

## The King Charles Hotel & Inn on the Lake

### LOCATION

Gillingham/Gravesend, Kent

### BUSINESS TYPE

Large Privately-Owned Hotel

### BUSINESS CHALLENGES

Seeking a lower-cost, yet feature-rich PMS.

### CORE BENEFITS

- More efficient operations
- Improved Rates Management
- Effortless OTA Integration



## Alacer rates highly for The King Charles Hotel & The Inn on the Lake

*“We saw a noticeable increase in bottom-line results within the first 3 months.”*

LAURA DEGIORGIO, MANAGER

The King Charles Hotel and The Inn on the Lake are large, privately owned and family run 3 star hotels in Kent. Both hotels offer a friendly service and a comfortable stay, while also serving as prominent wedding and conference venues.

The King Charles Hotel offers 97 bedrooms situated in the heart of Medway and Maritime Kent.

The Inn on the Lake lies in a haven of twelve acres of picturesque woodland and offers a further 80 rooms, many with stunning lakeside settings.

### ONE SOLUTION FOR BOTH SITES

Alacer’s unique ‘one system’ solution helps both properties to ensure they deliver a personal service by streamlining their

busy operations, tracking guest requirements and driving both occupancy and yield, resulting in a noticeable increase in bottom line business performance after just 3 months.

### LONGSTANDING CUSTOMER

Owner Stephen Degiorgio and Manager Laura Degiorgio first met the Alacer team at Hotelympia in March 2016, where they were able to see system demonstrations from all the leading Property Management Systems (PMS) suppliers.

After careful consideration the team chose Alacer and both hotels were implemented just three months later!

“Hotel Manager has helped us in more ways that we had initially expected. It does much of the work for us and staff are no longer backed up with paperwork.”

LAURA DEGIORGIO, MANAGER



### ALACER TICKED ALL THE BOXES

Moving to Alacer was not just a simple change of property management systems, it was a complete overhaul of our daily processes.

Updating their third party websites was previously comparatively time-consuming and disorganised. As an independent, family run company with 177 bedrooms, they needed to find a PMS that could meet their operational needs without the extortionate costs that others systems on the market charge. Alacer's Hotel Manager simply ticked all the boxes.

### TIME TO INVEST IN TRAINING AND DEVELOPING THE TEAM

Laura says that Hotel Manager has helped them in more ways than they had initially anticipated. The reservations process is quicker and much easier to track. Mistakes and changes can be tracked, enabling them to be more proactive before the guest becomes aware. The pure simplicity and ease of using Alacer and the reduced paperwork, means more focus has been placed on providing a high standard of customer service, and allowing them time to invest in training and developing their team.

### FAST RETURN ON INVESTMENT

After 3 months of using Hotel Manager, their revenue increased. They are able to keep their staffing level lower as Hotel Manager does so much of the work for them and the staff are no longer backed up with paperwork. Channels Manager has meant that they have been able to reach a wider market using third party websites, all with the rates and availability now managed for them. Rates Manager updates their rates every hour as availability changes, and Laura says that this is something that they just couldn't manage through their previous system.

### CONFIDENCE IN ALACER

After years of using arguably the most widely known PMS on the market in other operations, Laura was surprised to find a system that could compete with them on every level but at a fraction of the cost. In Laura's own words "Hotel Manager is very user-friendly, the set up was easy and seamless. The training we received was second to none and the support we continue to receive is commendable."