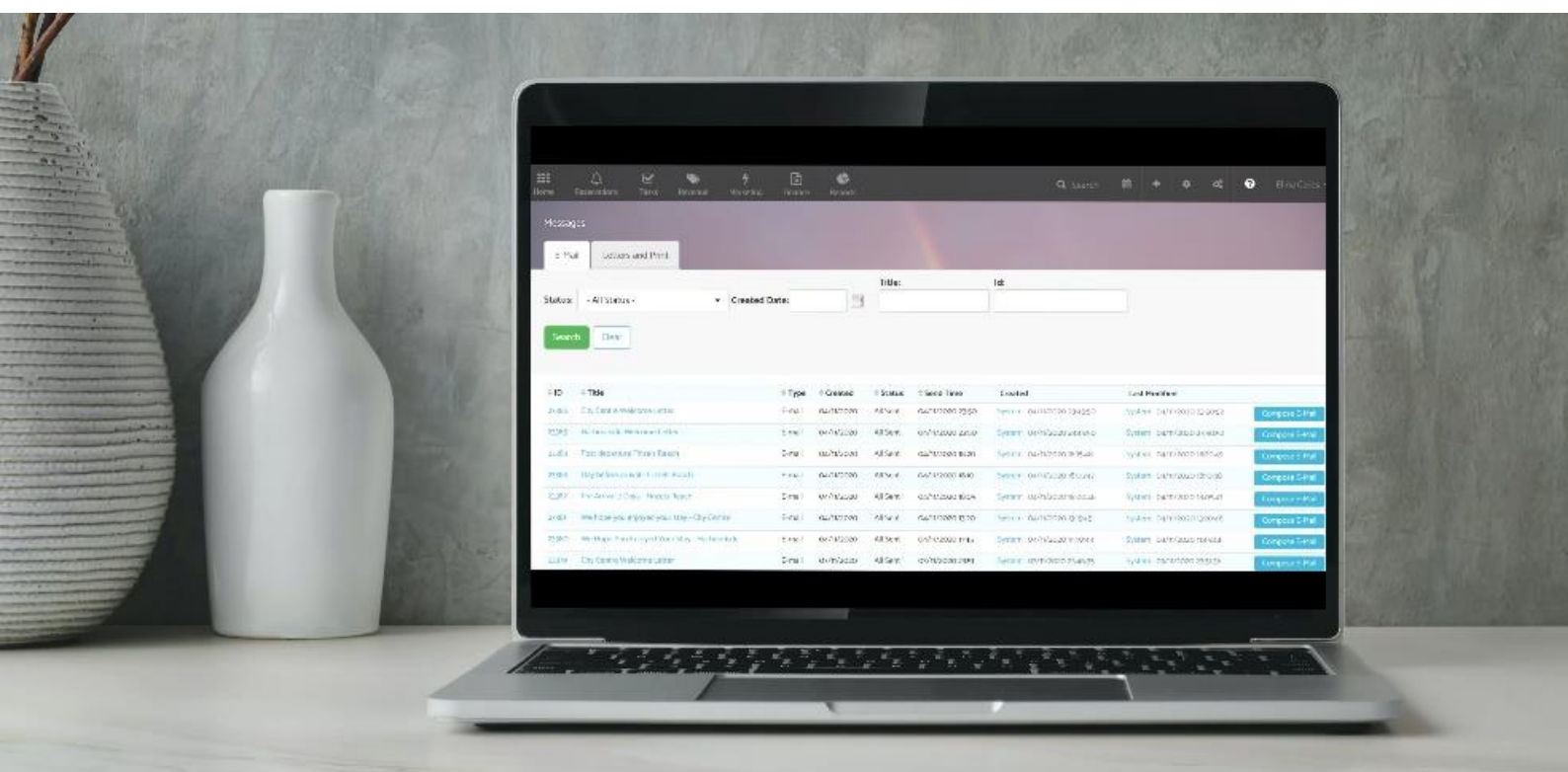
### Automated communication to guests pre-arrival

*"We have elina set up to send out communication automatically 7 days prior to arrival or and the on the day before arrival to guests to help guests with parking, sharing the blog and the guests account link for checking their booking details."*

*"We work hard to maintain good reviews, and currently score over 9 on Booking.com, which we are proud of. We actively collect or encourage reviews, sending a post stay contact to thank guests and ask for a review. This happens automatically."*

### Keep track on housekeeping

*"Our housekeeping team use elina to work out the cleans required in combination with tracking service cleans for longer term stays additionally, for example deep or mid stay."*





## Website performance

Cleyro has been a website customer of elina and is now on their second website over the 10 year period.

- The website is getting over 2,000 visitors a month
- Adwords return on investment: for every £9 spent, £100 is booked and paid (Q1, 2020)
- Average booking value on the website is £440
- Super content 'relocating to Bristol' targets high value enquiries is Google page 1
- Authority content such as 'best serviced apartments in Bristol is top 2' ensuring good visibility on organic search.

An automatic promo code for 10% off triggers immediately when people make a booking directly, when searching less than 7 nights. Longer stays get higher discounts.

The website is managed from elina and Umbraco CMS, which is a leading content management system and is in English and French, to for the first and second biggest booking markets into the accommodation. The homepage use Cleyros brand video to make an instant impact!

A Bristol city map and a Bristol walking guide are easily downloadable from the homepage, giving people a reason to return to the website. The design uses both text and graphic design on the web pages to immerse the visitor in a more interesting user experience, with videos of the apartments and walk-in tours. Clever use of white space around content helps the person using the website find what they are looking for and that keeps Google happy, as it's in their best practice guidelines.

## Steady growth and the importance of direct business

Cleyro has achieved steady growth over since 2010, going from 800 reservations to close to 4,000 per year.

This growth has come through many avenues including going from taking bookings from just five channels in 2011 to over 30 in 2019.

Recently, revenue growth has been strong with 2019 outperforming 2018 by 14% in stayed and add ons revenue growing by 24% in the same period.

Cleyro values the strength of direct reservations coming through the website, phone and email. In 2019 this represented 36% of stayed revenue coming directly. This helps reduce the overall cost of sale and improve the operating margin, leading to a healthy bottom line.

