

CASE STUDY: LCY HOTEL

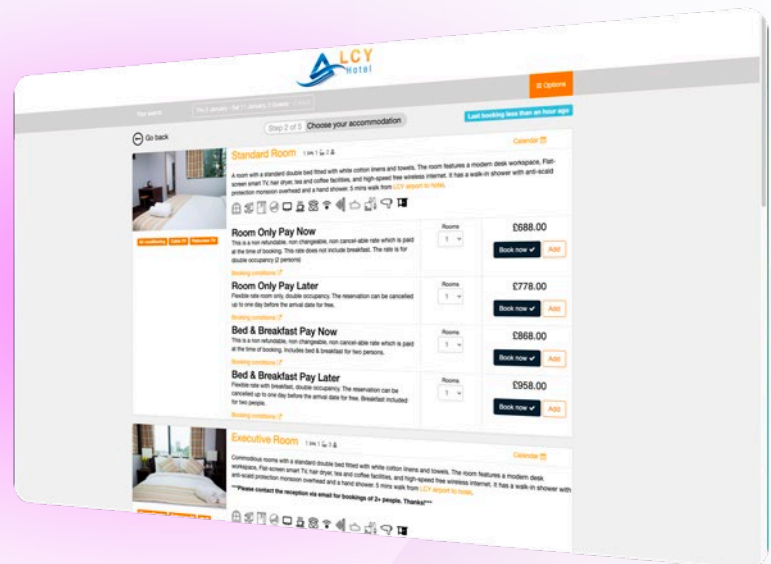
We have lift off at LCY Hotel with Elina



Introduction

LCY Hotel is a stone's throw away from London City Airport, with rooms, day use, restaurant, meeting facilities and car parking. In 2024 they made the decision to switch from PMS to elina. Jose Rodrigues, the General Manager, and Kay Vedat, Deputy Manager, are happy with the change, finding that beyond the large amount of time saved admin tasks, they were able to keep a lot of day-to-day key processes the same making the transition easier for staff. We chatted with Jose and Kay.

 47 ROOMS



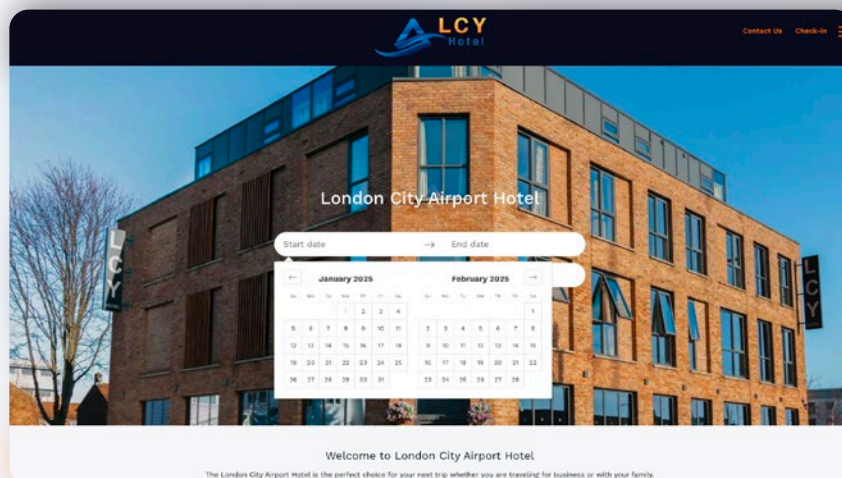
Software & Services

- Reservations Mangement / PMS
- Channel management
- Booking engine
- Online check-in
- Website

7 Ways Elina Has Saved Us 92 Hours Per Month!

The switch to Elina PMS has removed manual tasks through automation freeing up time for staff, and removing dull day-to-day admin.

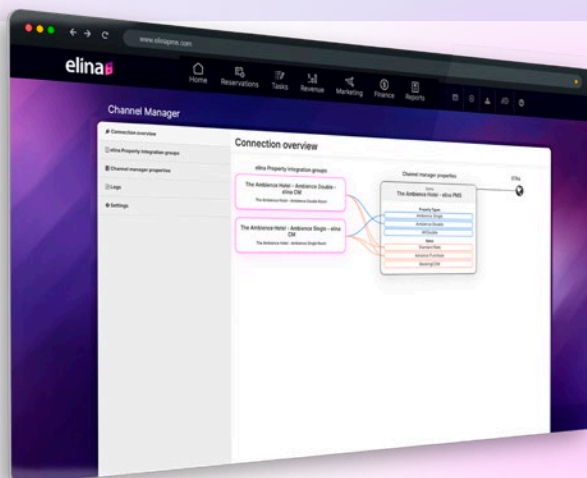
- **Syncing All Bookings:** Manual data entry of reservations into the calendar is removed completely now, which is saving around 2 hours of time a day and reducing the chance for making mistakes. Overall, this is saving us around 40 hours of work per month.
- **Auto Room Selection:** Bookings are being allocated automatically, based on an algorithm that chooses the best individual room (within the room type) to maximise occupancy. This means the front of house staff do not need to allocate rooms on arrival, or as we say, 'play Tetris', by moving guests around. This saves an hour a day across 47 rooms with high occupancy, so around 20 hours a month.
- **More Detailed Reports:** Elina PMS generates ready-to-use reports for payments, invoices and performance, reducing time spent editing reports – this saves us 6 hours of work per month or more.
- **Quicker Rates Management:** Updating rates is faster and easier than before, whether using the calendar, or list, with options to bulk change, and create more connected rates, rooms, or promotions. This has saved more than an hour a week, amounting to over 4 hours a month.



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- **Digital Pre-check-in:** Elina helped us to introduce a pre-check-in on our website, and messages to ask all guests including OTAs like Booking.com to complete it. This includes providing passport, signing terms and conditions of staying and updating their email address. Based on around 25 check-ins per day and a 50% completion rate from guests without any manual work to chase, which means this saves 2 to 3 minutes per booking, which is an hour a day, or around 30 hours a month.
- **Night Audit Not Required:** The system is real-time, so there is no need to perform a night audit. We still run reports like the breakfast guest list, but the formality of closing the day and producing certain reports is removed – overall saving our staff 10 hours a month.
- **Audit Trail on Bookings:** We can see who changed or edited a booking, and whether the price changed, persons, room was moved etc. This means if there are any issues with a booking, we can find out who made the change and speak to them. This saves more stress than time but likely saves us a couple of hours a month.

Overall, in reservations, revenue and front desk we have saved over 92 hours of work per month or more. Our staff now has less admin to do and are happier. We now have more room to breathe and concentrate more on providing a super stay for guests, or growing our distribution, or direct bookings.



3 X More Direct Bookings and 2,000 Channels

We were hoping for a lift with direct bookings by changing to use elina and we got that. We now get three times more website bookings than previously (per month). The percentage of bookings and revenue through our website whilst now higher, is consistent, and so we can seek to add more traffic to grow it further.

The new website is easy to keep updated and has a clean look. It has all the information on it guests need, which has led to less inbound questions. Our direct bookings percentage, including website, phone and email, varies from 15 to 25% per month.

We switched our core channels, Booking.com, Expedia, Agoda and Trip easily. We know we now have over 2,000 channels to choose from, so we are looking at which ones are going to add value, by boosting online visibility and generate good ADR bookings.

Summary

Jose Rodrigues, The General Manager:

Elina PMS has done what they promised, which was to save us time each month, boost direct bookings and improve the experience for our guests and staff. The addition of check-in to our website and getting more eyes on the hotel from guests who booked via Booking.com, plus their email address, is something which makes us feel more in control. That we have shaved almost a hundred 100 hours a month off our workload is incredible.