

# Bookboost

Customer Experience Platform for Hospitality Brands

Ruby  
HOTELS

Nobis Hotel  
STOCKHOLM

J  
=

HOSTEL  
ROOTS

æthos

INI  
NOREFJELL

Superbude  
Hotel - Hostel - Home

NORTHERN LIGHTS VILLAGE

BLIQUE  
BY NOBIS

CASA  
Hotel Casa  
Amsterdam

City  
Hub

GRAND HOTEL

HOTEL  
TYLÖSAND  
★★★★  
BE INSPIRED

STAYERY.

Citybox

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# The Hospitality industry is under pressure



Booking sites have  
claimed *control*



Covid caused staff  
to *leave*



Digital customer  
needs *increased*

The world has changed, hospitality brands have not

Customer Journey:    ×   Lack of digital    ×   High customer effort    ×   Low loyalty

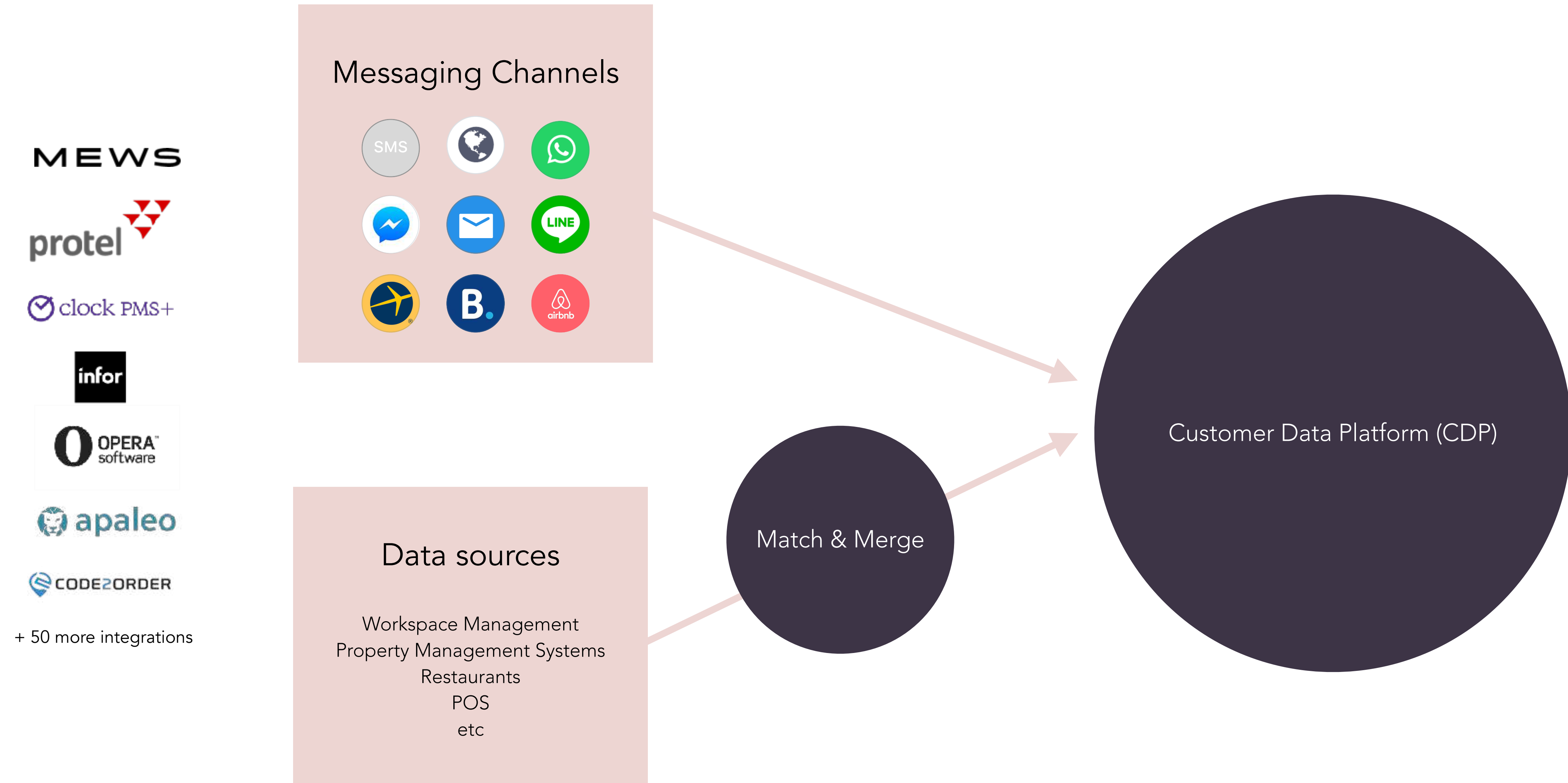
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Operations:    ×   Manual    ×   Reactive    ×   Inefficient

This is what hospitality brands want to achieve

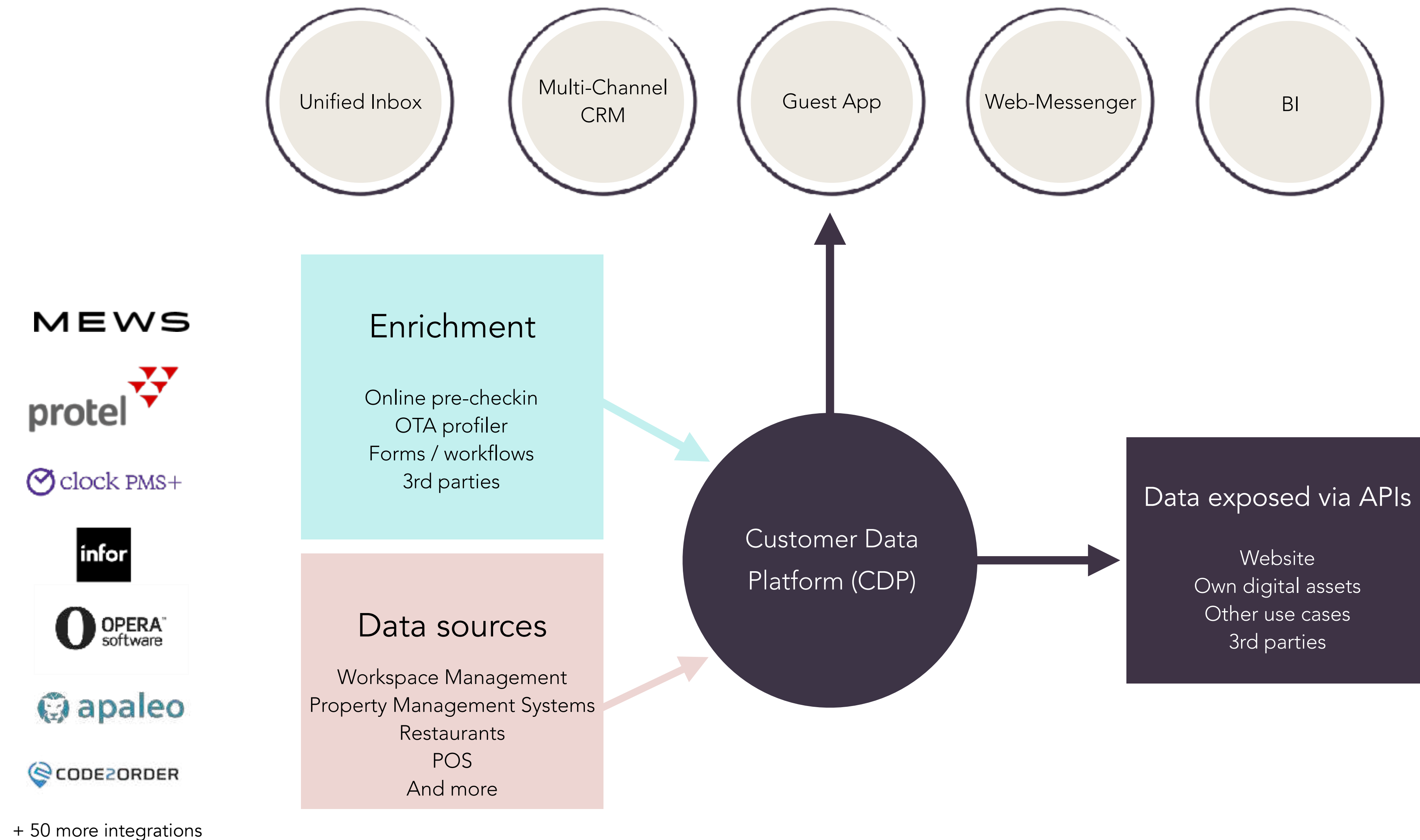
Customer Journey:	✓	Low Customer Effort	✓	Excellent Guest Satisfaction	✓	Outstanding Loyalty
Operations:	✓	Efficient Workflows	✓	Automation	✓	Unified Communication

# Customer Experience Platform with one source of truth

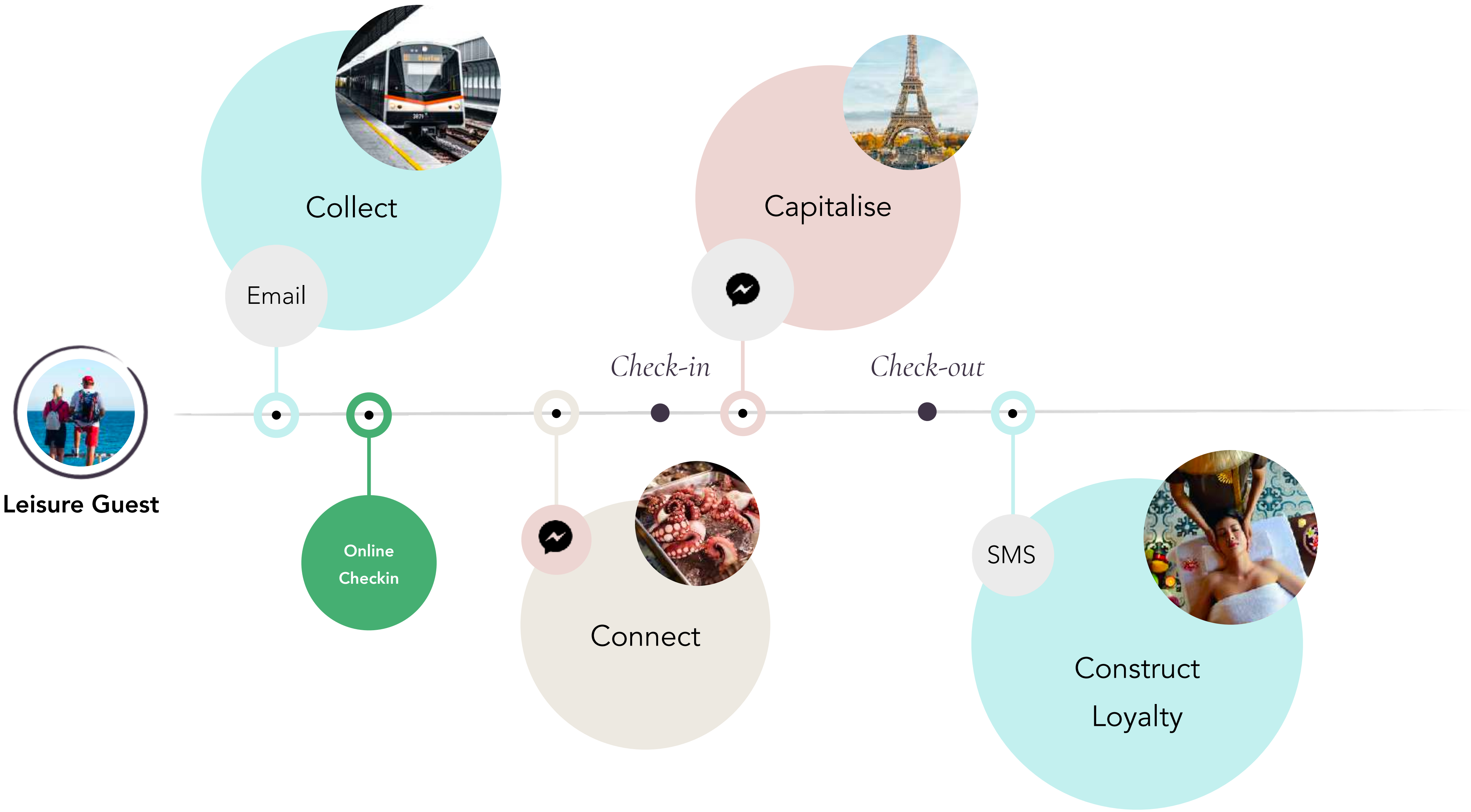




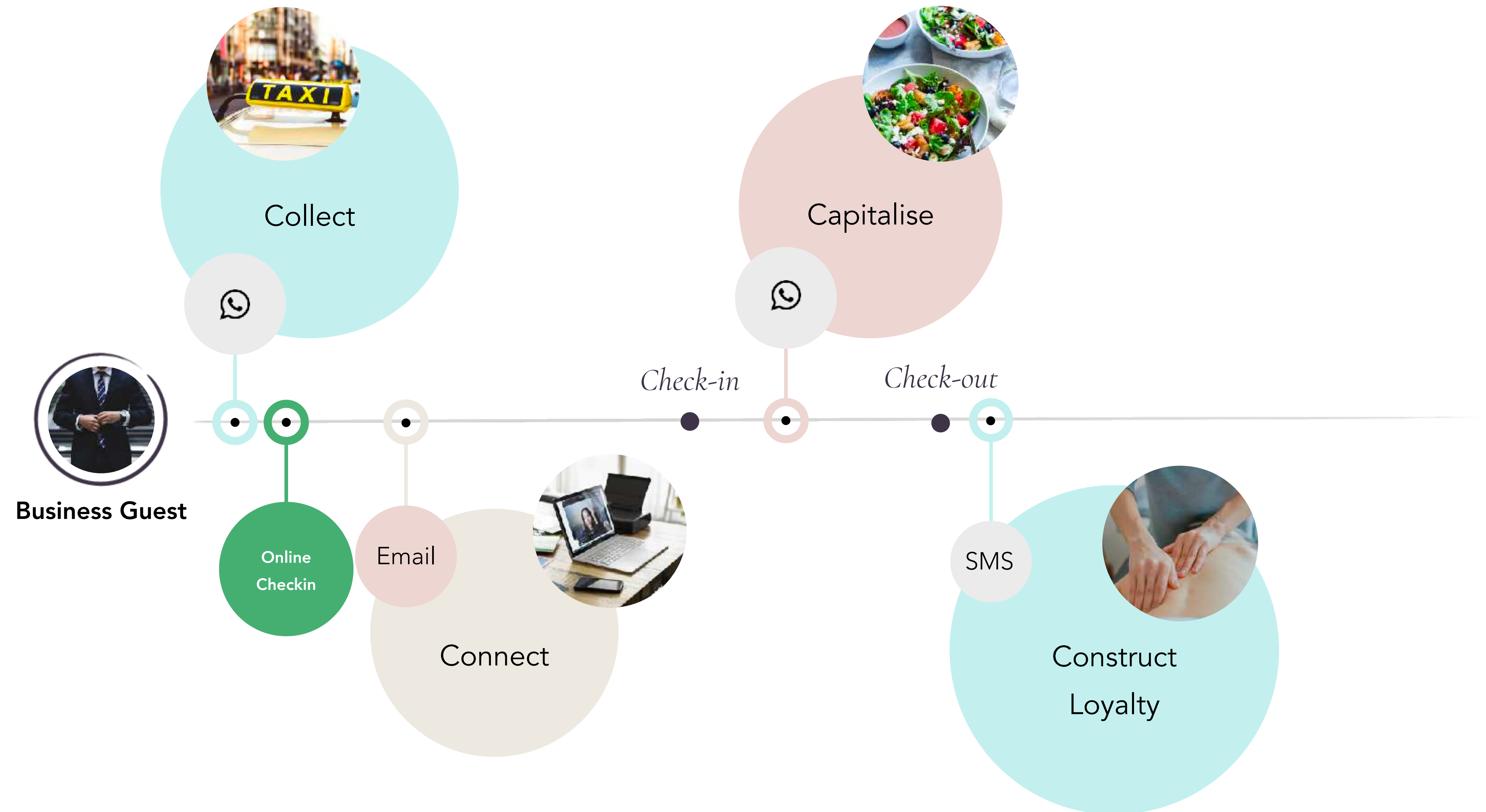
# Customer Experience Platform with one source of truth



# Unified, Integrated & Automated



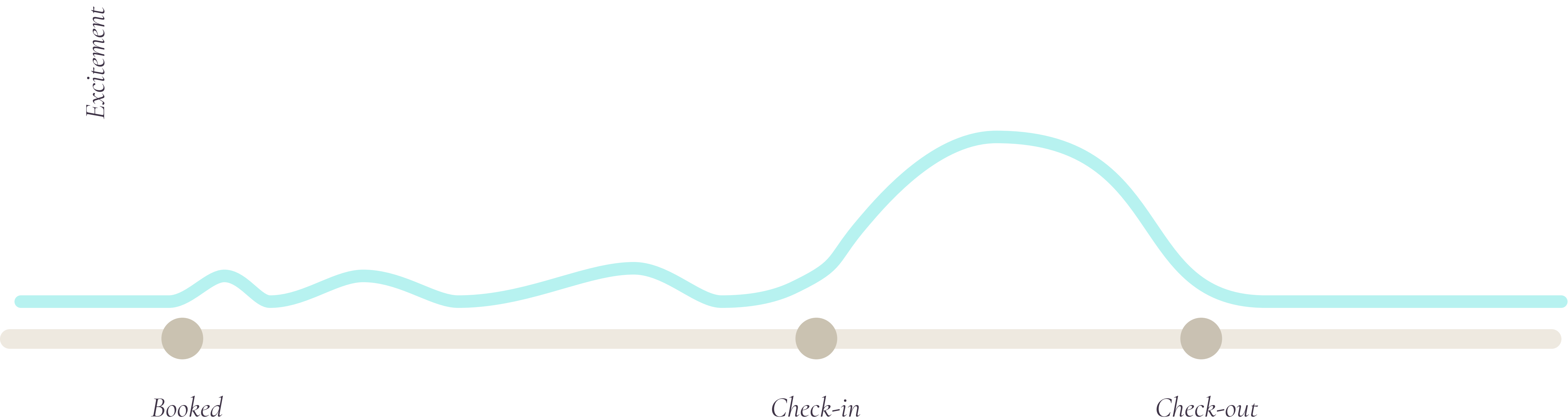
# Unified, Integrated & Automated





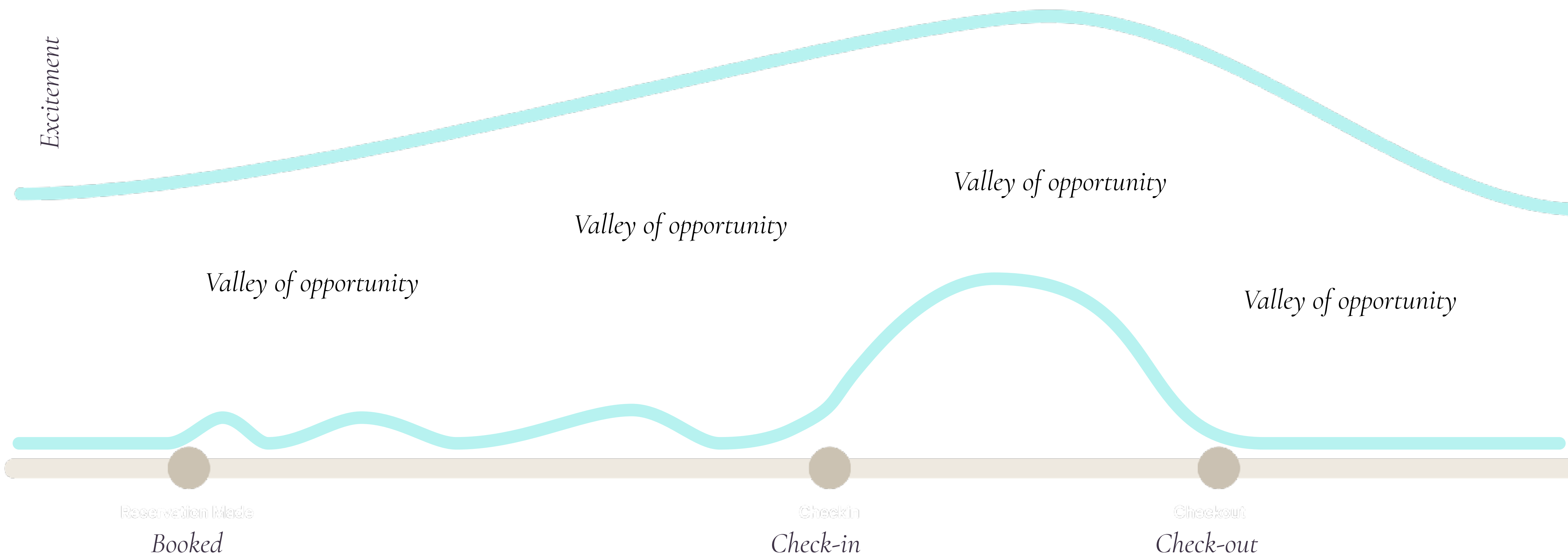
# Hospitality brands can only create excitement during the stay

*Because of lacking tools to build relationships*



# Paradigm shift, our CX platform creates more value and loyalty

*Meeting customer needs of this decade*



And that's why a Holistic approach is so powerful

Efficient  
Operations



Proactive  
Engagement



**3 FTE**  
saved

**X9** higher **conversion**  
compared to top-notch  
emailing tools

**2 hours** saved per  
employee per day

A high **€ 5 digit** number  
on housekeeping savings

**Lower**  
customer effort

**+21%** in  
direct bookings



**+12%** in guest  
satisfaction

Saving **42.000** litres of  
waters weekly, the  
equivalent of a private  
swimming pool

**92%** of inbound  
comms automated

Upsells  
**+ 39 %**

Guests engaged in  
messaging rated stay  
**+9.5%**



120+ properties on board

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HOTELS

Nobis Hotel  
STOCKHOLM

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# ICP

Early Majority

Hospitality brands with 3+ properties

+7500 properties in EU, +-18000 properties in US

Serviced apartments with 200+ units

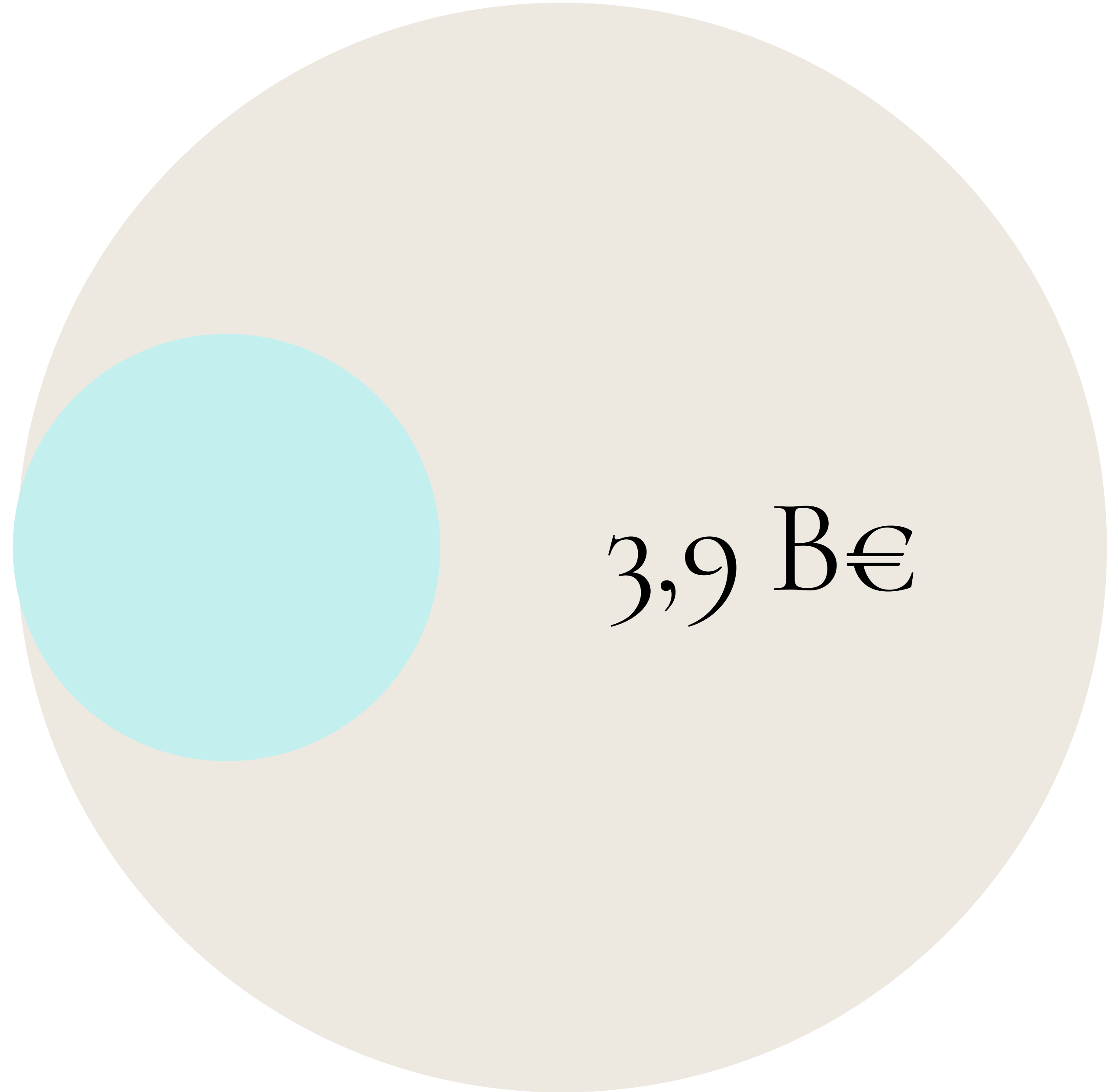


208M€



# Market Size

CX Software in Travel Industry



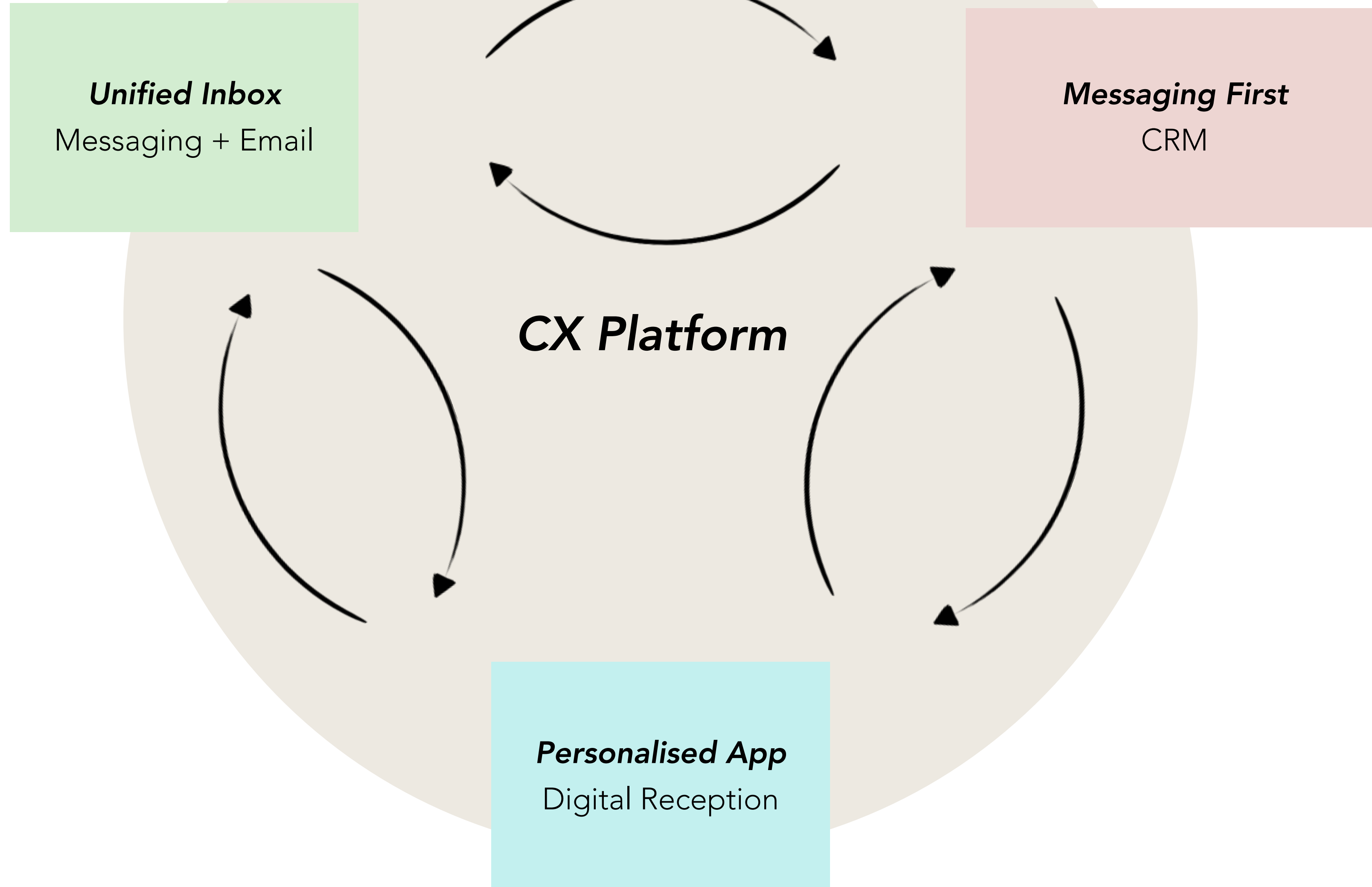
# Competitive landscape

***Guest Messaging***

***CRM***

***Guest App***

# Category Differentiation





5.5x ARR last year

500

KEUR ARR

87% of hospitality managers  
*are promoters*

87%



0  
ARR

87% of hospitality managers  
*are promoters*

87%

B2B SaaS - increased monthly  
room rate



210% NRR

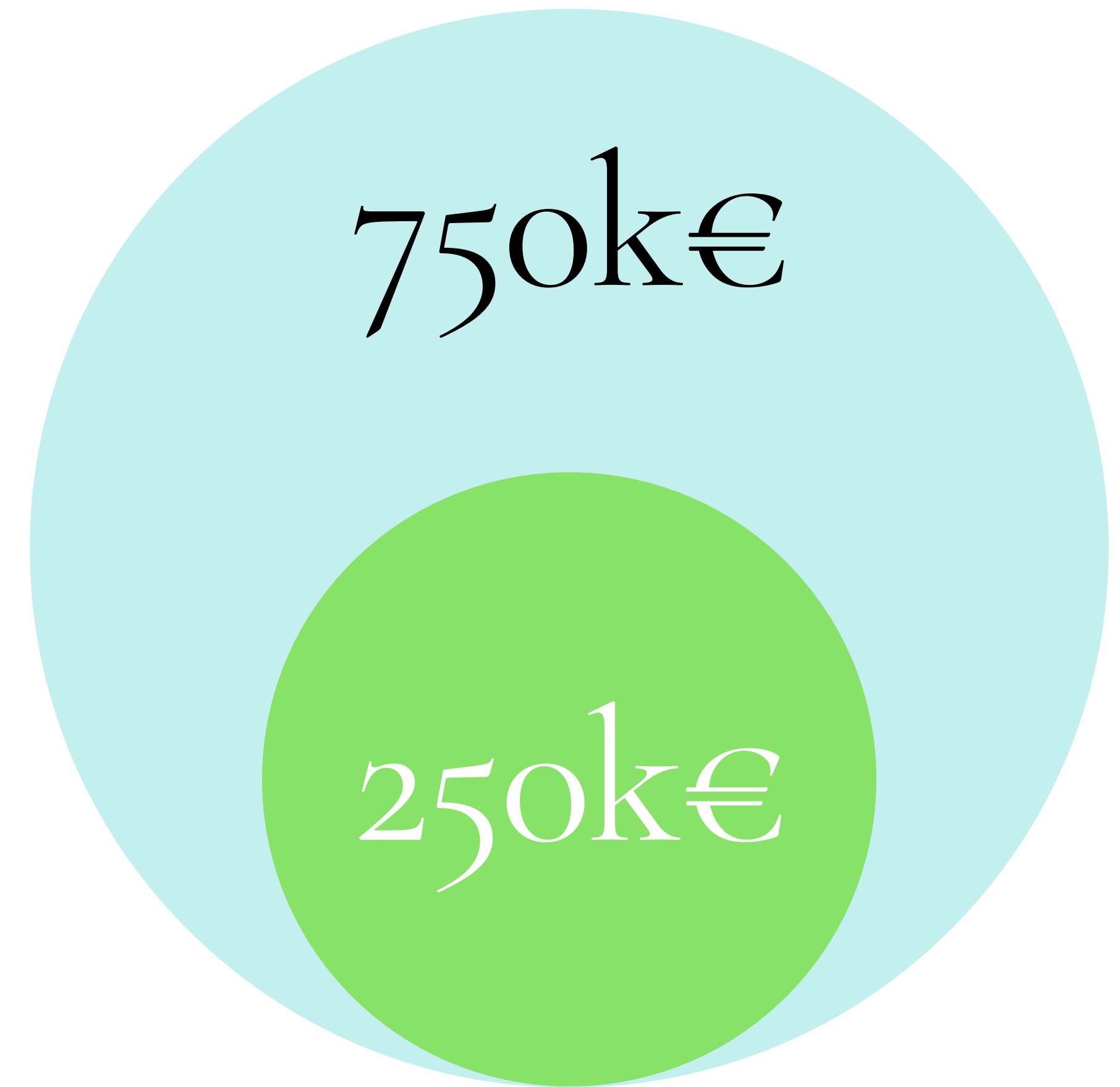


# The Ask

*At a 6M€ pre-money valuation closed by Christmas*

Capitalise on our differentiate narrative  
in a shifting marketplace

By expanding commercial power to  
reach cashflow positivity + 2M€ ARR





# Bookboost



Willem Rabsztyn  
CEO & founder



Daan de Bruijn  
CCO & founder

+ 18 Bookboosters



almi

EgonZehnder

25hours hotels

TU/e EINDHOVEN  
UNIVERSITY OF  
TECHNOLOGY



ELITE HOTELS  
OF SWEDEN