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liveRES serves up 200 millionth booking

Zonal's online booking tool, liveRES, has just checked-in its 200 millionth guest.

From its Staffordshire head office, Zonal owned liveRES is fast emerging as the online reservation platform of choice for operators seeking to develop their own branded, fully EPoS-integrated bookings and table management system.

Since becoming part of the Zonal group in 2015, liveRES has enjoyed 60% year on year growth, boasting customers such as Mitchells & Butlers, Greene King, and PizzaExpress to name just a few, and has increased its head count from 5 to 75 in just three years to cope with demand.

Zonal's Marketing Technologies commercial director, David Charlton, said: "200 million is an incredible milestone for liveRES and we look forward to building on this going forward. The success of liveRES is testament to our talented R&D team who have developed an incredibly intuitive cloud-based system that helps our customers optimise profitability by maximising tables and covers and reducing the risk of costly no shows."

It's been a busy year for liveRES, which last month announced the launch of its Events and Pre-Order service, which is the hospitality industry's only fully EPoS-integrated party planning, booking and advance payment solution.

David added: "2018 has been a coming of age year for liveRES and we look forward to ongoing success in 2019 as we continue to evolve our product and customer offer."

liveRES is part of Zonal, the leading provider of integrated hospitality management solutions to over 15,000 leisure and hospitality businesses across the UK. For almost 40 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

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