

AVVIO

BE MORE DIRECT

Suits and Sandals Attracting the modern bleisure traveller

Presented by Rich Tuckwell
Global VP of Sales and Marketing

@AvvioDirect

Avvio operates **worldwide**



450

Partner
hotels



4

Offices
globally



€280m

Hotel revenue
processed annually

+25%

We guarantee to grow
your direct bookings



"Having worked with other web agencies and booking engine providers in the past, Avvio far exceed the capabilities of their competitors. We look forward to continuing our partnership with Avvio as our primary solution for direct websites as Great National bring new properties to our ever-growing portfolio."

Shona Cleary, Head of Digital
Great National Hotels & Resorts, UK & Ireland



Great National
Hotels & Resorts



Packing Suits and Sandals



Business Travellers:

- Not as price sensitive
- Flexible Rates
- Likely to repeat book

Reach them through:

- Dynamic Packaging
- Blended rates; corporate and B&B
- Modification of booking
- Promoting and rewarding loyalty through discounts which are hidden to the public



Packing Suits and Sandals



Leisure Travellers

- Price sensitive
- Tend to stick with dates
- More likely to stay as a one-off

Reach them through:

- Attractive and appealing rate titles
- Promotional messaging around the selling points of the hotel
- Displaying discounts through strikethrough pricing on different days



Business Casual

Profile of the bleisure traveller

Most rely on a few-go-to websites

75% of millennials are looking for travel experiences

Value Hunters

Millennials now take the most business trips out of any age group



Happy to stay in shared accommodation over hotel

43% of business trips are bleisure

Most likely to make their own business reservations

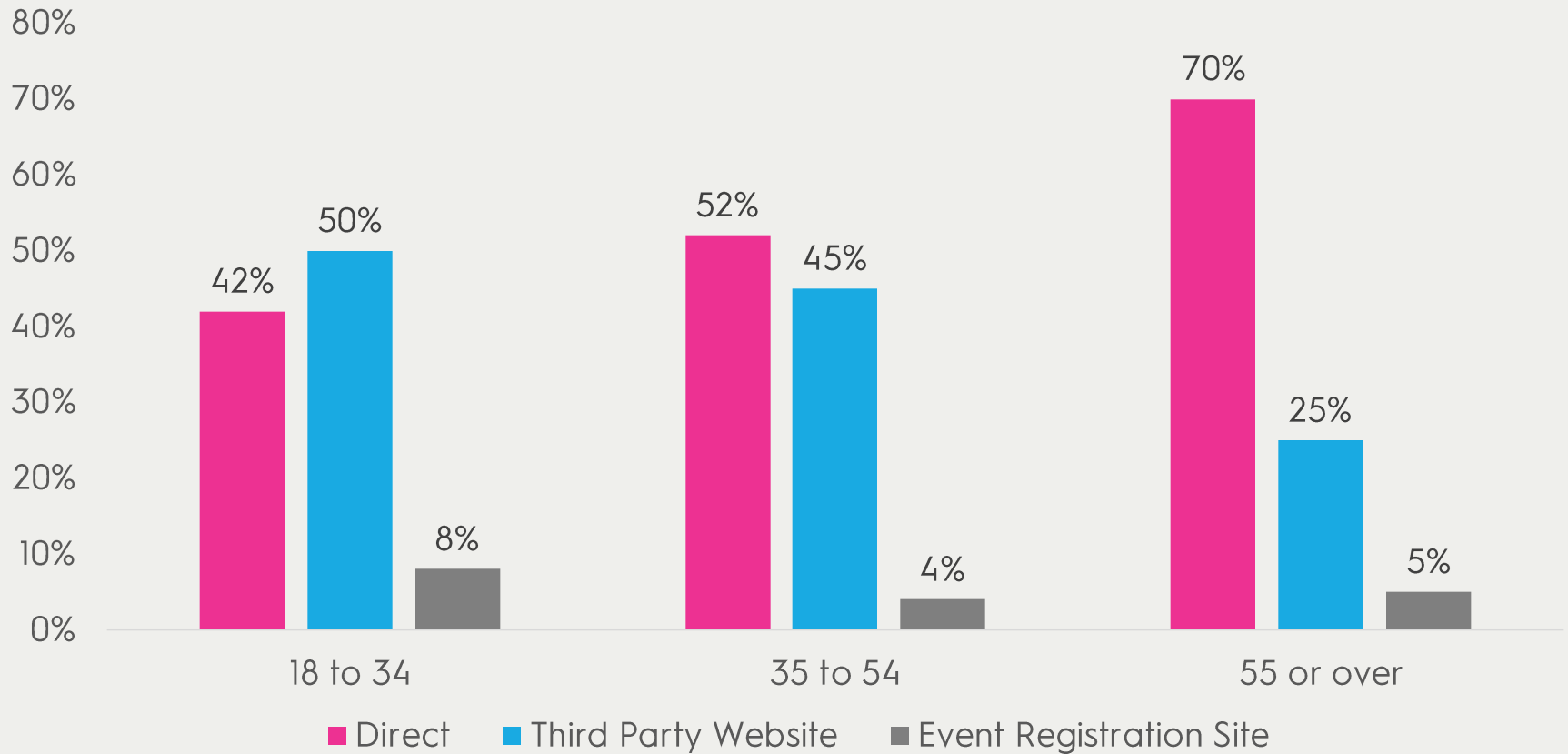
Number 1 reason a bleisure tripper will switch hotels for the leisure portion of the trip is price (72%)

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Sources: AMEX, GBTA, Expedia

Channels used to book last business trip



Q: Thinking about your last business trip , which of the following channels did you use to book your hotel?

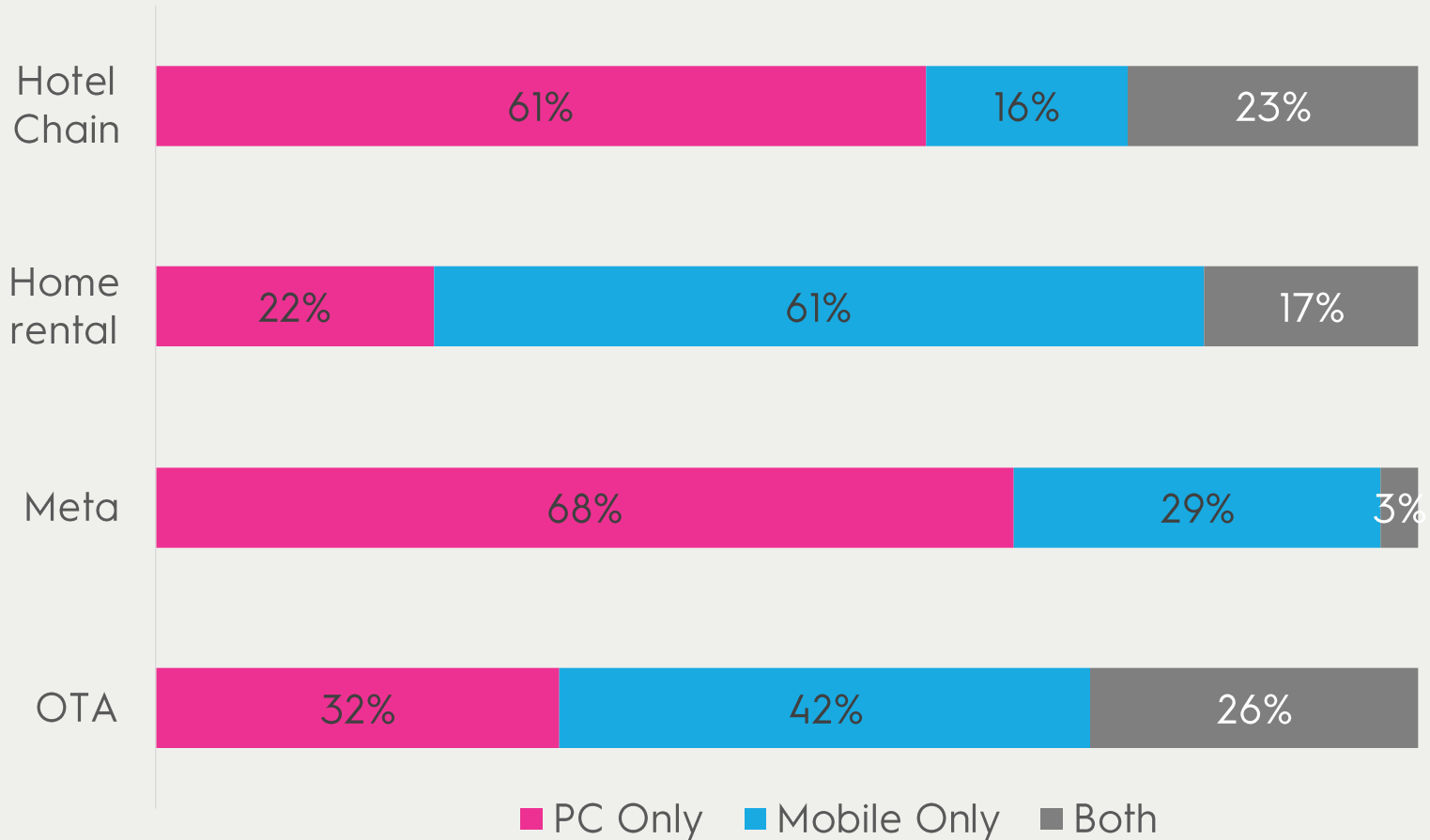
Note: Only asked of those who indicated they made their own booking. N= 266

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Source: GBTA, 2015

Bleisure online research device usage



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Source: Expedia, 2016

CONFERENCES

The Imperial Hotel is the ideal choice for your next conference in Cork City. Our 4 star hotel is centrally located in luxurious surroundings for your business. In opulent surroundings, we have the ability to host meetings for up to 250 delegates in our main conference room. We also have additional meeting rooms, ideal for smaller delegate numbers and break out spaces. If you require your room set up in a specific way, we would be delighted to assist. The floor plans of our available venues can be viewed [here](#).



LOCATION

BOOK DIRECT WITH US

ARRIVAL DATE:

18/09/2017



NIGHTS:

1

BOOK NOW

ENTER PROMO CODE

APPLY CODE

€5 OFF FULL PEMBROKE DINNER MENU ✓

20% OFF AVEDA SPA RETAILS ✓

10% OFF SPA TREATMENTS MAIN

LISTING ✓

€5 OFF OUR "MAKE BUSINESS A

PLEASURE" ✓

BEST AVAILABLE

Be+B RATE

COMPLIMENTARY WIFI,
GYM ACCESS & BREAKFAST
INCLUDED

Book Now

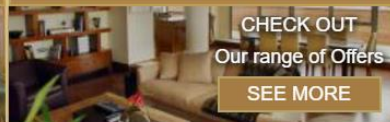
SPECIAL MIDWEEK OFFERS



CORPORATE OFFER



SPECIAL OFFERS



GIFT VOUCHERS





"Make Business a Pleasure" at the Imperial Hotel



FREE cancellation Taxes Included Breakfast & Parking Incl.

Book directly here and our Corporate Guest gets the following benefits;

- Free Car Parking
- Complimentary Irish Examiner delivered each morning
- Breakfast with Complimentary room service for breakfast
- Free Wifi
- Complimentary use of the vitality suite at Escape Spa
- 10% discount on treatments at Escape Spa
- Complimentary access to the Gymnasium
- Express check out available at Reception on request [show less](#)

[Hide rooms](#) ^



Corporate Double



Mon
18 Sep

Tue
19 Sep

Wed
20 Sep

Thu
21 Sep

Fri
22 Sep

Sat
23 Sep

Sun
24 Sep



X

£136

X

£150

X

X

£114



Securing your direct channel

Reaching bleisure guests

1. Dynamic Packaging – adding activities, dinner, spa.
2. Free Wi-Fi is essential.
3. Promote the experience as much as the rate.
4. Make sure your digital booking process is seamless especially on mobile.
5. Loosen up loyalty programmes, look for smaller scale rewards that can be used more immediately.



Thank you

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