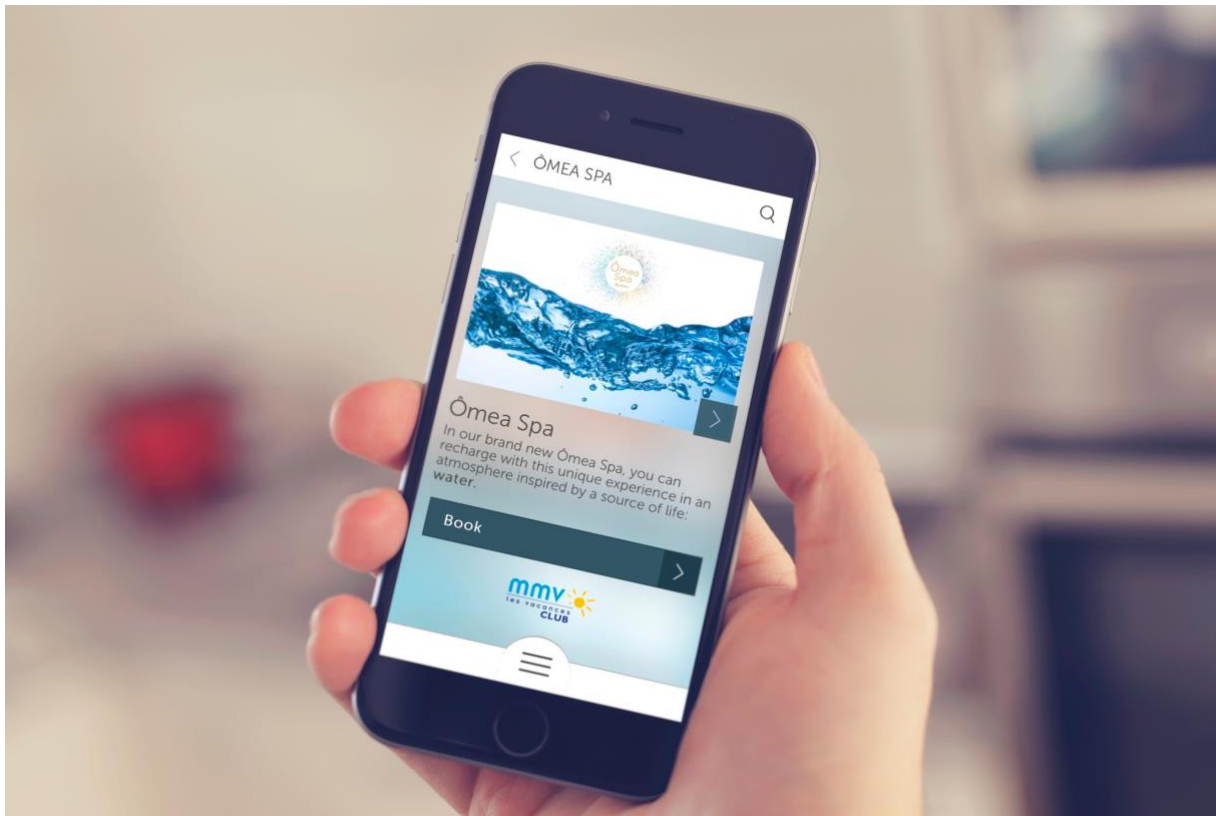


Press release

Thanks to the integration of Booker and LoungeUp, hotel guests are reserving their spa treatments directly from their smartphone. An example of the MMV group.

26th April 2018, Paris.



LoungeUp is the provider of a customer portal solution for the hotel industry which allows establishments to streamline and personalise their guest's stay.

Whether a list of the hotel's services, a chat that allows contact with the reception, informing maintenance of a technical problem or using the interactive map, which suggests points of interest around each residence, travelers can find all they need on this app to have the best stay possible.

This is the case for 'Mmv Holiday Club'. The 'Holiday companion' app of the Mmv Group allows each holiday-maker to access a certain number of services before or during their stay:

- An SMS alert a few days before arrival, activates a preparation form which allows guests to add last minute services if they desire
- Check-in can be done online via the app
- On the way to a winter holiday, they will receive push notifications notifying them of traffic conditions
- On site at the resort, adult and children's entertainment and activities programs are

- accessible via the app
- The mmv Social Club feature offers holiday-makers the possibility to create their own activities within the CLUB Hotel area whilst also sharing and organising these activities amongst themselves
- Check-out is facilitated by the payment of consumed items during the stay via the app

And, starting this winter, both before and during their stay, holiday-makers can now reserve a spa treatment or book access to the spa's equipment, as well as choosing the time of their appointment extremely easily, along with also being able to pay directly from their phone. All they need to do is simply download the app or connect to the hotel's wifi from their room and select the treatments that interest them, along with an available time slot. The customer experience is improved as it is simplified.

The integration with Booker allows the establishment to easily generate invoices and plan its schedule more efficiently. The spa staff benefit from real time savings as bookings are integrated directly into their reservation books.

About LoungeUp



Created in 2012, LoungeUp has quickly established itself as a major player in the field of customer relations, and includes as its' clients renowned hotel chains such as Best

Western Hotels & Resorts, Hôtels Barrière, Tiara Hotels & Resorts, Relais du Silence, Qualys Hotels...

LoungeUp never ceases to renew itself to be able to offer hoteliers the best technological tools which allow hoteliers to have a privileged relationship with their guests all while also increasing customer satisfaction and loyalty. Its products are designed to streamline the customer journey, be it through LoungeUp App, an in-stay app, LoungeUp events, a module for events organisers, LoungeUp Emailing and LoungeUp SMS, a platform for sending transactional emails and SMS's (upselling and pre check-in) as well as its latest product : LoungeUp GuestProfile, a CRM specifically designed for the hospitality industry.

[Download the press kit](#)

www.loungeup.com

+33 1 84 16 82 20

contact@loungeup.com

About Booker



Recognised and acclaimed by the profession for many years, Booker is the references management software developed for hotel spas, day spas, wellness centres, institutes, medi-spas, etc...

Their centralised management puts the client at the heart of Booker's operations, starting from the reservation to the satisfaction survey.



Pure Informatique was born from a professional meeting of passionate people between the teams of Booker and Pure Informatique. Their idea and goal is to simplify IT to provide real service and forge a strong and sustainable partnership. The partner for the diffusion of the

Booker software, Pure Informatique handles the marketing, the production and all the associated services. The Booker software manages and optimises the operation of establishments needing appointment setups or a registration on a calendar. Its direct integration to the most popular consumer platforms like Facebook and Twitter will allow you to fulfill your marketing email campaigns instantly.

www.pure-informatique.com - www.booker.com

About mmv



With a turnover of €67 million and 500 FTE employees, the mmv Group is the specialist for Mountain Club Vacations and welcomes 300,000 holiday-makers to its Club Hotels and Resident Club Establishments each year. By 2020, the Group's development plan will see the opening of a thousand new apartments located in the legendary resorts of the Alps. As of the 2018-19 winter season, three new mmv CLUB Residences will be created in Tignes 1800, Arêches-Beaufort and Les Saisies.

www.mmv-holidays.co.uk

Contact: Véronique Braun

+33 6 88 35 44 00

v.braun@mmv.fr