

JOURNEY HOSPITALITY

Journey Hospitality acquires Premier Software

Leading UK spa tech business acquired by Journey Hospitality

Journey Hospitality extends hotel ecommerce portfolio with Premier Software acquisition

UK's leading spa, leisure and wellness management software added to Journey's portfolio as it revolutionises hotel ecommerce and the online guest experience for independent and luxury hotels

Journey Hospitality incorporates UK's leading spa tech to revolutionise hotel retailing, helping hotels maximise revenue

Cheltenham, UK - 27 March 2023 - Hotel technology company [Journey Hospitality](#) has acquired [Premier Software](#) - the UK's leading spa, leisure and wellness management software business - to boost spa services within hotel ecommerce.

The addition of Premier Software extends Journey Hospitality's offering to maximise direct revenue in the guest journey. Core by Premier Software is already fully integrated with Journey Hospitality's booking platform onejourney® as a result of a long-term working relationship between the two businesses.

Midlands-based Premier Software was founded in 1994 and is the market-leading spa, leisure and wellness management software business in the UK with over 500 customers, including The Belfry and The Landmark. The business will operate as a separate division alongside Journey's existing Product, Agency and Consulting brands, and will be headed by Oliver Cahill as Managing Director.

The new Managing Director of Premier Software, Oliver Cahill, said: *"Spa visitors increasingly seek out personalised experiences and want more control of when they visit and what treatments they have. Our previous partnership with onejourney® helped us put that control in the hands of the end consumer, delivering increased bookings and revenue for our spa clients. Now, as part of the Journey Hospitality family, we'll be even better equipped to help spas understand and grow their business by delivering world-leading digital experiences that enhance their customer's journey."*

Simon Bullingham, founder and CEO of Journey Hospitality, said: *"We've been working with Premier for a number of years through our hotel ecommerce platform onejourney®. The team is incredibly experienced and knowledgeable about spa operations, which is a key*

growth area for hotels around the world. The acquisition of Premier solidifies Journey's growing reputation as the leading hotel ecommerce software partner, and will enable us to help hoteliers think more holistically about their business, commercialising spa offerings as they do rooms and restaurants."

Under the guidance of Journey Hospitality's tech team, significant investment will be made in Premier Software's technology and product development.

Hotels using both Premier and Journey Hospitality's onejourney® platform will benefit from a deeper integration, with full insights and analytics to better measure spa performance and digital bookings to drive further revenue opportunities.

Discover more about Journey Hospitality at [journey.travel](https://www.journey.travel).

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About Journey Hospitality

[Journey Hospitality](https://www.journey-hospitality.com) is a hotel technology business revolutionising ecommerce for the hospitality industry maximising online experiences to drive commercial success.

Its portfolio includes; onejourney® - the world's first all-in-one hotel ecommerce platform enabling guests to customise their stay by booking rooms, spa, dining and retail products in a single shopping basket; Gifted - the UK's market leading hotel gift voucher platform; Journey Digital Performance Agency working with luxury hotel partners for web development and digital marketing, and Journey Hospitality Consultancy, designing bespoke transformational strategies in technology and commercial frameworks for hospitality businesses.

Established in 2010, the Cheltenham-based business has a team of over 70 industry experts at the forefront of hotel ecommerce innovation. A Certified Google Partner, Journey Hospitality works with over 400 luxury hotel partners around the world including Claridge's, Beaverbrook, Calcot Collection, The Londoner, Soneva (Maldives) and Grantley Hall.