

4 Feb 2015

Boutique hotel bookings stay rosy this Valentine's Day with help from PayPoint.net

London, 16 February 2012: The run up to Valentine's Day has proven exceptionally demanding for boutique and luxury hotel specialists, [Mr & Mrs Smith](#), with transactions processed through [PayPoint.net](#) up a starry-eyed 28 per cent.

The three weeks before 14 February are a notoriously busy time for Mr & Mrs Smith as its customers book romantic Valentine's weekend getaways or purchase the perfect gift for their other half. 2012 has been no exception, as people head to romantic destinations like Paris and the Cotswolds.

Mr & Mrs Smith has seen more than a 60 per cent increase in Valentine's Day bookings over the past four years, with PayPoint.net supporting every aspect of its online payment processes. Not only has the payment provider helped the business handle surges in demand around busy periods, but it has protected the growing company against fraud – ensuring tight security for customers and the business alike.

Aline Keuroghlian, Head of PR & Marketing at Mr & Mrs Smith, comments: "Valentine's Day is a key booking period for us. The nature of our business sees style-conscious couples looking for the perfect Valentine's break, as well as luxury holiday gifts. PayPoint.net plays a key role ensuring we can securely handle surges in transactions during peak times. It's imperative that we offer our customers the best possible service while protecting them, and us, against fraud."

Michael Norton, Managing Director, PayPoint.net, comments: "We are delighted to have helped Mr & Mrs Smith flourish year-on-year and provide valuable support during its busiest period. We handle the entire payment side so Mr & Mrs Smith's team can focus on the business of building up further its extensive list of romantic holiday destinations."

ENDS...

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About Mr & Mrs Smith

Mr & Mrs Smith provides an award-winning booking service for a cherry-picked selection of more than 850 boutique hotels and self-catering properties around the globe. Since 2003, their hotel collection has been visited personally, reviewed anonymously and regularly reassessed. Book at www.mrandmrsmith.com or call the Mr & Mrs Smith Travel Team on 0845 034 0700 for best rates, exclusive offers and benefits.

About PayPoint.net

PayPoint.net is a tier one internet [payment service provider](#) that helps businesses take advantage of the opportunities, and manage the risks, of trading online. Drawing on its 14-year heritage in online payments, it provides a highly secure payment platform and [FraudGuard](#), one of the most advanced online fraud management systems on the market.

Its customers span high-profile retail brands such as WHSmith, Links of London and Firebox.com, small businesses and start-ups, for which it can arrange all the facilities needed to trade online in just 24 hours.

PayPoint.net is certified to the highest level of the [Payment Card Industry Data Security Standard](#) (PCI DSS), offering all its customers compliance by default. Additionally, it has links with all multiple acquiring banks and accepts all major payment cards and [online payment](#) schemes.