

# Livebookings boosts bookings at Geronimo Inns

*"Livebookings has helped us add a new stream of bookings from people that otherwise may never have heard of the Geronimo pubs. We were able to build out our database of customers and drive increased revenue from more bookings."*

**Ed Turner, Commercial Director, Geronimo Inns**



## **Name**

Geronimo Inns

## **Location**

Various throughout the UK

## **Business Rationale**

Looking for a seamless table booking facility and to increase online bookings across the group

## **Why Livebookings?**

No upfront fees and a reputation for ease of use for pub managers

## **Livebookings Products and Services Used**

Livebookings Direct  
Livebookings Console  
Livebookings Network

## **Challenge**

Geronimo Inns wanted to bring together the twenty-one pubs in their group onto one website and create an easy-to-use booking service for both customers and employees alike.

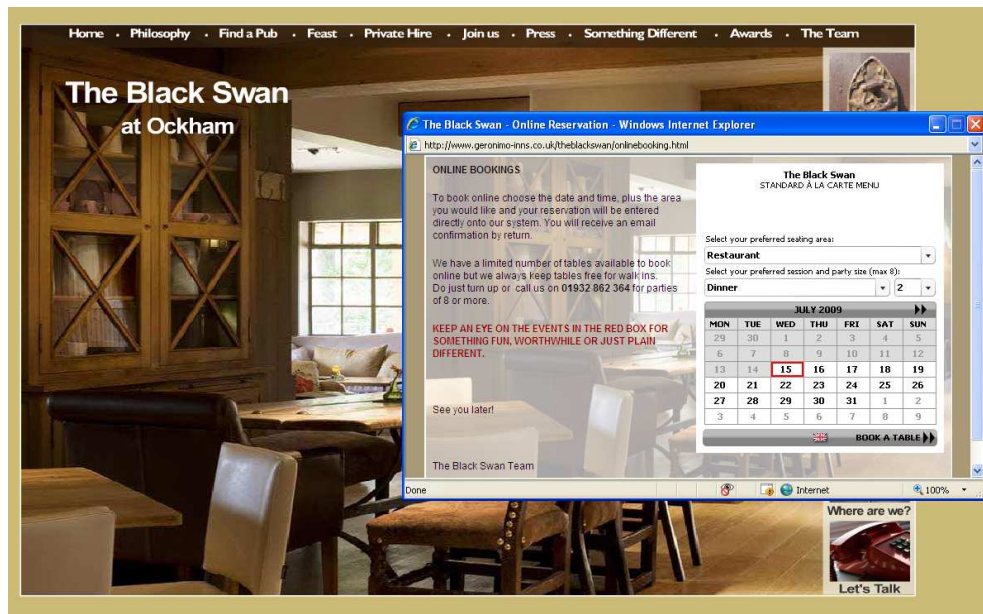
With lots of pubs and staff, the management needed to keep up to date with how bookings were fairing across the group which was an ongoing challenge. They needed a central system where this could be monitored and managed. As Ed Turner, Commercial Director, Geronimo Inns comments;

"We wanted to maintain the individuality of the different pubs in the group without having to create twenty-one different websites. The biggest challenge we faced was getting the managers up to speed with a new way of taking bookings. It took a bit of getting used to, but we are now feeling the full benefits as bookings have really been boosted."

## **Approach**

Geronimo Inns implemented Livebookings' online, real-time booking interface that allows customers to make confirmed table reservations on their website 24/7. They also used lastminute.com to take advantage of third party online marketing through the Livebookings Network.

Through Livebookings, Geronimo Inns was also able to establish a recognisable brand for the group as a whole whilst, also promoting the individual appeal of each pub.



## Results

"Livebookings' technology has enabled customers to book at any of our pubs from the same website in a really simple way.

Online bookings across the group went from zero to 1,100 a month within three months of using Livebookings. This was obviously fantastic for us and we now want to take the next steps to promote the group and turn even more tables."

**"In the future, we are looking to do more to build our database of customers even further and take advantage of the range of pubs within the Geronimo Inns group by carrying out more targeted online marketing with Livebookings."**

**Ed Turner, Commercial Director, Geronimo Inns**

Olivia FitzGerald, General Manager for the UK and Ireland at Livebookings comments:

"Geronimo Inns has pubs across London, Surrey and even at Heathrow Airport, so they have very different needs to one of our single pub customers. By building its user database across the group, Geronimo has been able to develop a stronger relationship with its customers and increase revenue as a result.

When a group of pubs is looking for new ways to market itself under one roof without losing the individual identities it can be difficult to work out the best course of action.

By using our solutions, Geronimo Inns has been able to create an easy-to-use, easy-to-manage customer interface for all its pubs as well as a method to reach out to more customers through targeted online marketing.”

## **About Livebookings**

Headquartered in London, with offices in Hamburg, Stockholm and Madrid and customers in 19 countries, Livebookings is Europe’s largest online marketing and reservations service for the restaurant industry. The company is ranked as one of the top 30 fastest growing digital media companies in Europe.

Livebookings enables free real-time, online reservations on restaurant websites and helps restaurants to access customers that would otherwise be difficult to reach through a global network of partners including [Time Out](#), [lastminute.com](#), [Ticketmaster](#) and [Yell.com](#).

In 2008 alone, Livebookings delivered over 2.4 million diners to restaurants worldwide including [Gordon Ramsay Holdings](#), [The Ivy](#), [Carluccio’s](#), [Chez Gerard](#) and [The Ritz](#).

## **Further Information**

For further information about Livebookings, please email [sales@livebookings.co.uk](mailto:sales@livebookings.co.uk), call 020 7934 9275 or visit [www.livebookings.co.uk](http://www.livebookings.co.uk)