

FreetoBook Skye Group | 2018 Report

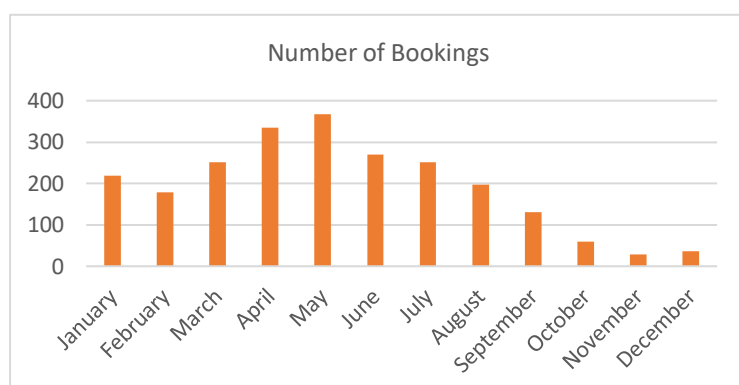
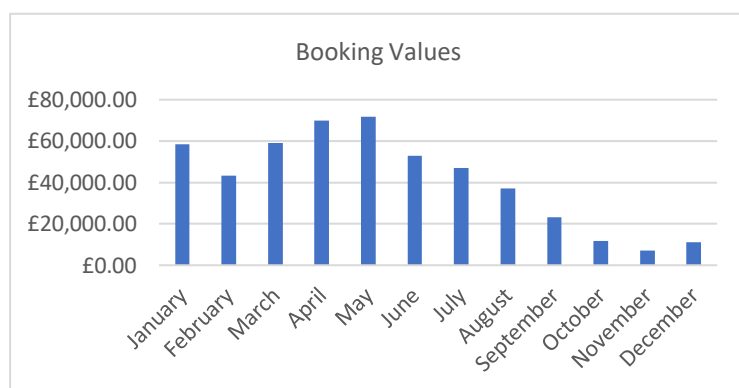
01/01/2018 > 31/12/2018

The Skye Group is a booking system powered by FreetoBook. It connects the FreetoBook accounts of included businesses together, allowing availability for all the businesses to be displayed when a visitor to IsleofSkye.com searches for accommodation. When the user finds a property they wish to book, they can book it directly on IsleofSkye.com.

We started testing the system in October 2017. We officially launched the system on the 1st of January 2018.

117 Business are now included and we are regularly adding new businesses.

Overall Figures



	Bookings	Value
January	219	£58,523.10
February	179	£43,319.18
March	252	£59,105.40
April	335	£70,030.00
May	367	£71,825.25
June	270	£52,971.50
July	251	£47,135.52
August	197	£36,983.36
September	130	£23,199.50
October	60	£11,652.50
November	29	£7,108.80
December	36	£11,235.60

2325 £493,089.71

Top Individual Businesses

Top 5 Bed & Breakfast	
1	£21,540.00
2	£20,231.00
3	£19,065.00
4	£18,905.00
5	£16,134.00

Top 5 Self Catering	
1	£5,300.00
2	£4,297.92
3	£3,810.00
4	£3,590.00
5	£3,190.00

Top Hotel	
1	£32,087.00

Top Hostel	
1	£11,944.00

Summary

The Skye Group in general has proven to be very successful. The system secured £493k in bookings, smashing all records for the use of the booking software. The top business achieved £32k in bookings. All these bookings are at 0% commission meaning that unlike other booking systems (Booking.com, AirBnB, ect.) no fee is charged based on the number or value of the bookings received.

We do charge a very reasonable fixed fee to be included (£5 per month).

There are things we are looking to improve, such as adding an option for flexible dates.

We are very aware that not all accommodation business on Skye use FreetoBook. We are actively working on adding support for other booking systems.