



The high cost of too many systems How many logins does it take to run your property?

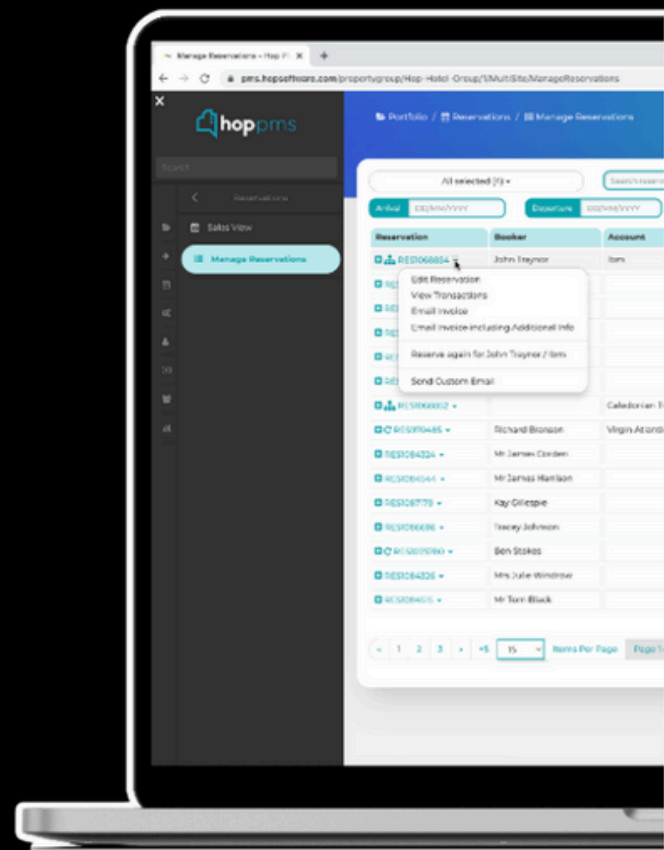
If you're like most independent operators, your daily routine is a constant shuffle between systems that don't talk to each other:

- The on-premise PMS in the back office.
- The channel manager login to update your OTA rates.
- The booking engine login to check direct reservations.
- The separate payment terminal (PDQ machine) for check-ins.

The 'One-System' Philosophy: The Solution is to Centralise

A "one-system" approach means moving to a single, cloud-based platform where your PMS, bookings, payments, and guest communications all live in one dashboard.

This playbook is your practical guide to auditing your current "tech stack" and provides a clear plan to centralise your operations for good.





Centralise Your Bookings PMS + Channel Manager + Booking Engine

The Old Way (The Problem):

Your legacy PMS holds your room inventory. Your separate channel manager pushes that inventory to OTAs. Your separate website booking engine tries to pull that same inventory.

The Result:

A constant battle of manual updates, rate parity confusion, and the ever-present fear of overbookings. When a guest books on your clunky website form, a staff member still has to manually re-enter the reservation into the PMS. This friction actively encourages guests to book on smoother OTA platforms, costing you 15-30% of the revenue.

The Solution:

When your PMS, channel manager, and booking engine are one system, your inventory is live and unified.

One Login, One Calendar:

You log in to your Hop PMS and see every booking - from Booking.com, Expedia, and your own website - in one simple, colour-coded calendar.

Instant, Automatic Updates:

When a guest books direct, the room is instantly removed from all your OTA channels. When you change a rate in the PMS, it pushes live to every channel, including your website. No manual updates. No overbookings.

A Commission-Free Weapon:

Your integrated booking engine is no longer an afterthought. It's a fast, mobile-friendly, and secure tool designed to be as easy to use as an OTA, giving you the power to win back high-margin direct bookings.



Playbook Action

Ask a friend to book a room on your current website using their phone. Watch them. Do they hesitate?

Do they get frustrated? If it isn't a seamless, 3-click experience, you are losing money.



Centralise Your Payments PMS + Payment Gateway

The Old Way (The Problem):

A guest checks in. You take their card and run it through a separate PDQ machine. At 11:00 PM, your night manager spends 45 minutes trying to reconcile the PDQ batch report with the PMS "arrivals" list. Taking deposits is a manual, time-consuming chase, and managing card-on-file details is a PCI compliance nightmare.

The Solution:

When your payment gateway is built into your PMS, you remove all the friction.



Playbook Action

Look at your last bank statement. **How many different "payment processing" or "gateway" fees are you paying?**

A unified system like HopPay often has zero monthly fees, no minimum transaction fees, and no extra PCI management fees, cutting your overheads instantly.

Automate Your Deposits:

Stop chasing payments. You can set rules in the Hop system to automatically charge a deposit. For example, "50% at time of booking" or "full payment 2 days before arrival". The system does the work for you.

Seamless Check-In & Check-Out:

The reservation, the guest, and the payment are all in one profile. A single click charges the card on file. No separate machines, no manual entry errors.

One-Click Reconciliation:

Your "End of Day" report is your payment report. What your PMS says you earned is exactly what was processed. Reconciliation takes seconds, not hours.

Secure "Pay-by-Link":

Need a guest to pay for an add-on? Send a secure, branded payment link directly from the PMS. It's professional, fast, and secure for them.



Centralise Your Guest Comms PMS + CRM

The Old Way (The Problem):

A guest books. You send them a generic, plain-text confirmation email. You have to manually export a list of "upcoming arrivals" to a separate email system (like Mailchimp) just to send a pre-stay "welcome" message. You have no easy way to capture guest preferences or market to them after they leave.

The Solution:

When your CRM is part of your PMS, the guest profile is the heart of all communication. The system knows who the guest is and when they are staying, so it can send the right message at the right time.

The Automated Journey:

Set it up once, and let it run.

On Booking:

Sends a beautiful, branded confirmation email.

Pre-Arrival:

Sends a "We're excited to see you!" email with upsell opportunities ("Book your shuttle" or "Add breakfast").

1 Day After Departure:

Sends a "Thank you for staying" email with a 10% discount code for their next direct booking.

Build Rich Profiles:

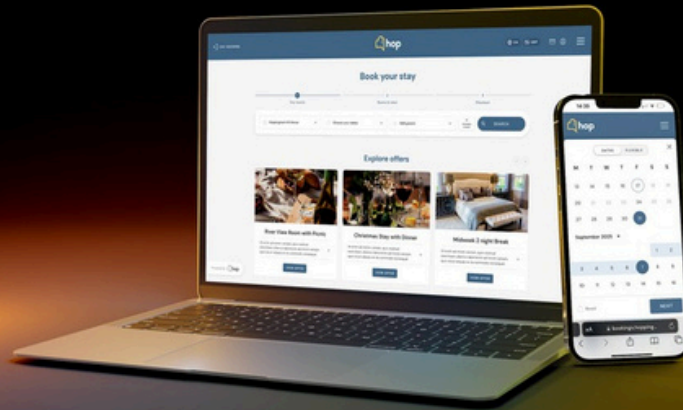
Is this a repeat guest? Do they always ask for a ground-floor room? Do they have a dietary requirement? This is all saved in one central profile, allowing you to offer true, personal hospitality without having to ask twice.



Playbook Action

Look at your last 10 OTA bookings. Do you have their real email address?

A one-system approach captures this data on-site, giving you the power to turn a one-time, high-commission guest into a lifetime, zero-commission direct customer.



YOUR NEXT STEP

Stop Juggling, Start Centralising

A "one-system" approach gives you back what you need most, time:

Time saved on manual reconciliation.

Time saved on updating rates.

Time saved on chasing payments.

Ready to stop the shuffle?

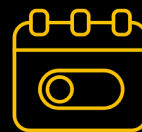
This playbook is just the start. Let us show you what a truly unified system looks like.



Enhanced interface & experience, making the booking process easy & enjoyable



Attract more direct bookings with special offers & upgrades



Flexible booking views to help guests make quick & informed decisions



Intuitive multi room booking to simplify complex reservations



Dynamic pricing based on demand, maximising occupancy & revenue



Personalised room & upsell suggestions to enhance the guest experience



Increase efficiency in your team, saving time & resources



Reduce reliance on 3rd party booking platforms & increase margins

