



Introduction

Cutting-Edge, High-Performance Brand
for Independent Hotels

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Welcome to Great National Hotels & Resorts, a dynamic platform revolutionising the hospitality landscape for independent hotels. By shouldering many of the day-to-day back-office tasks, we allow our hotels the freedom to focus on what matters most: creating exceptional guest experiences.

Our proprietary Revenue Management System, Revanista, is the backbone of our commitment to delivering unparalleled revenue growth to our partners. Combined with leading digital marketing and website management services, global rate distribution, a customer contact centre, and a unified chain code, our comprehensive approach helps drive increased direct bookings and occupancy.





Our services

Tailor your success with Great National Hotels & Resorts. Choose from our suite of services, allowing you to optimise your operations and be a leader in your market.

- 1 Revenue Management Solution

- 2 Digital Marketing

- 3 Customer Contact Centre

- 4 Third-Party Site Management

- 5 Global Distribution System

Revenue Management

Elevate your revenue with our exceptional revenue management services, powered by Revanista, our proprietary revenue management software. Our clients consistently achieve market-leading results.

Why choose Great National Hotels & Resorts



14 Years' Experience

Supported by our proprietary Revenue Management Solution, Revanista.



Team with over 75 years of revenue experience

Working with a wide range of hotels from 3-star budget to 5-star boutique



62% overall partner hotel revenue growth since 2024

Proven record of delivering more profitable business to our partner hotels

Revenue Management

Transform your Hotel's revenue landscape with our specialised revenue management solution. Benefit from tailored strategies designed to optimise revenue streams, maximise profitability, and ensure sustained success in today's dynamic market.

What you'll get



Dedicated Revenue Account Manager

- Preparation of yearly room budgets
- Weekly revenue performance calls
 - Rate management
 - Budget review
 - Room sales suggestions
- Weekly segmentation reports



Other Revenue Management Services

- On instruction from partner,
 - Move rates
 - Open and close channels
- Perform availability checks
- Up to 24-month rate loading
- Competitor price shopping
- Monitoring of market demand

“Our journey with Great National Hotels has been incredible. As a client of over 10 years with the Riverside Park Hotel, their strategic brilliance consistently drives our hotel's success. Recently, opening our sister property the Crown Quarter, their guidance proved invaluable again, seamlessly implementing their winning strategies to ensure success from the first day. A trusted partner for sustained excellence.”

Colm Neville, Owner - Riverside Park Hotel and Leisure Club

Digital Marketing Management



Digital account management

With you, we will craft tailored digital marketing plans for each quarter and market segment. Through bi-weekly calls, we assess website traffic, brainstorm content ideas, and evaluate our paid digital strategies to ensure optimal online presence and revenue performance.



Own website support

We provide partners with a bespoke website management service: crafting websites from optimised templates, integrating industry-leading booking engine, and managing content as directed.

“Choosing this Great National digital marketing service was our best decision. We consistently achieve outstanding ROIs. Expert strategies, targeted campaigns, and measurable results. A partnership that delivers real value and growth.”

Dara Cruise, Group Director of Operations - Midlands Park Hotel & Crown Quarter



SEM Management

Our SEM team aids partners with SEO and paid strategies. We target keywords, use Google Ads and Bing Ads, enhance search visibility, monitor analytics, observe competitors, optimise ad spend, and identify core audiences.



Ongoing graphic design support

Our ongoing graphic design support ensures your brand stays visually compelling. Our talented team crafts stunning visuals, from display ads, website graphics to social media ads. Working within your brand guidelines for sustained impact in a dynamic market.

GN Impact

SEMrush site score **98%**

ROI Brand campaigns **+60:1**

ROI Bing campaigns **+40:1**

ROI Meta search ads **+59:1**

Midlands Park hotel comparison July 2024

Customer Contact Centre

Our team of professionals expertly manages and converts guest reservation calls, emphasising upselling to boost revenue. In addition, our guest service desk will also handle your non-revenue queries, allowing your reception to focus on customer service. This approach enhances guest satisfaction, increases bookings, and drives higher revenue.

Main Features



Reservations

Full-time reservation support
Overflow support



Hours of support

Monday to Friday 9am to 8pm
Saturday and Irish bank holidays
10am to 4pm

“The Great National Customer Contact Centre are our sales champions! Their skilled agents and personalised approach elevated our customer interactions. Sales surged, and customer satisfaction soared. A partnership that’s transformed our bottom line and business success.”

Dermot Kelly, General Manager - Great National South Court Hotel



Maximising Revenue Per Call

Maintain an individual ABV over €299.00 in the last 12 months



Industry-leading call conversion rates – 86%

Answered circa 70,000 telephone calls in 2025 & achieved an 86% conversion rate on new enquiries.



Customer Service

Our Customer Service team provides an excellent guest service experience to all callers.



Dedicated Direct Dial In Number

Enables guests to reach a contact centre agent directly, where their call will be answered using your property name.



Reporting

Our sophisticated reporting includes key performance indicators such as conversion rate and call volume reports.

GN Impact



Avg. # calls handled per week: **101**

Booking Conversion: **89%**

Avg. weekly revenue: **€12,890**

Average booking value: **€304**

South Court Hotel Limerick 2024 Case Study

Third Party Site Management

We ensure maximum visibility for your hotel by offering comprehensive distribution through our experienced systems team. Our aim is to link you with as many potential guests as possible. By working with our Revenue team, our goal is to attract those guests at the best rate. With a certified distribution team, we ensure all rates and inventory are up to date, maximising revenue opportunities for you.



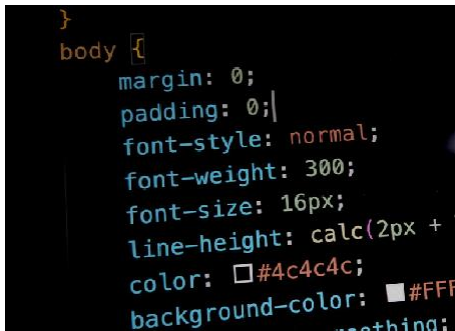
“Great National has expertly led the management of our third-party websites. Their insights and strategic guidance propelled us to a marketing leading position. Most recently within hours of a third-party website requiring additional sustainability information, they contacted us, got the necessary information, and updated the site with the required information.”

Paul Gill, Owner - Claregalway Hotel



Unrivalled Distribution

- 400+ online channels
- 500,000+ booking agents



Management of Third Party Websites

We optimise content on third-party sites, regularly updating from the hotel's direct input. Our tailored approach manages room rates and promotions, and we leverage GN group benefits, including preferred OTA commission rates.

GN Impact



GN Hotels VS

Industry Site Average

99%

89%

Global Distribution



We connect you with top travel management firms, leveraging our preferred agency status with brands like HRG, CWT, and Capita.

With a unified chain code for two brands, our sales team uses market insights to position your hotel prominently in the corporate sector.

“Their expertise is unparalleled. With tailored strategies and an innovative approach to distribution. They’ve revitalised our approach to GDS and over the last 12 months, under their guidance, our GDS sales have soared. They continue to drive exceptional results. A trusted partner for anyone seeking unmatched sales success.”

John Gavin, Co-Owner - Shannon Springs Hotel



GN Impact



GDS share of accommodation revenue

2023

vs

2024

3%

10%

Message from our directors

Thank you for exploring Great National Hotels and Resorts. We excel in boosting revenue and cutting costs for independent hotels in Ireland and the UK. Leveraging our operational, marketing, and financial expertise, we offer them a significant competitive advantage. Our goal is to expand Great National globally, delivering value to customers and benefiting our hotel partners. We invite you to join our vision.



David Byrne

Founder & CEO

A graduate of Technical University Dublin in Hotel Management and Business, David boasts over 22 years of experience in Ireland's hotel industry. He's managed major Irish hotels, secured significant business contracts, and won numerous awards for his leadership. As a former board member of Ireland's largest private hotel group, David combines financial acumen with hands-on management and deep industry know-how.

Directors and team



Rachel Howes

Director

Acknowledged technology entrepreneur and expert in online distribution and sales, well known for Booking.com leadership and contribution to leading global distribution and sales systems. Co-Founder of HomeRez.com, oversubscribed and rapidly expanding across Europe, leveraging more than 25 years in the hospitality revenue maximising arena and in the area of online distribution.



Leo Dempsey

Director

Travel industry expert with over 14 years of experience. During his more than 9 years with Booking.com, the company grew from 250 to more than 10,000 people. In his last year, Leo was responsible for over € 1B in transaction value.



James Sullivan

Chief Financial Officer

With over 25 years experience in the hospitality and tourism sector, James has worked as consultant, auditor, controller and director. Positions held and clients served, have included governments, national tourism bodies, private hotel groups, touristic destinations and international sporting events.



Dermot Kelly

Group Commercial Director

Dermot is a GMIT graduate and a hugely respected Hotel Operator with over 20 years of experience in the industry. Executive General Manager at the South Court Hotel and Branch Chairman at the Irish Hotels Federation.

Great National Services

Great National Services	Great National Partner Member	Great National Collection Member
Third Party Website Management	✓	✓
Rooms Revenue Management	✓	✓
Rate and Offer Management	✓	✓
Global Distribution System & Hotel Booking	✓	✓
Agents	✓	✓
GN Partner Member Marketing	✓	✓
GN Collection Member National Marketing	-	✓
Finmax: Hotel rooms financial management system	-	✓
Group Purchasing of GN Branded Consumables	Optional	✓
New Mobile Responsive Hotel Website	Optional (additional fee)	Optional (additional fee)
Central Reservations Service	Optional (additional fee)	Optional (additional fee)
THE GREAT NATIONAL BRAND	-	Available to selected GN Collection members

Fees and Commissions

GN Partner Member Fee: €200 per week

Plus commission of 5% for Enhanced Online Travel Agent Revenue

GN Collection Member Fee: Additional €310 per week

Optional Additional Services

New Website / Optimisation: €90 per week (x52 weeks) + 10% commission for all bookings generated
Central Reservations Outsource Service: €110 per week + 10% commission of confirmed reservations

All Inclusive Fee: €650 per week

Includes all Partner and Collection services, website and central reservations + applicable commissions

*Great National Hotels and Resorts, Quin Road Business Park,
Quin Road, Ennis, Co. Clare, Ireland*

Contact: David Byrne, Managing Director

Great National Hotels,
Suite 15, First Floor,
Clare Technology Park,
Gort Road, Ennis, Co. Clare
V95 YP48 Ireland
P: +353 (0) 65 686 2001
E: info@greatnationalhotels.com

