

**holidaymaker**   
Revenue through experiences



**Book a demo**

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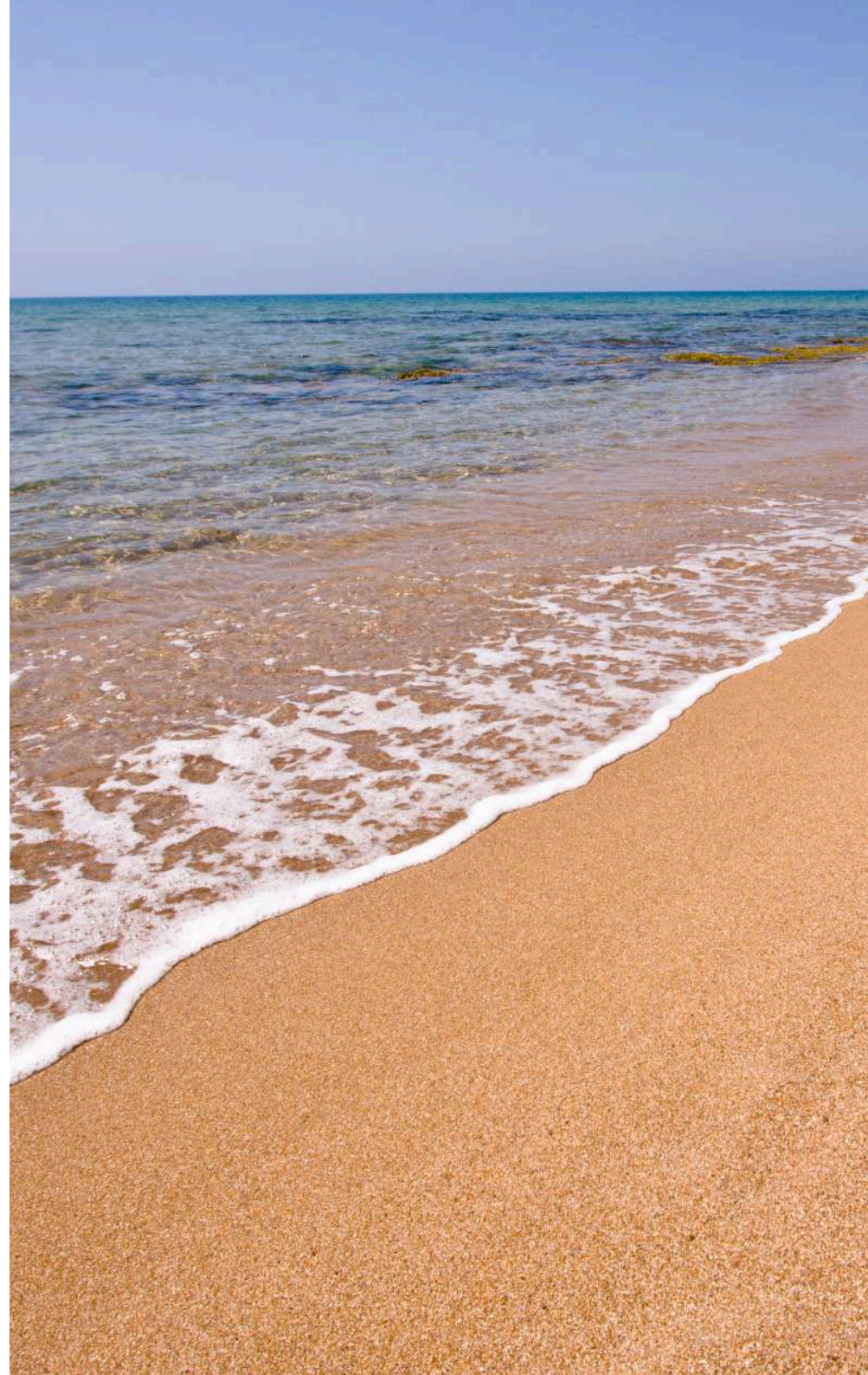
[clientservices@holidaymakerapp.co.uk](mailto:clientservices@holidaymakerapp.co.uk)

01305 542075

## Happy guests create revenue through Holidaymaker

- Drive direct bookings
- Direct 2 Guest marketing channel
- Game-changing data on guest behaviour
- Tools that create additional revenue streams
- Generate on site Holiday Home Sales enquiries
- Unite your existing systems and investments
- Engagement before, during and after their stay

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## Coast & Country

*"This is a game changer in every respect!"*

*In reality, we are delivering a highly personal concierge service without the level of staff commitment this would normally require – and customers really do appreciate it!"*

**Chris James - Director, Coast & Country Parks**



## Beverley HOLIDAYS

*"90% of guests at Beverley Holidays are arriving on park with the app already installed – which means there is already a relationship made with guests – before they have even arrived!"*

**Claire Flower – Director, Beverley Holidays**

# The Guest Journey

Every moment, is a chance to convert. We help you to turn these moments into life-long experiences through our unique Direct-to-Guest marketing platform.

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### Pre-Stay

From the moment a booking is confirmed, drive engagement and get guests excited about their stay.

- Digital Welcome Pack and guidebook
- View activities, attractions and things to do - create an itinerary and plan their stay
- Upgrade their stay and pre-book events and activities

### On-site

Allow guests to self-serve, reducing admin for your staff and cutting operational costs.

- Send real-time notifications, messaging and alerts to guests
- Generate revenue by promoting activities, offers and events. Include local businesses and offer partner incentives - ideal for smaller touring or camping sites
- Highlight your available holiday homes for sale (Lite and Pro only)

### Post-stay

Encourage re-bookings and drive more direct revenue, reducing your reliance on OTAs!

- Send tailored offers and discounts on future stays
- A direct channel to your guests
- Encourage positive reviews, boosting your brand and reputation



# Holidaymaker apps

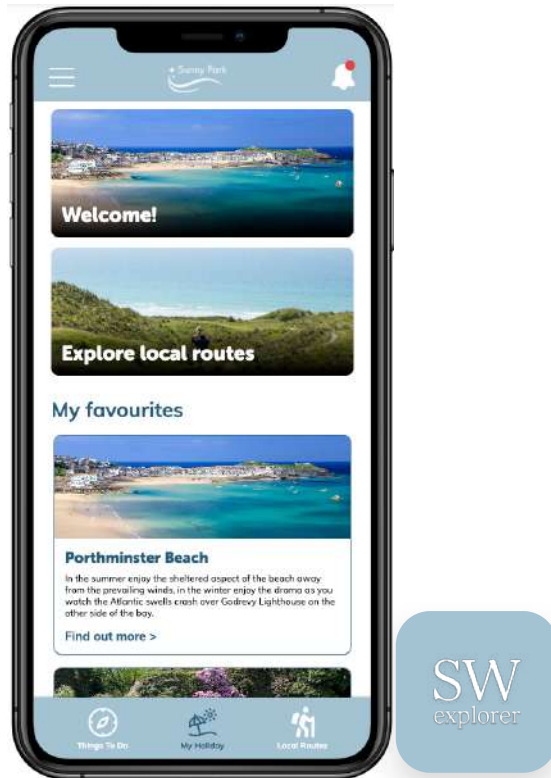
Our market-leading guest experience apps, designed to suit hospitality businesses of all sizes.

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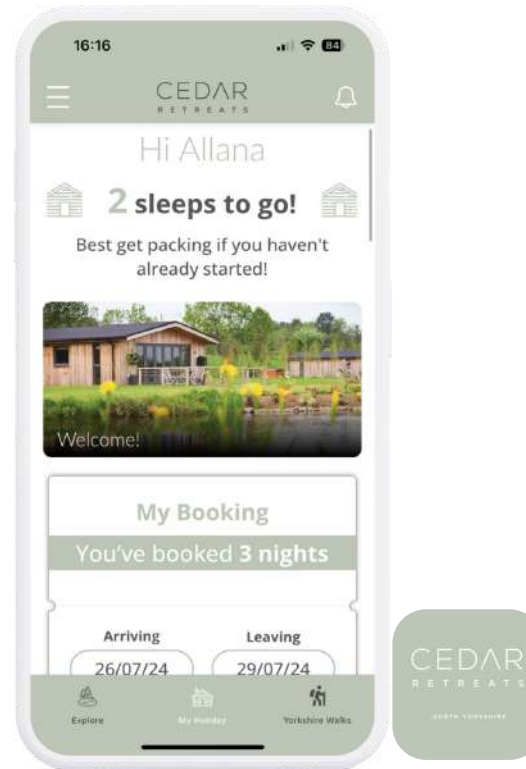


## Holidaymaker Explorer



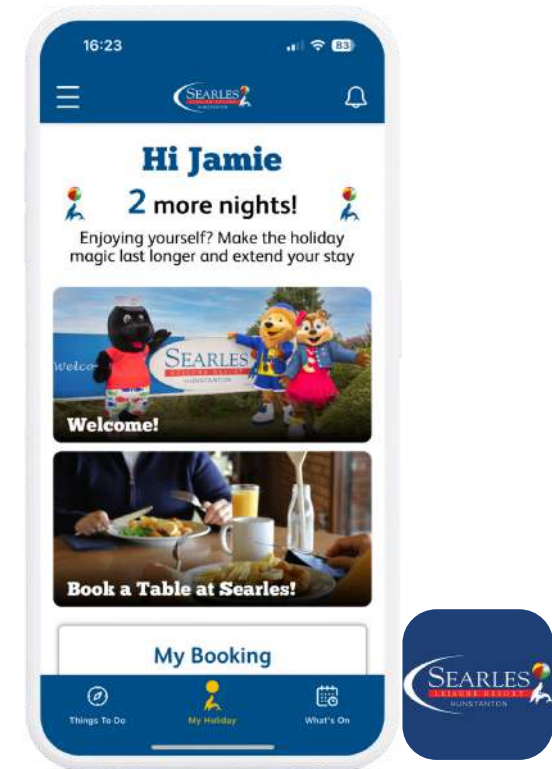
Take advantage of our shared Explorer regional apps. Ideal starter app for smaller camping, touring and glamping sites.

## Holidaymaker Lite



Your own branded app on the app store. Standard features, plus optional guest log-in and choice of one premium module.

## Holidaymaker Pro



Your Pro guest experience app, includes standard features and Pro features such as holiday home sales, re-bookings and PMS integration.



## Standard features

Whichever subscription you have there are many features included on all tiers. Plus new standard modules and system upgrades as they are released.

### Welcome packs

Add your welcome pack and allow guests to be prepared before they arrive.

### Events

Add your on-site and local partner events into your app.

### Feedback & reviews

Encourage your guests to leave you a review. In-app contact forms help reduce negative reviews before they happen.

### FAQs

Guests can view all of your FAQs, allowing them to self-serve and gain easy access to information.

### Interactive map

Interactive map allows guest to easily view directions and navigate around your business.

### Push notifications

Target guests with notifications, highlight events, offers, send updates and on-site alerts.

### Digital guidebook

Guests can view local attractions, things to do and amenities.

### Live weather

Our live weather feed helps guests to plan their stay and see what to rain or shine!

### Special offers

List any discounts, promotions and incentives, encouraging more on-site spend and repeat bookings.

### Activities & things to do

Add everything on offer in and around your site. Whether your facilities, activities or attractions.

### Local routes

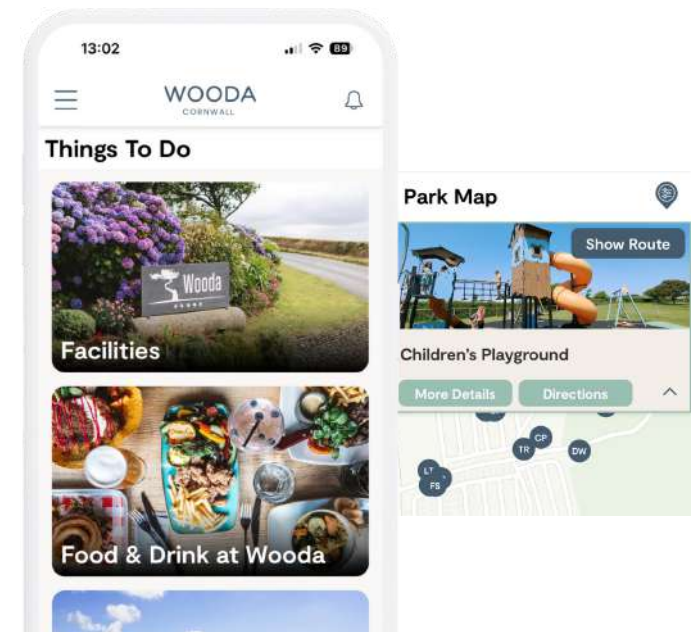
Give your guests even more to do by adding routes such as cycling, walking, paddle boarding or even treasure hunts!

### Insights & data

Game-changing data on guest behaviour allows you to make informed business decisions and tailor your activity.

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# Pro features

Holidaymaker Lite and Pro give you unique ways to direct sales and revenue back into your business.

## Holiday home sales module

Showcase available holiday homes to drive more leads for your sales team.

## Channel manager **NEW**

Syndicate your Holiday Homes to our growing list of third-party websites like Sell My Group and Caravans4U.

No duplication of work for your staff and more exposure for your site and properties.

Current partners include:



## Direct bookings **NEW**

Drive direct bookings through your app and cut down on third-party commissions.

## F&B integrations

Do you have local partners or any on-site takeaway services? Allow guests to view menus, book tables or order takeaways.

## Advanced push notifications **NEW**

Drive specific campaigns to target groups for greater yields.

## Event and activity bookings

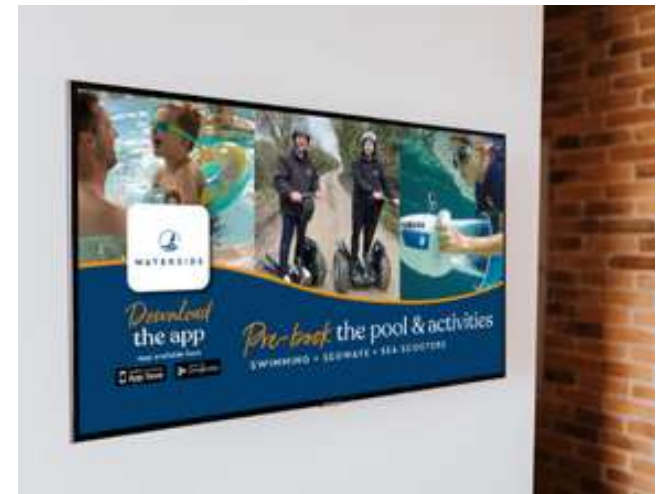
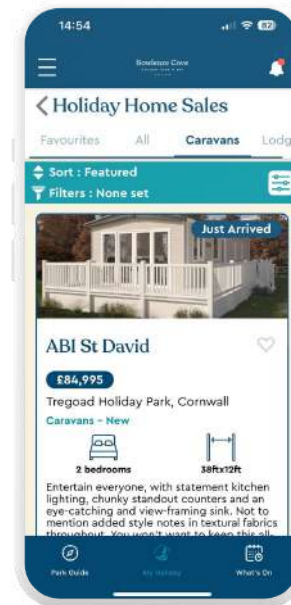
Drive any on-site or partner events and activities in-app.

## Seeview digital screens

Engage guests with real-time information, reduce wait times, and create captivating displays across all your locations.

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## Choose your version

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Three Holidaymaker subscription levels to choose from; Explorer, Lite and Pro.

Features	Holidaymaker Explorer	Holidaymaker Lite	Holidaymaker Pro
Digital welcome pack and guidebook App	✓	✓	✓
All standard modules included	✓	✓	✓
Your branded app on app stores		✓	✓
Pro modules included*		Optional	✓
Booking & API Connections		Optional	✓
Digital signage & kiosk connections		✓	✓
Holidaymaker Channel Manager			✓
Holidaymaker Insights data	Basic	✓	✓
Unlimited training & support	✓	✓	✓
Content days included			✓
Invite to XP Hospitality and regional events	✓	✓	✓

\*Choose from our premium modules.

Lite and Pro have some included, with extra Pro modules having an additional cost - Not available to Explorer clients.





# Subscription plans

Limited time offers - Sign-up by 31st October 2024\*

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Description	Specifications	Explorer Ideal for small camping & touring sites	Lite Great for growing sites with activities or home sales	Pro Most popular! Full platform access
License Fee	Holidaymaker licence fee, setup, build, on-going support, branding and submission to App stores.	<b>£300 one-off</b>	<b>£1,000 one-off</b>	<b>£1,800 one-off</b>
Subscription	Direct debit subscription - including platform updates and ongoing support.	<b>£125 £75 per month</b>	<b>£350 £299 per month</b>	<b>£500 £450 per month</b>
Multi-site	Multi-site functionality - manage all of your sites in one place	N/A	N/A	<b>£250 per site, per month</b>
Pro modules	Pro features such as holiday home sales, revenue generation, food and beverage and advanced integrations.	N/A	<b>One included</b>	<b>Included</b>
Content Package	Content set up and (if needed) migration by our in-house team	<b>Training &amp; set-up included</b>	<b>One full day included (usually £500)</b>	<b>Two full days included (usually £1000)</b>

\*Offer valid until 31st October 2024 - sign-up and pay the license fee to claim for your first subscription year discount. Prices exclude VAT. Quote valid for 30 days.

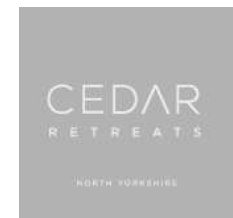


## Who we work with

Whether a smaller campsite or national group, every client is central to every aspect of Holidaymaker – your success is our success.

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## Partners

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Our partners are experienced experts from across digital, hospitality, technology and software.

All share a common understanding of the challenges and seasonality of the hospitality, leisure and tourism sectors. Providing strategic guidance and hands-on experience to help guide our customers in getting the best out of their business.

We are not tied to any one company or software, which gives us the unique ability to take a wider view, that benefits both you as a client, and your guests.



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