

Self-build digital concierge launched for travel sector

✘ Julie Grieve could be a vital cog in the booking chain for holiday lets, B&Bs, guest houses, Airbnb and hotel in Scotland's capital.

The Edinburgh-based businesswoman today launched a digital concierge Called Criton and it is claimed to be the UK's first self-build app service for the hospitality and travel industry.

It is accessed on a low-cost subscription and gives accommodation providers the chance to connect with the tech savvy traveller by making all guest information available at the touch of a screen anytime, anywhere.

Criton can be up-dated at any time and is capable of incorporating instruction videos on how to use appliances and directions through to contact details and information on and links to nearby restaurants and attractions.

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Julie has self-funded the development and plans to follow the Scotland unveiling with a launch in London next week.

The businesswoman expects to attract five per cent of UK properties within five years delivering a £3m to £5m turnover and the app is already China-ready in line with Scotland's ambitions to attract the growing number of travellers from the Far East. The aim is to raise investment to take the app service overseas next year.

Julie said: "With a background of trust reviews driving consumer booking behaviour, introducing technology which drives reviews and improves the guest experience will become

crucial to continued success.

“Finding your Airbnb or serviced apartment is not always straight forward, especially if your guest is arriving late at night. What if they can't work out the heating system when they get there?

“Having a Criton app for a holiday property is a cool way to present guest information. It works off-line, which can be critical in areas of Scotland where there is no phone signal, and is never out-of-date.”