

Driving Upsells with Revinatē Marketing

Best Practices

BEFORE WE GET STARTED



You are all on mute



Please use your control panel to ask questions during the webinar



This webinar will be recorded and posted to Revinatē's Help Desk

YOUR PRESENTER



Kristina Haga

Hospitality Marketing Strategist, EMEA, Revinate

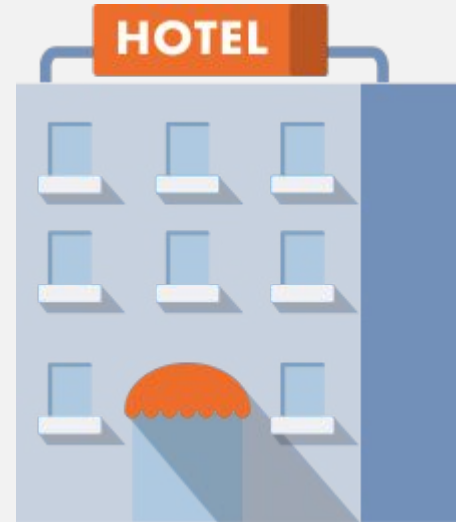
- Fellow Hotelier with 8 years + experience in loyalty and digital marketing from Starwood Hotels and Resorts.
- Manager Marketing Strategy at Revinate EMEA:
 - Optimize Marketing Campaigns
 - Database Analytics, and Reporting
 - Drive Direct Bookings

Why should you be upselling?



Upsell Benefits to the Hotel

- **Incremental Revenue**
 - Room Upgrades
 - Amenities
 - Activities
- **No commission**
 - 100% profitable hotel revenue
- **Easy to use**
 - Frictionless staff adoption
- **Inventory management**
 - Approval based on last minute availability



Upsells Benefits to the Guest

- **Personalized experiences**
 - Amenities for special occasions/celebrations
 - Tickets for local events/attractions
 - Romantic add-ons
 - Family offerings
- **Virtual Concierge**
 - Local insights and recommendations
- **Convenience**
 - Parking
 - Late Check Out
 - Early Check In



Upsells Fact

- For best revenue results, offer a combination of room upgrades and amenity upsells.
- 33% of upsell requests include multiple items.
- In addition to Pre-arrival email, Upsells can be included in confirmation and welcome campaigns.
- Pre-Arrival Upsell campaigns average an open rate of 61% open rate and a CTR of 30%.
- Revinate Marketing Customers average €2,000/month in upsell/upgrade revenue. Some see revenue as high as €15k/month

TOP PERFORMING UPSSELLS AMENITIES



Airport pick-up

\$40.00

SELECT



Breakfast in Bed for Two

We can't think of a better way to wake up to a Chicago morning than with Breakfast in Bed featuring an assortment of seasonal treats all made-in house, using the freshest, local ingredients available.

\$45.00 /night

SELECT



Parking

\$15.00 /night

SELECT



Early Check In

\$25.00

SELECT



City Excursion

Explore like a local with our city excursion package!

\$50.00

was \$100.00

SELECT



Champagne and Strawberry Turndown

Toast to the end of a perfect Chicago day with Champagne and strawberries delivered to your room at turndown.

\$70.00 /night

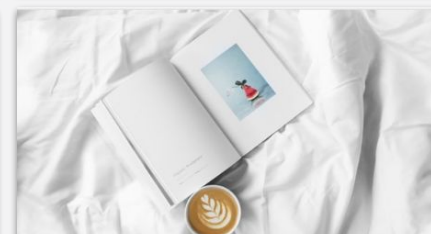
SELECT



Make it a sweet stay

\$20.00

SELECT

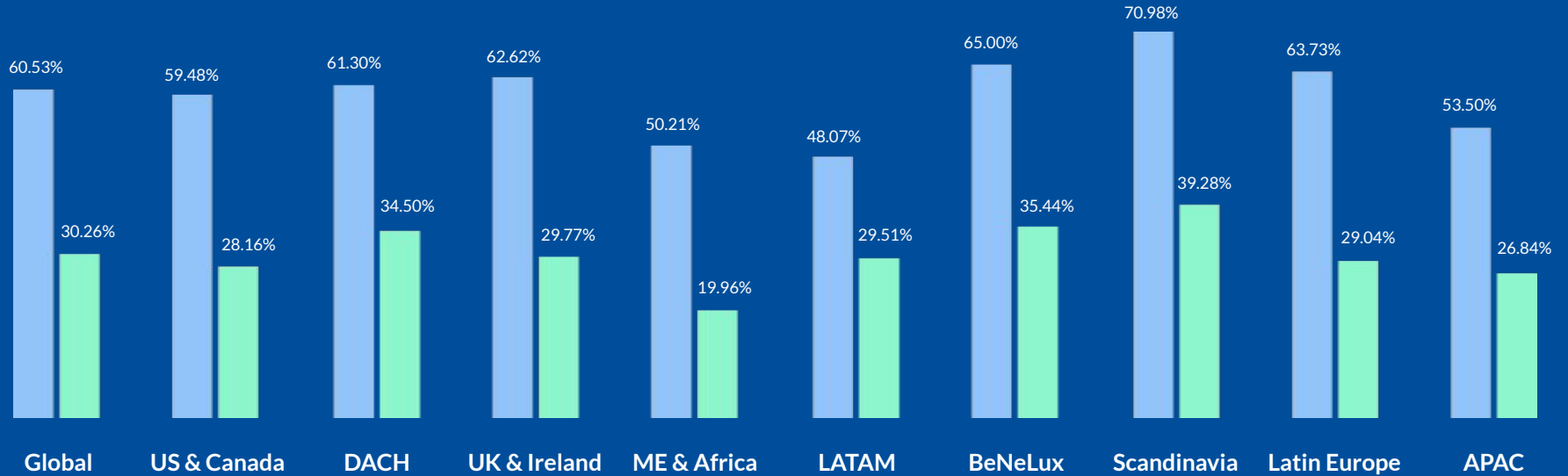


Late Check Out

\$25.00

SELECT

Pre-Arrival Emails With Upsell Offer



● Open Rate ● CTR

CAMPAIGN FOCUS

Pre-Arrival



Schedule:

7 days before check-in
3 days before check-in
1 day before check-in

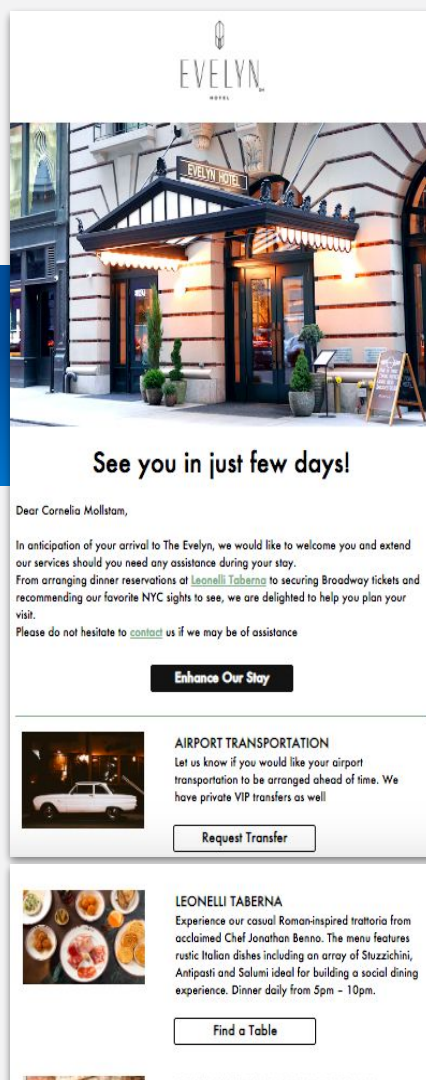
- Leverage guest enthusiasm for upcoming stay
- Drive ancillary revenue through upsells and upgrades
- Promote on-property amenities and destination activities
- Don't be afraid to send more than one!

Avg Open Rate

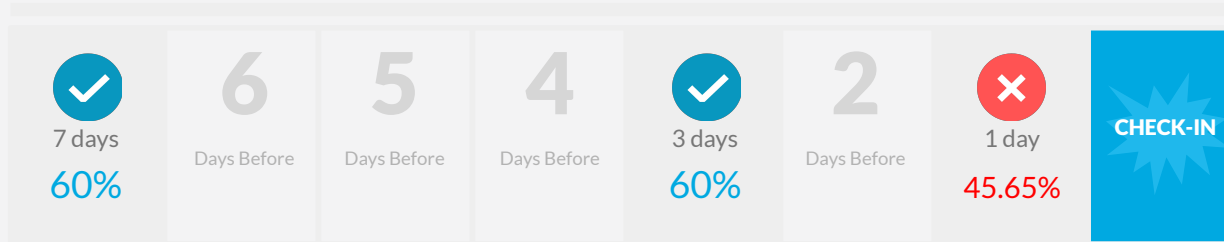
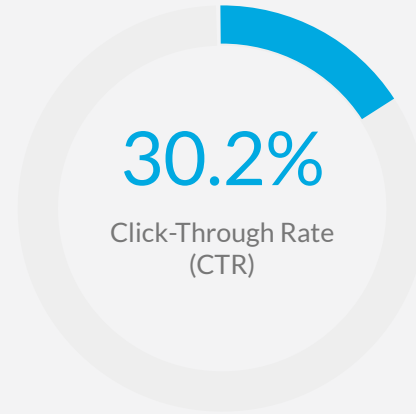
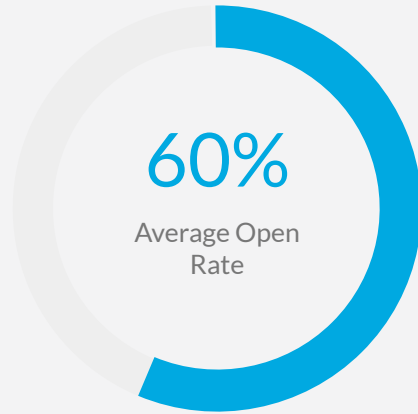
61%

Avg CTR

30.2%



PRE-ARRIVAL EMAILS

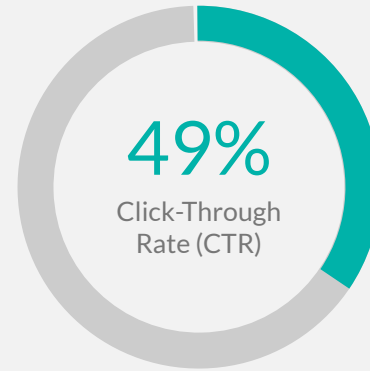
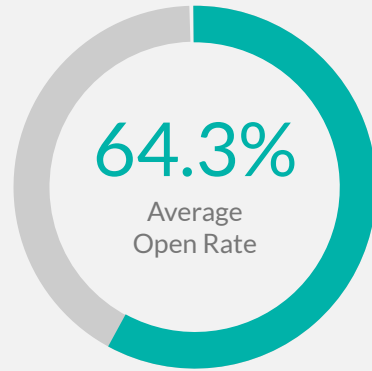


Send pre-arrivals **7 days** and **3 days** before check-in for the best and worst open rates:

Campaign 1: 7 days before Check In

Campaign 2: 3 days before Check In (Include guests who did not open no#1 and new reservations)

UPSELLS & UPGRADE STATISTICS



5% higher than emails without
upgrade subject lines

The best-performing pre-arrivals use
the word 'upgrade' in the subject line

17% higher CTR than emails without
'upgrade' CTA

Include an actionable CTA

Top Tips for Driving Upsells



UPSELL TIP #1: CREATE PERSONALIZED OFFERS



Dear Jagoda Phelan,
We look forward to helping you enhance your stay at Eden Roc at Cap Cana. In preparation for your arrival, we wanted to take share a few details of the amenities and services you are enjoying. Our concierges are dedicated to ensuring your stay is both within and outside the resort.

Feel free to request your desired amenities and services below.

REQUEST AMENITIES

Extraordinary Experiences.
Only at Eden Roc at Cap Cana

Sincerely,
Stefano Baratelli
Maitre de Maison

AIRPORT PICKUP ARRANGEMENT

YOUR ARRIVAL DETAIL
CONFIRMATION NUMBER #: 33734
ARRIVAL DATE: March 14, 2014

WHATSAPP CONTACT
Contact Front Office through your airport transfer.

ARRANGE VIA EMAIL **ARRANGE VIA WHATSAPP**

KOKO KIDS CLUB ACTIVITIES

Bring the kids to meet Kiki, our talking parrot. Every week we have different activities at the Koko kids club for kids age 4 to 12 years old.

While parents can lounge by the infinity pool or

EDEN ROC
CAP CANA

Please select from your personalized upgrade offers.

Upgrades are granted based on availability. You will be notified when your request is confirmed by the staff.

17% discount

Luxury Pool Family Suite
luxury.fallsfinglan@edenroc.com

\$500.00 /night
was \$600.00

SELECT

Babysitting

The cost per hour is 15 USD for one child and 20 USD for two children. For our guest's security, one babysitter will be responsible for a maximum of two children at a time. For services after 08:00 pm, an additional hour will be charged for transportation expenses of the babysitter.

\$15.00

SELECT



Dear Jagoda Phelan,
We look forward to helping you enhance your stay at Eden Roc at Cap Cana. In preparation for your arrival, we wanted to take share a few details of the amenities and services you are enjoying. Our concierges are dedicated to ensuring your stay is both within and outside the resort.

Feel free to request your desired amenities and services below.

UPGRADE YOUR STAY

Extraordinary Experiences.
Only at Eden Roc at Cap Cana

Sincerely,
Stefano Baratelli
Maitre de Maison

AIRPORT PICKUP ARRANGEMENT

YOUR ARRIVAL DETAIL
CONFIRMATION NUMBER #: 33734
ARRIVAL DATE: March 14, 2014

WHATSAPP CONTACT
Contact Front Office through your airport transfer.

ARRANGE VIA EMAIL **ARRANGE VIA WHATSAPP**

ALL AMENITIES

HALF-BOARD MEAL PLAN
It includes all Breakfast Plan rate items plus a daily 3-course dinner at Mediterraneo Restaurant or La Palapa by Eden Roc (including water, soft drinks and coffee or tea served with the meals).

ARRANGE VIA WHATSAPP

EDEN ROC
CAP CANA

Please select from your personalized upgrade offers.

Upgrades are granted based on availability. You will be notified when your request is confirmed by the staff.

Romantic Private Dinner for two
Romantic dinner for a couple at a private location.
Our private location includes the Garden of Eden, the Cava, and the beach.

\$600.00



SELECT

Bottle of Champagne
Request a bottle of champagne in your room, beach or any desired location.
Price is subject to 18% taxes and 10% service charge.

\$120.00

SELECT

UPSELL TIP #2: ADDRESS AN OPERATIONAL NEED



ARRIVAL **April 20, 2013**

DEPARTURE DATE **April 23, 2013**

CONFIRMATION # **7261690**

Dear SUSAN,

Thank you for choosing Breezes Bahamas for your upcoming getaway. We're looking forward to welcoming you. Our charming, seaside resort is located on the powder white sands of Cable Beach - the island's best beach and offers a variety of on-site dining options, an almost endless list of land and water activities, live nightly entertainment and more.

We also offer many amenities to personalize your upcoming stay with us. From private dinners on the beach to in-room chocolate-dipped strawberries and a beach cabana with water service to a 25-minute Swedish massage. Feel free to take advantage of any number of the available upgrade options below.

Upgrade My Stay

Upgrade Your Room
Upgrade your accommodations to one of our premium room categories to enjoy enhanced views and amenities. This exclusive upgrade offer is not available at check-in.
Just \$50 per night (based on availability).



Add

Beach Cabana with Waiter Service
Enjoy the luxury of your own personal beachfront cabana, complete with personalized waiter service. Cabanas are available for daily rental.
Just \$50 per day.

Add


Chocolate Dipped Strawberries
Decadent chocolate-dipped strawberries delivered to your room.
Just \$38 (plus tax).

Add




Private Dinner on the Beach
Indulge in a private dinner for two on the beach. Our chefs have crafted a series of exquisite menus for you to choose from. Enjoy personalized service and the most romantic dinner under the stars. Menus start at \$75 per person (plus tax).

\$168.00 **SELECT**




25-Minute Massage
Breezes Bliss: A Swedish massage classic of traditional techniques applies gentle, smooth strokes to induce pure relaxation. Perfect for beginners to experience total relaxation. 25-minutes. Other massages and treatments available at additional costs. Contact us for more.

\$56.00 **SELECT**



Beach Cabana with Waiter Service
Enjoy the luxury of your own personal beachfront cabana, complete with personalized waiter service. Cabanas are available for daily rental.

\$50.00/night **SELECT**



Chocolate Dipped Strawberries
Decadent chocolate-dipped strawberries delivered to your room (one evening).
\$38 + 12% VAT (tax) = \$42.56








\$42.56 **SELECT**

UPSELL TIP #3: LESS IS MORE

AVERTINE

Please select one of these personalized upgrade offers.

Upgrades are granted based on availability. You will be notified when your request is confirmed by the staff.









	Breakfast in Bed for Two We can't think of a better way to wake up to a Chicago morning than with Breakfast in Bed featuring an assortment of seasonal treats all made in house, using the freshest, local ingredients available.	\$45.00 /night
	Champagne and Strawberry Turndown Toast to the end of a perfect Chicago day with Champagne and strawberries delivered to your room at turndown.	\$75.00 /night <small>was \$99.00</small>
	Personal Training Session Personal Training Session at Spa / Gym	\$50.00
	Make it a sweet stay	\$75.00 <small>was \$99.00</small>
	Late Check Out	\$25.00
	Mother's Day Brunch	\$0.00
	A box of chocolates Box of Chocolates	\$10.00

24 Amenity items before room upgrades is overwhelming!

AVERTINE

Please select one of these personalized upgrade offers.

Upgrades are granted based on availability. You will be notified when your request is confirmed by the staff.

	Breakfast in Bed for Two We can't think of a better way to wake up to a Chicago morning than with Breakfast in Bed featuring an assortment of seasonal treats all made in house - using the freshest, local!	\$45.00 /night
	Champagne and Strawberry Turndown Toast to the end of a perfect Chicago day with Champagne and strawberries delivered to your room at turndown.	\$75.00 /night <small>was \$99.00</small>
	Personal Training Session Personal Training Session at Spa / Gym	\$50.00
	Make it a sweet stay	\$75.00 <small>was \$99.00</small>
	Late Check Out	\$25.00
	Mother's Day Brunch	\$0.00
	A box of chocolates Box of Chocolates	\$10.00
	Bike rental	

UPSELL TIP #4: CALL TO ACTION



TREAT YOURSELF. YOU DESERVE IT.

Hello Blumbach! You're just 5 days away from a great stay at Zoku Amsterdam - we can't wait to welcome you.

Have you considered upgrading your stay? Whether it's yummy breakfasts, an airport pick-up or a fitness class, there's plenty on offer to help make your stay even better and healthier. Book your upgrade or add-on now for special pre-arrival rates.

Click below to explore the opportunities. See you soon!

[VIEW OPTIONS](#)



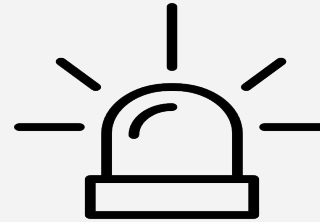
PEEK-A-BOO!

Get excited for your stay by taking a look around our Instagram - there's loads of (pretty) pictures from us, and even from your fellow residents. #livezoku

[CHECK IT OUT](#)

- Have one main CTA (not competing CTAs)
- Place “Upsell” CTA above the first scroll
- Link all your images in the email to Upsells landing page to funnel all traffic/clicks to Upsells

UPSELL TIP #5: APPLY URGENCY




Creating a sense of urgency and exclusivity can give emails a **22%** higher open rate

*Still time to book your room upgrade
Limited time offer for our most valued guests
Hurry, room upgrade discounts ends tomorrow*

[View in Browser](#)

FALCON CREST COMPASSINE RESORT TRAVELERS BLACKSTONE THE MALCOLM



**SAVE 35% OFF with FREE CANCELLATION
in CANMORE**

EXPIRES JUNE 28

Kelly, we thought you would want to miss this amazing offer in Canmore! For only 2 more days you can save 35% with free cancellation. Book your discount with peace of mind.

[Book Now](#)

Residents of Alberta, British Columbia and Saskatchewan save 35% off select nights in summer and receive 72-hour cancellation on bookings made before **June 28, 2019 at midnight.**

f in @

Clique Hotels & Resorts
info@clique.ca | www.clique.ca
Reservations: 1-877-734-3187 | Direct line: 403-609-3000

[Unsubscribe](#) from our marketing emails

CLIQUE
HOTELS & RESORTS

UPSELL TIP #6: BE ON-BRAND


The Dutch

Are you ready?

Your upcoming getaway to The Dutch is just around the corner!
We are excited and are looking forward to your visit.
Just so that you are well prepared we have some tips and opportunities for you that might come in handy plus some offers to make your stay even more fancy.

See you soon
Team The Dutch

GENERAL INFO



BOOST YOUR STAY


Do you love David Hasselhoff?
Of course you do.
Do you like bubbels? Yes ma'am!
Check out these awesome offers.
You name it, we got it!

YES, GIMME!

Need to know

Maastricht City Guide

There is a lot to discover in Maastricht. This guide has the best addresses when it comes to shops, restaurants and much more. We have a hard copy available at the front desk for you.



Check it out


Account Settings

DATE FIELD MAPPINGS SPELLS CAMPAIGNS DOUBLE OPT IN CAMPAIGN LANGUAGES EMAIL SETTINGS **BRAND SETTINGS** GUEST PREFERENCES

These assets will be available in campaigns and landing pages

Company Info

Logo
This image will be the default image for landing pages



[CHANGE IMAGE](#)
[REMOVE IMAGE](#)

Name

Address
Address 1
Address 2

City State

Country ZIP Code/Postal Code

Phone

Website

Colors and Fonts

The selected colors and fonts will be available in the campaign builder.

Primary Color

Secondary Color

Tertiary Color


Alternate Color

Header Font

Body Font

Boost your stay.


Upgrades are granted based on availability. You will be notified when your request is confirmed by our Front Desk.



Parking

Take good care of your ride and park it in our car-parking.
Available from 12:00 on the day of arrival till 12:00 on the day of departure. Limited availability. You can unload in front of the hotel and pick up your parking key at the front desk.

€20.50 might [SELECT](#)



Sparky

Cause Champagne says I love you, and you, and you, and me?
And you..... There will be a bottle waiting for you in your room when you arrive.

€59.00 [SELECT](#)

UPSELL TIP #7: REWARD DIRECT BOOKERS

Direct Bookers

Created by Kristina Haga on 7/9/2019

 **1,001**

reachable by email

 **€353**

average room spend per stay

✓ Rate Code is (BAR101), (WEB101), (OLN101), (OLN...

OTA Bookers

Created by Kristina Haga on 7/9/2019

 **1,550**

reachable by email

 **€350**

average room spend per stay

✓ Booking Channel is Expedia (EXP), Travelocity (TRV),...

UPSELL TIP #8: WHEN TO SEND & WHAT TO OFFER



Request Early Check-in Now

*Requests are based upon availability and should not be considered confirmed until you are notified by our reservations department.

Connect with us!



Hotel Spero

405 Taylor Street, San Francisco, CA 94102

415.885.2500 | info@hotelspero.com | <https://www.hotelspero.com>

[Unsubscribe](#) from our marketing emails.



When to send:
1 day before check-in
at 9:00 am



REQUEST LATE CHECKOUT

*Requests are based upon availability and should not be considered confirmed until you are notified by our reservations department.

Connect with us!



Hotel Spero

405 Taylor Street, San Francisco, CA 94102

415.885.2500 | info@hotelspero.com | <https://www.hotelspero.com>

[UNSUBSCRIBE LINK] from our marketing emails.



When to send:
1 day before check
out at 11:00 am

All On-Property Guests

Created by Revinate on 9/11/2017

136

reachable by email

\$46
average room spend per stay

✓ Guest Status is On-Property

KEY TAKEAWAYS



Personalize

Define segment filters for your Pre-Arrival campaigns in order to personalize your upsells offering



When to send

What upsells offer should be communicated at what stage in the guest life cycle.



Less is More

Create visual, optimized pre-arrival campaigns with a strong CTA, to grab your guests attention.

Thank you!

support@revinate.com