

SITU

Connected by people.



From Booking Chaos to Booking Confidence

Creating a smooth,
scalable solution for a fast-
moving gaming company



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Sometimes, it's not about finding a new destination – it's about fixing the journey. When a London-based gaming company reached out to Situ, they weren't asking for five-star penthouses or bespoke amenities, they were simply trying to solve a problem: guests were arriving late at night and couldn't get into their accommodation.

The reason? Bookings made through popular online sites and managed by a travel partner that didn't always double-check the details.

The company had had enough. It wasn't just inefficient – it was embarrassing, and it left their team scrambling to fix issues after hours.

The Challenge

This client needed a better way to book business accommodation in central London. The current process was slow, unpredictable, and dependent on third parties who didn't know their guests or understand their needs.

Key issues included:

- Last-minute bookings made through unreliable platforms
- Guests arriving at apartments with no access or check-in support
- Internal staff stuck fixing problems out of hours
- No consistency, no fixed pricing, no predictability



The Solution

Situ approached the solution as we always do – by listening first.

We spent a full day with the client on property tours, showing them a range of options from budget to premium, and getting a clear sense of their expectations, preferences, and constraints. It wasn't about selling them apartments. It was about showing them the landscape and building trust.

From there, we helped them select three to four preferred properties that fit their needs and location preferences. We then went out and negotiated fixed rates with each one, based on stay duration (e.g. 7–28 nights), time of year, and volume.

Now when the client sends us a booking request, the process is instant:

- No need to check availability
- No need to confirm rates
- No long-winded back-and-forth

We know the property. We know the price. We know it works. We can confirm bookings in as little as 30 minutes.

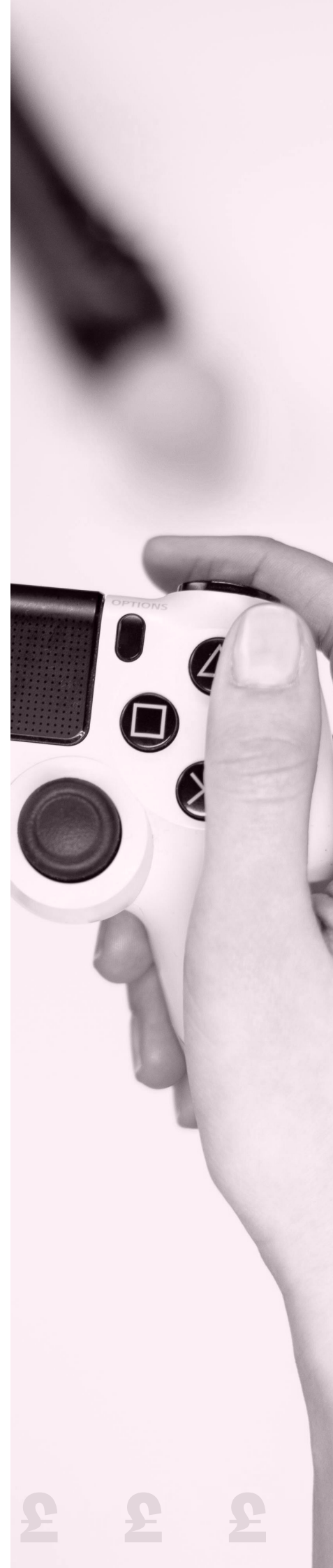
The Result

Today, the client no longer worries about late-night calls or guests stranded outside locked apartments. They have a trusted housing partner and a simple, scalable booking process that delivers every time.

More importantly, they've reclaimed their time. No more stress, no more chasing. Just a process that works – because it was built with them in mind.

When travel gets messy, we clean it up.

It's what we do best.



Situ can help with your accommodation needs.

Just pick up the
phone and call one
of our friendly team
of accommodation
specialists



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