Make every stay a holiday to remember with hospitality tech from Zonal

The staycation market is booming, with more people than ever looking to enjoy a holiday closer to home and experience the best of UK hospitality. It's an exciting time for holiday park operators – and an **opportunity to attract new types of guests** and **start building relationships** that see them turn into loyal customers.

The quality of the guest experience is crucial to cultivating long-term loyalty, but old or disjointed IT systems can result in clunky processes that undermine guest expectations. That's especially frustrating when hard-working staff are committed to making every guest's stay a holiday to remember.

It doesn't have to be that way. Zonal's connected hospitality technology solutions enable holiday park operators to provide a smooth and enjoyable guest experience at every stage of their stay – so guests can't wait to come back (and happily spend more when they do).

Connected holiday park tech for a stay to remember

With Zonal, it's much easier to:

★ ★ ★ ★ ★

Provide a 5-star guest experience

- Make everything feel easy – from booking tables to ordering food
- Offer value-added services like in-lodge ordering and Click & Collect
- Match staffing levels to demand so guests never have to wait
- Personalise offers and loyalty schemes to encourage repeat visits

GUEST CENTRAL
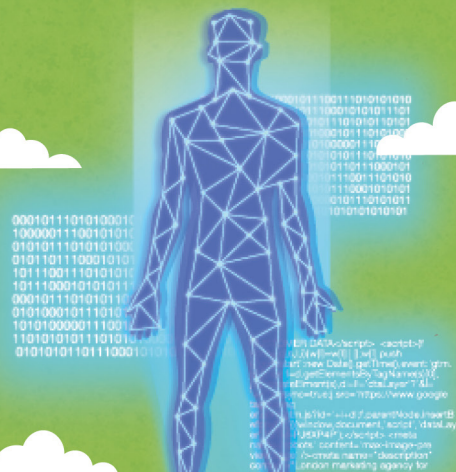
Maximise on-park spend

- Analyse data from across the park to spot emerging trends
- Develop tempting new offers for guests to sample and enjoy
- Craft unique and customised experiences that exceed guests' expectations
- Empower hosts to cross-sell and upsell during guest interactions

Spot cost-saving opportunities:

- Get a single source of the truth with joined-up data across operational areas
- Spot savings opportunities by analysing spend data from across systems
- Save hours of time by automating financial reporting and reconciliations
- Reduce IT integration and management costs with one connected suite

EPOS CENTRAL

A connected hospitality tech stack to meet your needs

The Zonal suite is fully connected, so you can use it across the park to make every operational area more efficient, or just choose the functionality you need right now. **Key features include:**

EPoS

The beating heart of your tech stack, bringing everything together across front and back of house to give you full operational visibility and control.

Kitchen management

Let kitchen staff see orders in real time, speeding up service and improving communications between front-of-house and kitchen teams.

Order management

Deliver a 5-star guest experience with Order & Pay, Click & Collect and more. Real-time stock updates help you keep costs and waste down.

Menu management

Streamline suppliers for optimum cost and quality, and track and manage allergens with our fully featured menu management solution.

Loyalty

Build smart loyalty programmes that reward your most loyal customers and encourage increased spend and frequency of visits.

Analytics & reporting

Save time and unlock hidden insights with powerful analytics and reporting across every business area managed with Zonal solutions.

Table reservations

Offer easy table booking and pre-ordering at any onsite restaurant. EPOS integration means you can update guests on table availability in real time.

Hoburne Holidays

> " **With Zonal we've seen an 11% reduction in food and beverage costs over three years.** "
>
> BEN DALTON, GROUP RETAIL MANAGER, HOBURNE LEISURE GROUP

> " **Zonal lets us create staff rotas that reflect demand, so we're never over or under-staffed.** "
>
> STEVE LATTIMORE, IT IMPLEMENTATION PROJECT MANAGER, HAULFRYN

HAULFRYN *The joy of now*

Case Study

Hoburne Holidays

ONLINE Ordering PARADISE

Hoburne Leisure Group achieves 11% cost savings with Zonal.

Hoburne wanted an integrated purchasing solution that could provide visibility of live data across its eight UK holiday parks: which products were being bought and sold, and at what price. By implementing Zonal, it's been able to:

- Consolidate suppliers and manage purchasing across all sites
- Make smarter decisions based on accurate, up-to-date data
- Reduce food and beverage spend by 11% over three years
- Free up staff to spend more time welcoming and serving guests

Why work with Zonal?

Holiday park operators like **Bourne Leisure, Haulfryn** and **Hoburne Group** have chosen to work with **Zonal** because:

We're hospitality born and bred: 50% of our team have a background in the industry, so we know the challenges of running a hospitality business. With guest expectations always evolving, we invest £9m annually in technology R&D to help you stay ahead.

We're a partner, not a supplier: We may be a tech company, but just like you, Zonal is a people business. Our engineers are here to support you before, during and after implementation, so you get **full value from Zonal from day one.**

We're committed to excellence: Our tech is the product of British engineering, geared to maximise efficiency across your operations. We're rated **4.8/5 on Featured Customers**, notably for the stability and reliability of our solutions.

Let's talk to discuss your operational challenges and find out what Zonal could do for your holiday park business. Visit www.zonal.co.uk/holidayparks or email sales@zonal.co.uk.