

Reframe

Unlocking Revenue Potential: A strategic approach

ReVenYou

RY

Goals

01

Pricing

02

Distribution

03

Direct
Bookings

04

Nothing in
life is FREE





Your Facilitator today - Tamie Matthews

- ▶ Having spent a lifetime working in 3-5 star branded properties around the world, Tamie's passion is helping hoteliers across Asia Pacific **upskill** their knowledge, understanding and skills in pricing, revenue management, distribution, sales & marketing.
- ▶ Tamie and the team at RevenYou manage pricing, distribution, sales & marketing for a variety of properties all around the country. As we work with industry insiders daily, we're always up to date on the issues facing the industry, which allows us a unique opportunity to develop strategies tailored to the people managing properties, based on the latest **best practice**. You **learn from our team's collective experience and expertise**
- ▶ Tamie is solutions driven and brings with her a wealth of knowledge and practical experience in how to increase profit margins by using what is available for free or at very little cost
- ▶ She trained as a teacher at University, therefore she focuses on making learning entertaining and interactive





Let's Play

Introduction to Revenue Management

Achieving profit

ReVenYou

RY

Revenue Management?

Right Room

Right Client

Right
Moment

Right Price

Right
Distribution
Channel

Best Cost
Efficiency

Common Mistakes



- ▶ Outdated competitor set
- ▶ Lack of Market Knowledge
- ▶ Ignoring trends and recent research
- ▶ 1 price x 365 days
- ▶ Not using restrictions
- ▶ Cost v Profit
- ▶ Set and forget
- ▶ Fixating on ADR or Occupancy whilst forgetting RevPar
- ▶ Revenue Management Culture

PART 1: Let's Play

1. Your hotel has 10 rooms
2. Your goal is to make money, to be profitable
3. A departure clean costs \$50, stay clean costs \$25
4. You have 2 special rates loaded for direct bookings only: 7 and 5 night rates. These rates do not include stay cleans, departure clean only
5. Commission to travel agents is 15%
6. Breakfast is \$25 and short stay bookings are 70% more likely to add this. Breakfast costs you \$7.50 to make
7. Saturday is a peak leisure night, Tuesday and Wednesday are peak corporate nights. Average occupancy is 95%. Do you wish to add a minimum stay?
8. As we go through the game, I will call out length of stays and pricing, add to your sheet if you wish to accept the booking or not.
9. Once you accept a booking, you cannot cancel or change it.
10. If you miss a booking, you cannot go back and accept it later.
11. You will need to make quick decisions.



Game Time

DO YOU WISH TO ADD A MINIMUM STAY?

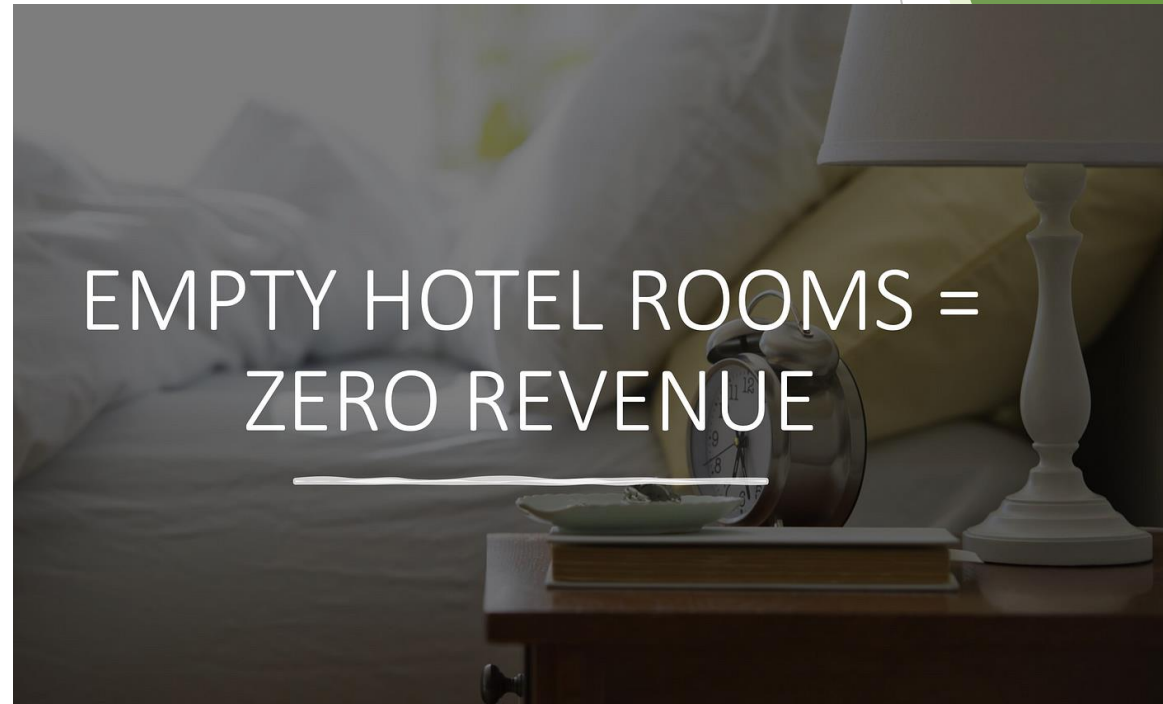
- ❑ 1 night stay - \$250 includes breakfast
- ❑ Corporate rate \$235 (10% commission for agents)
- ❑ Government rate \$220 nett
- ❑ 2 night stay - \$225 includes breakfast
- ❑ 3 night stay - \$200 includes breakfast
- ❑ 5 night stay - \$175 (excludes housekeeping) direct bookings only
- ❑ 7 night stay - \$150 (excludes housekeeping) direct bookings only
- ❑ Sunday night special - \$125 room only, restaurant is closed

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Minimum Stay							
Room 1							
Room 2							
Room 3							
Room 4							
Room 5							
Room 6							
Room 7							
Room 8							
Room 9							
Room 10							

Revenue KPIs

(Key Performance Indicators)

- ▶ Occupancy
 - ▶ Day of week
 - ▶ Weeks
 - ▶ Month
 - ▶ Season
 - ▶ Year on Year
 - ▶ Month on Month
- ▶ Average Daily Rate
- ▶ RevPAR
- ▶ Length of Stay
- ▶ Lead time
- ▶ Booking Source
 - ▶ OTA
 - ▶ Phone
 - ▶ Direct



PART 2: Revenue KPIs



Occupancy:

Number of rooms sold
Divided by
Number of rooms to sell
Times 100



ADR:

Total revenue
Divided by
Number rooms sold



Revenue Per Available Room (RevPAR):

Total revenue
Divided by
Number of rooms to sell that day / week



Costs: controlling costs increases profit



- ▶ Fixed costs
 - ▶ Rent
 - ▶ Utilities & Insurance
 - ▶ IT
- ▶ Variable costs
 - ▶ Commission
 - ▶ Labour
 - ▶ Laundry
- ▶ Do you know what it now costs per occupied and unoccupied room?
- ▶ Have your profit margins changed?
- ▶ Review quarterly at a minimum

100% is not the GOAL

- ▶ Higher occupancy =
 - ▶ Increased costs
 - ▶ Increased wear and tear
 - ▶ Increased staffing
- ▶ Target 80%
- ▶ Increase your pricing
- ▶ Add restrictions
- ▶ Review cost of distribution



GOPPAR

- ▶ Gross operating profit per available room
- ▶ Looks at the costs
- ▶ We can perform on KPIs like RevPAR but are we controlling costs
- ▶ Reviews management of expenses
 - ▶ Staff costs
 - ▶ Fixed: rent, IT, power
 - ▶ Variable: commission, laundry

Days in Period	28
# Rooms	24
Available Rooms	672
Rooms Sold	368
Occ%	54.76%
Room Revenue (Gross)	\$ 54,404.82
Commission	\$ 2,012.67
Distribution Costs (Inc monthly fees for CM, BE, GDS Fees, advertising etc)	\$ 325.00
ADR	\$ 147.84
F&B Revenue	\$ 13,232.79
Produce Costs	\$ 3,210.07
Other Revenue	
Utilities (Phone, Power, Water etc)	\$ 7,068.04
Wages	\$ 10,233.22
IT (Website, PMS etc)	\$ 1,991.80
Other expenses (rent, mortgage)	\$ 16,833.00
Gross Operating Profit	\$ 27,955.61
GOPPAR - Gross Operating Profit Per Available Room	\$ 41.60



PART 3: Analyse my pricing

What is your most profitable rate?

- 1 night stay - \$250 includes breakfast
 - Corporate rate \$235 includes 10% commission for agents
 - Government rate \$220 nett
 - 2 night stay - \$225 includes breakfast
 - 3 night stay - \$200 includes breakfast
 - 5 night stay - \$175 (excludes housekeeping) direct bookings only
 - 7 night stay - \$150 (excludes housekeeping) direct bookings only
 - Sunday night special - \$125 room only, restaurant is closed
- ▶ Commission:
 - ▶ 10% for agents
 - ▶ 15% for OTAs
 - ▶ Breakfast:
 - ▶ Customer pays \$25
 - ▶ Costs \$7.5
 - ▶ Housekeeping:
 - ▶ Depart clean \$50
 - ▶ Stay clean \$20



PART 3: Did I make the right decision?

What is your most profitable rate?

- 1 night stay - \$250 includes breakfast = $\$250 - 15\% = \$212.50 - \$8 = \$204.50 - \$50 = \154.50
- Corporate rate \$235 includes 10% commission for agents = $\$235 - 10\% = \$211.50 - \$50 = \161.50
- **Government rate \$220 nett = $\$220 - \$50 = \$170$**
- 2 night stay - \$225 includes breakfast = $\$225 \times 2 = \$500 - 15\% = \$425 - \$32 = \$393 - \$75 = \$318 / 2 = \159
- 3 night stay - \$200 includes breakfast = $\$200 \times 3 = \$600 - 15\% = \$510 - \$48 = \$462 - \$100 = \$362 / 3 = \120.67
- 5 night stay - \$175 (excludes housekeeping) direct bookings only = $\$175 \times 5 = \$875 - \$725 / 5 = \145
- 7 night stay - \$150 (excludes housekeeping) direct bookings only = $\$150 \times 7 = \$1050 - \$200 = \$850 / 7 = \$121.43$
- Sunday night special - \$125 room only, restaurant is closed = $\$125 - \$50 = \$75$

- ▶ What is your most profitable rate?
- ▶ What package would you remove?



PART 4: Back to my grid

- 1 night stay = \$154.50
- Corporate rate = \$161.50
- Government rate = \$170
- 2 night = \$159
- 3 night stay = \$120.67
- 5 night stay = \$145
- 7 night stay = \$121.43
- Sunday night special = \$75

- ▶ How much money did I make per day?
- ▶ How much money did I make for the week?
- ▶ What decisions would you make differently next time you played?





How to make it work for you?

- ▶ Start out small
- ▶ Events, Day of Week
- ▶ Use OTA analytics
- ▶ Speak to your Market Manager
- ▶ Review your competitor set
- ▶ Find a mentor
- ▶ Try, analyse, learn, review
- ▶ Be prepared to make a mistake
- ▶ Join the conversation





Demand Drivers

- ▶ School holidays
- ▶ Long weekends
- ▶ Wedding season
- ▶ Summer, Winter, Autumn or Spring?
- ▶ Local events
 - ▶ 1 big event can fill the area
 - ▶ 3 small events can fill the area
- ▶ Weather
- ▶ Natural disasters
- ▶ Instagram trends

Summary

1. 100% is not the goal
2. Know exactly what it costs you to have an occupied room v an unoccupied room
3. Analyse each rate for profit
4. Review your costs frequently
5. Embrace GOPPAR
6. Start out small
7. Know your competitors
8. Know your demand drivers



There is no such thing as a **FREE** booking

Taking responsibility for your digital marketing strategy

ReVenYou

RY

Let's Book!

30th & 31st October
2 nights
2 Adults + 1 child

Book on an OTA
Book own website
Phone the hotel

Which is cheaper?
Which is easier?
Which did you enjoy?
How did you feel?

Check-in & Checkout Times

Cost of rollaway / cot

Cost of Wifi

Availability of a hairdryer in the room?

Review score, anything to watch for?

I am arriving at 8pm, how do I checkin?

Cost and availability of breakfast?

Cost and availability of parking?

Laundry facilities

Incentive to book direct

Terms & Conditions of cancellation





Why Book direct ?

- ✓ Get the best rates direct and save
- ✓ Real time instant confirmation
- ✓ The price is net. No handling fee & extra costs
- ✓ Fast & Easy amendments
- ✓ Flexible term of payment (credit card guarantee, deposit payment or full payment)
- ✓ Worry free holiday

Direct is NOT free It maybe cheaper but it is not free

- ▶ Website & Booking Engine
- ▶ SEO / SEM
- ▶ Blogs
- ▶ Backlinks
- ▶ Chatbot
- ▶ Google Business Profile
- ▶ AdWords
- ▶ Hotel Ads
- ▶ Discounts
- ▶ Inclusions
- ▶ Incentives



OTAs

Think back to 1982, would you have questioned why you needed an ad in the Yellow Pages? No

Then why do you question an ad on an OTA.

USE the OTAs to market your business to new customers then put in place a plan to convert them to direct bookers.



1	Booking.com		
2	Expedia Group		
3	Hotel websites (direct bookings)		
4	Global distribution systems		
5	Agoda		
6	Qantas Hotels		
7	Hotelbeds		
8	Trip.com	NEWCOMER	ONE TO WATCH
9	CTM Sleep Space	NEWCOMER	
10	Luxury Escapes		
11	HRS Australasia	RE-ENTRANT	
12	Airbnb		

Top 12 channels for Australia

- ▶ Audit your production by channel
- ▶ Investigate those that don't produce:
 - ▶ Check mapping
 - ▶ Check you are live
 - ▶ Check contracted for present year
- ▶ Delete those that don't perform
 - ▶ End contract
 - ▶ Send stop sell
 - ▶ Disconnect
- ▶ Update those that are performing
- ▶ Add new channels where appropriate:
 - ▶ Proven track record in your area
 - ▶ Opening up a new market
 - ▶ Low cost of acquisition
 - ▶ Introducing a new market segment



Page Score = Target 100%

Content score

Level: Strong 97%

Competitor average: 86% ▾

Property amenities

Level: Strong

100%

Room amenities

Level: Strong

100%

Policies and deposits

Level: Strong

100%

Photos

Level: Strong

96%

1 item to do ⬆

- 11 room photos missing

The only accepted page score is 100%

Photos

Facilities & Services

Room Details

Room Amenities

Update everything on the Property drop down tab every 6 months

Ensure no red numbers every time you log in

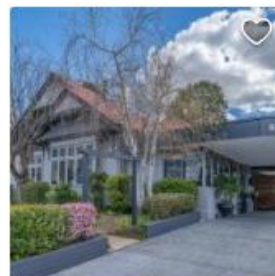
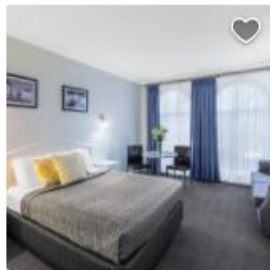
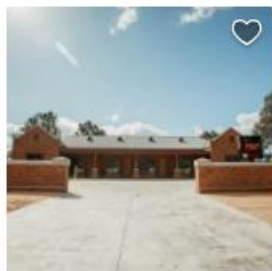
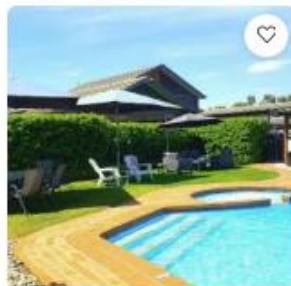
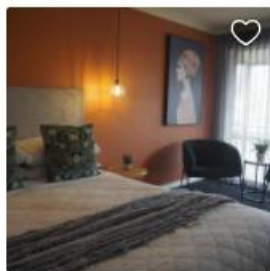
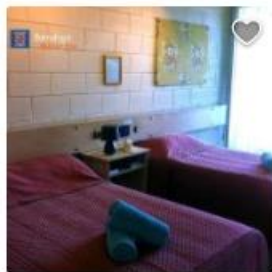
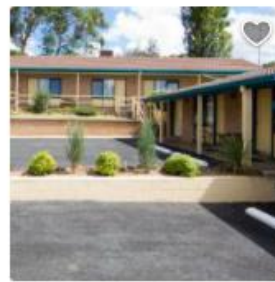
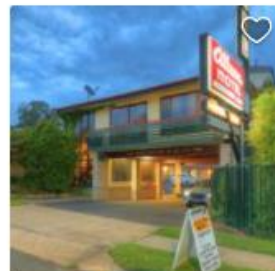
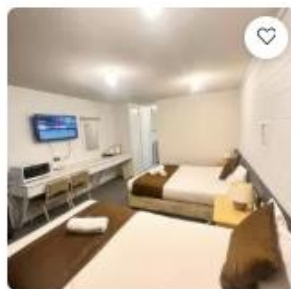
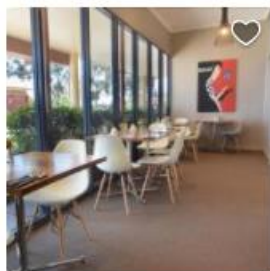
Reviews



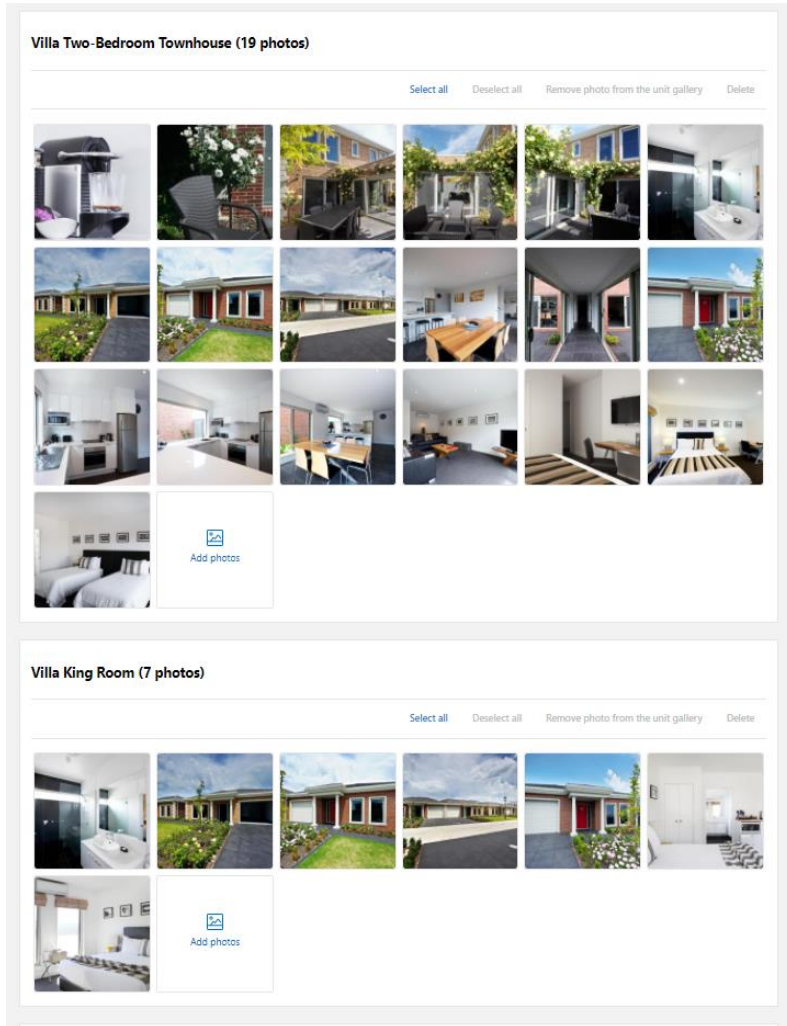
Part 5: Sell it

1. I will give each person a photo
2. This is the “hero shot” for a hotel
3. You have 5 minutes
4. Tell me WHY I should book this property?
5. Have as much fun as you wish
6. You are to present at the end
7. Go





Photos



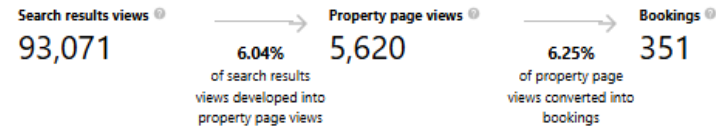
- ▶ Main photo - make it count
- ▶ Tag all photos
- ▶ High resolution only
- ▶ 8 photos per room type
 - ▶ Bedroom
 - ▶ Bathroom
 - ▶ Living space
 - ▶ Kitchen
 - ▶ Laundry
 - ▶ Workspace
 - ▶ Exterior / street photo
 - ▶ Night shot
- ▶ Avoid concrete
- ▶ Remove duplicates / nearly the same

Ranking

- ▶ Ranking > Algorithms
 - ▶ Parity = Price Quality Score
 - ▶ Conversion
 - ▶ Content Score
 - ▶ Cancellation rate
 - ▶ Review score
 - ▶ Promotions
 - ▶ Invoicing
 - ▶ Preferred Partner Programme
 - ▶ Members deals

How you perform when guests search for properties in your area

These statistics break down your property's performance on Booking.com for the past 90 days. Your level of visibility is crucial for your overall conversion.



Your Search Results Score

2 out of 11



Better than 90% of properties within your city

Your Search Results Score is based on the number of times your property appears in the search results compared with all other properties in your city. Your score works in the same way as a ranking system, meaning the lower the number, the more often your property is seen.

Factors that influence your score

Conversion

6.25%

Your property

This shows the percentage of property page views that converted into bookings in the past 90 days.

Review Score

8.8

Area average is 8.2

This is calculated using the ratings left by guests who stayed at your property. Making improvements to your guests' experience will likely improve your score.

Property Page Score

80%

Area average is 86%

This shows how complete your property page is with regards to information and photos.

[Take action](#)

[Great! Learn more](#)

Reply Score

68%

Area average is 73%

By answering guests as soon as you can, you'll improve your Reply Score as well as guests' overall experience.

[Go to Inbox](#)



Promotions

- Identify need dates
- Create a promotion
- Copy to direct bookings
- Analyze performance
- Delete if it doesn't work
- Trial new
- Know what works for instant results
- Promotions help boost ranking
- Trial Value Adds
- Always offer better direct
- Load on all channels

Name	Discount	Bookable period	Stay dates ↓	Gross bookings	Room nights	Average daily rate	Gross revenue	
 Campaign deals 20% - Getaway Deal - 28 Oct 2021	20%	16 Mar 2021 - 3 Jan 2022	22 Nov 2021 - 23 Dec 2021	16	45	AUD 182.38	AUD 8,207.20	▼
 Portfolio deals 20% - Last minute - 19 Nov 2021	20%	22 Nov 2021 - 16 Feb 2022	19 Nov 2021 - 16 Feb 2022	7	9	AUD 161.87	AUD 1,456.80	▼
 Campaign deals 20% - Getaway Deal - 19 Oct 2021	20%	16 Mar 2021 - 3 Jan 2022	1 Nov 2021 - 30 Nov 2021 Excluding 6 dates	16	32	AUD 209.43	AUD 6,701.60	▼
 Portfolio deals 20 - Last minute - 2	20%	1 Nov 2021 - 30 Nov 2021	1 Nov 2021 - 30 Nov 2021	7	7	AUD 168.23	AUD 1,177.60	▼

Promotion options

Members only

Drive bookings by targeting our loyal group of exclusive Expedia Group members.

Mobile

Give travellers booking on their mobile devices an additional discount.

Package & Opaque channels

Entice deal-savvy travellers with a discount when your property is booked as part of a package deal or as an opaque rate.

Location-specific

Target travellers from certain countries by offering them an exclusive deal.

Early booking

Secure bookings by offering a discount to travellers who commit early.

Same-day deal

Attract last-minute travellers with a discount on same-day bookings.

Value add promotions

Help increase conversion by offering customers extra perks such as breakfast, room upgrades, credits, or other discounts.

Create your own

Stand out in search results with a customised offer.

Join a campaign

Market Managers

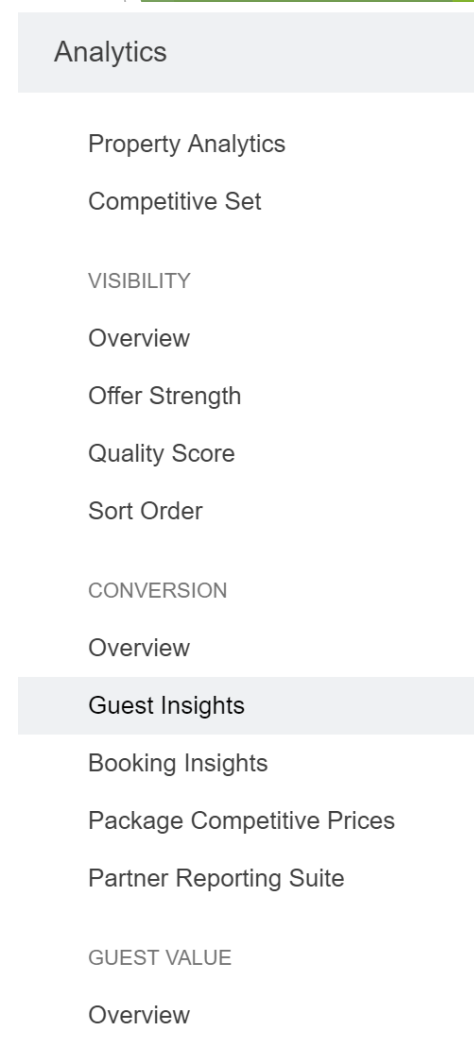
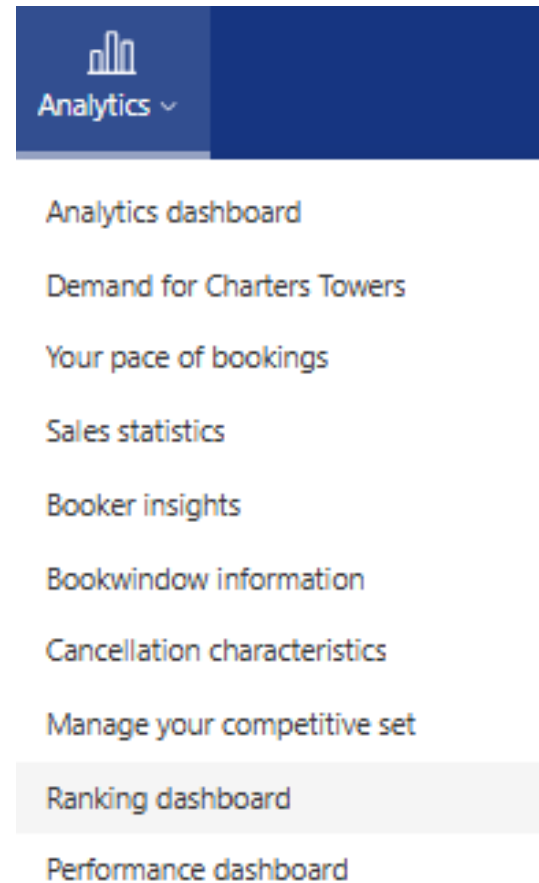


- ▶ Learn about the channel
 - ▶ Market segments
 - ▶ How it works
 - ▶ Reporting
 - ▶ Distribution
 - ▶ What is new or changed
- ▶ Learn about yourself
 - ▶ Where am I losing business
 - ▶ What do I need to do to improve
 - ▶ Ranking & Page Score
- ▶ Learn about the market
 - ▶ Top performers
 - ▶ Trends
 - ▶ What works
 - ▶ Performance

Market managers want you to succeed
as their personal KPIs
ride on your success

Analytics

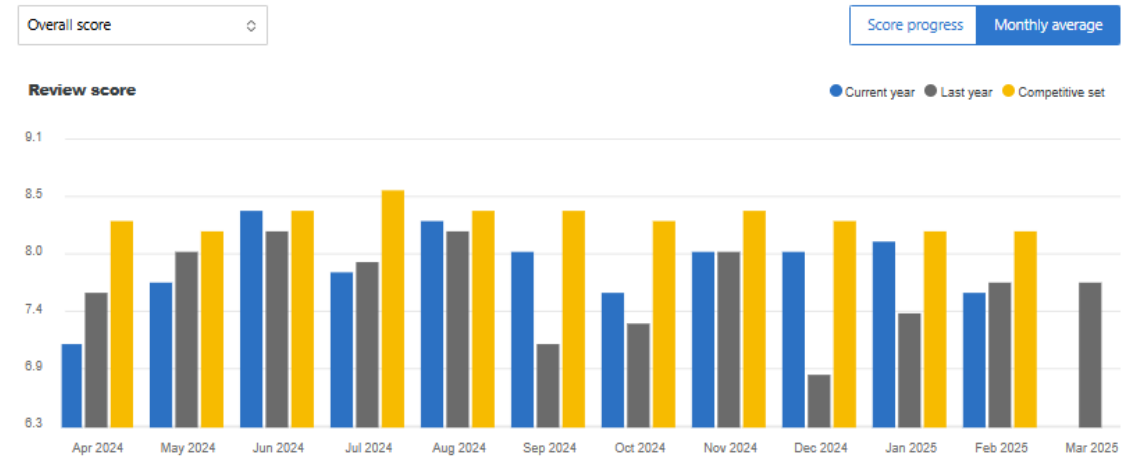
- ▶ It's FREE
- ▶ Use it
- ▶ Contact your Market Manager to learn how to read and interpret
- ▶ No Market Manager, contact support and someone from Sydney will call you back
- ▶ Learn from the data and improve your own website
- ▶ Learn about your market and competitive set
- ▶ It's FREE
- ▶ Check regularly



Guest Reviews

- Respond
- Learn
- Compare
- Plan
- Improve
- Review

See how you are performing over time compared to your competitive set. [View competitive set](#)



Launceston: 11 properties found

Sort by: Our top picks Superb: 9+ ×

Based on your filters, 92% of places to stay are unavailable on our site. ×

Filter by:

Your previous filters

- ☒ Superb: 9+ 30
Based on guest reviews
- ☐ Apartments 6
- ☐ Very good: 8+ 69
Based on guest reviews
- ☐ Free WiFi 26
- ☐ Pets allowed 1

Your budget (per night)

AUD 150 - AUD 600+

Hotel Verge Launceston 👍
Genius
9.1 Superb · 2,337 reviews
Location 9.4

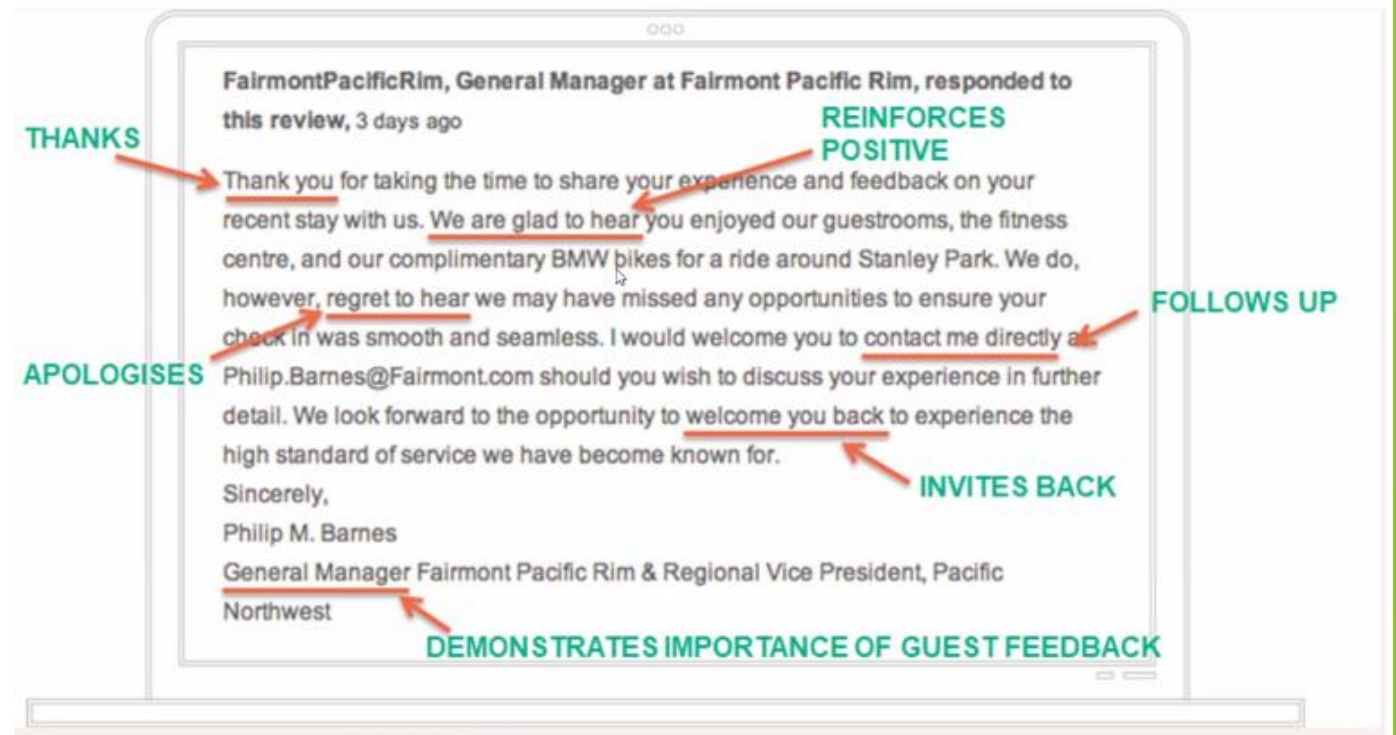
Waratah On York ★★★★★
Genius
9.0 Superb · 1,120 reviews
Launceston CBD, Launceston [Show on map](#) · 0.7 km from centre

The Dragonfly Inn ★★★★★
9.2 Superb · 1,461 reviews
Launceston CBD, Launceston [Show on map](#) · 1.7 km from centre

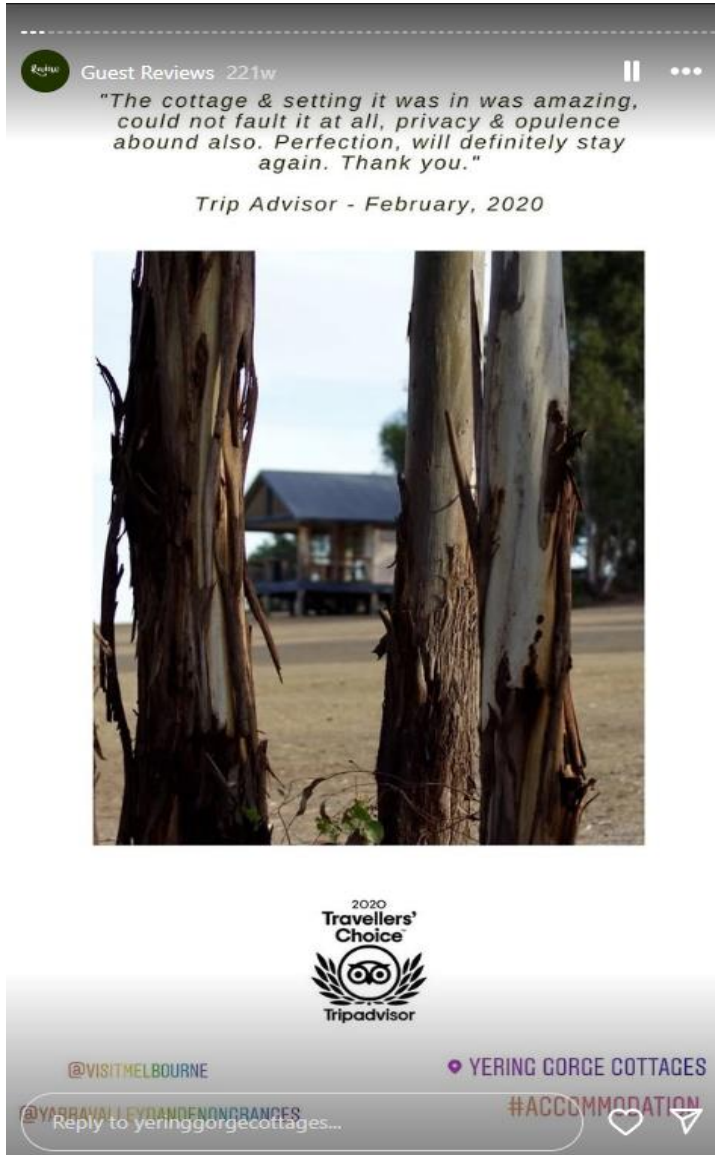


Guest Reviews

- ▶ Respond
- ▶ Each response must be unique
- ▶ Highlight Unique Selling Points
- ▶ Know your Google Search Terms & use them in your responses
- ▶ Know your SEO and use the terms in your responses
- ▶ Maintain score of 9 or above
- ▶ Use analytics to constantly improve your product
- ▶ Ensure you are actively reviewing your sales message according to reviews









Guest Experience



- ▶ Set expectations at the buy stage
- ▶ Ensure photos are clear and show exactly what is included
- ▶ Pay attention
- ▶ Look for trends
- ▶ Make changes
- ▶ Use the good to create your marketing collateral
- ▶ Don't ignore
- ▶ Get creative to resolve

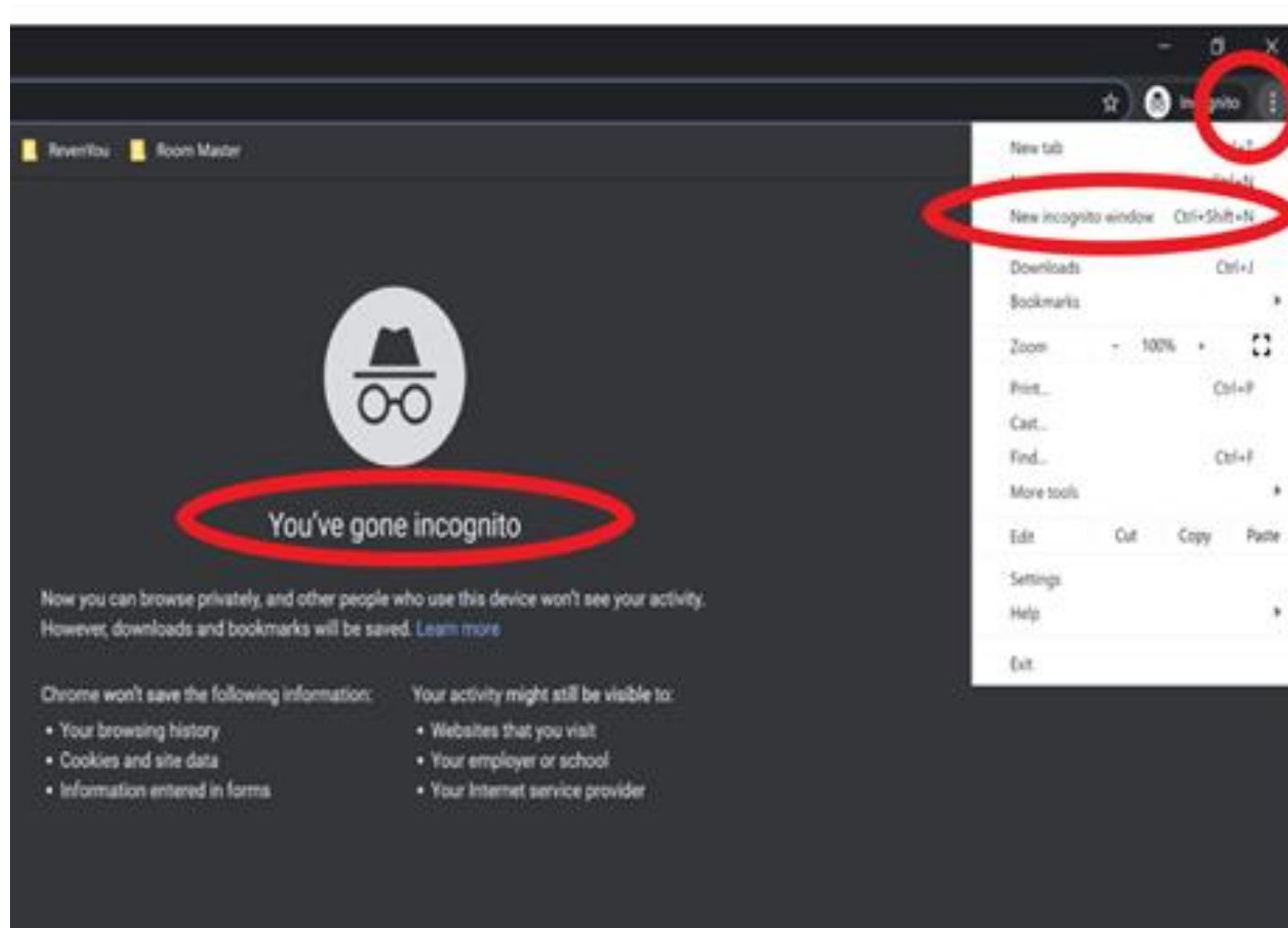
Parity

 Booking.com	\$182 >
2 guests · Free cancellation · Free Wi-Fi	
4 guests · Free cancellation · Free Wi-Fi	\$337 >
6 guests · Free cancellation · Free Wi-Fi	\$510 >
 Wotif.com	\$182 >
Free cancellation until May 9	
 Agoda	\$182 >
 Expedia.com.au	\$182 >
Free cancellation until May 9	
 Tripadvisor.com.au	\$182 >
 Lastminute.com.au	\$182 >
Free cancellation until May 9	

- ▶ Use an incognito window
- ▶ Check 1, 2, 3, 7-night stays
- ▶ Check this month, next and a few months time
- ▶ Check minimum once per month
- ▶ Address any issues
- ▶ Beware promotions stacking
- ▶ Unknown OTAs: book a refundable rate to see what confirmation arrives at the hotel
- ▶ Don't waste a lot of time on parity but keep it in check
- ▶ *Parity is not just price, it is also Terms, Conditions, Amenities, Photos, Rooms, Packages and every little bit of information you share with the world.*



Incognito: avoid the cookies



House rules

You have set the following house rules for your guests:

- Smoking is not allowed.
- Pets are not allowed.
- Parties/events are allowed.
- There are no set quiet hours.

[Edit](#)[Apply to other properties](#)

Damage deposit

Guests are not required to pay a damage deposit.

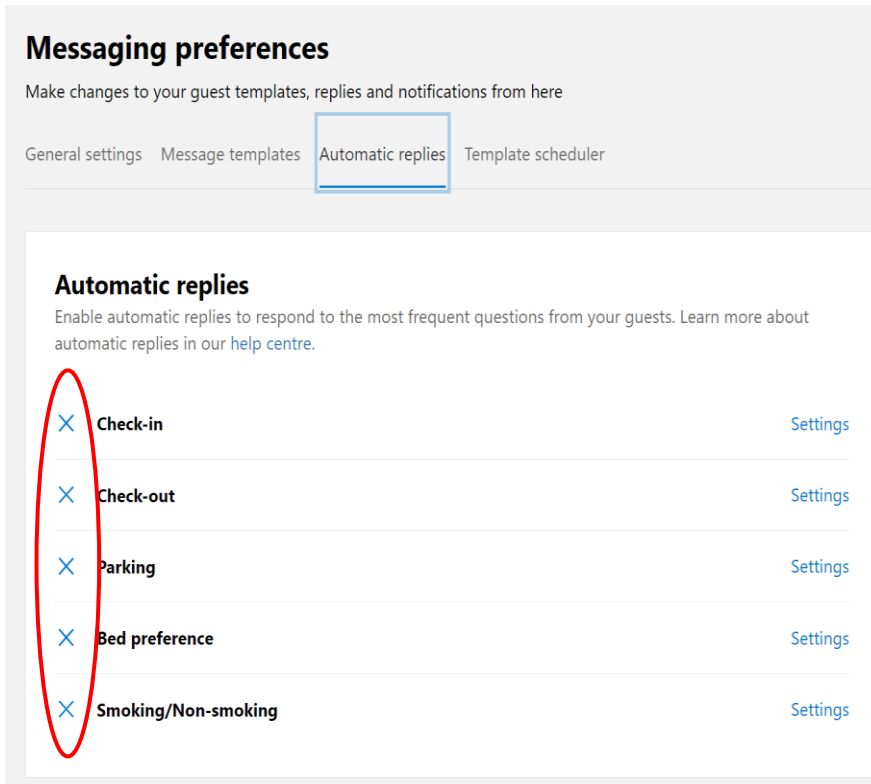
[Edit](#)

Policies

- ▶ Check often as BDC changes frequently
- ▶ Check party and events policies
- ▶ Check child policies
- ▶ Review your competitor's cancellation policy before setting yours
- ▶ Be flexible: customer service counts
- ▶ Keep your policies simple








Messaging Preferences



Messaging preferences
Make changes to your guest templates, replies and notifications from here

General settings Message templates **Automatic replies** Template scheduler

Automatic replies
Enable automatic replies to respond to the most frequent questions from your guests. Learn more about automatic replies in our [help centre](#).

 Check-in	Settings
 Check-out	Settings
 Parking	Settings
 Bed preference	Settings
 Smoking/Non-smoking	Settings

- ▶ Minimise messages by creating automatic replies to messages
- ▶ Add a pre-arrival email and schedule it to send a couple of days prior to arrival
- ▶ Ensure you pre-arrival sells something and encourages people to reply with their personal email for future marketing
- ▶ Always reply to messages by clicking reply, don't start a new message
- ▶ Have a reason to get guests direct email

Google Business Profile Manager

- ▶ Review “About Section”
- ▶ Hotel Ads - drive direct business
- ▶ Upload your photos again to push old, blurry or customer photos down the page
- ▶ Ask for reviews
- ▶ Bespoke responses for each review, address something unique each time and use your Google Search Terms often
- ▶ Audit your own website 2 x per year. Woorank or Supple provide great insight
- ▶ Ranking is not always about pretty

The screenshot displays a Google search for 'Okura Prestige Bangkok'. The results are organized into three main sections:

- AdWords:** The top section features three text-based advertisements. The first promotes the hotel's official website, highlighting amenities like infinity pools and free Wi-Fi. The second is a booking link from booking.com, showing a 4.5-star rating. The third is a review link from agoda.com, showing a 4.6-star rating. Below these is a video thumbnail for 'Okura Prestige Bangkok Hotel | 5 Star Hotel in Bangkok'.
- Google My Business:** The middle section shows the hotel's profile, including a 4.8-star rating from 857 reviews, a 'Book a Room' button, and the address: 57 Wireless Rd, Khwaeng Lumpini, Khet Pathum Wan, Krung Thep Maha Nakhon 10330.
- Hotel Ads:** The bottom section is a 'Check availability' widget. It shows a table of rates from various travel agencies for a stay from Wednesday, July 18 to Thursday, July 19.

Agency	Rate (THB)
Hotels.com	THB8,809
Triv.com	THB6,179
Tablet Hotels	THB6,792
Expedia.co.th	THB6,809

View more rates from THB7,231

91% of Tripadvisor users agree that a **thoughtful management response** to a bad review improves their impression of a business

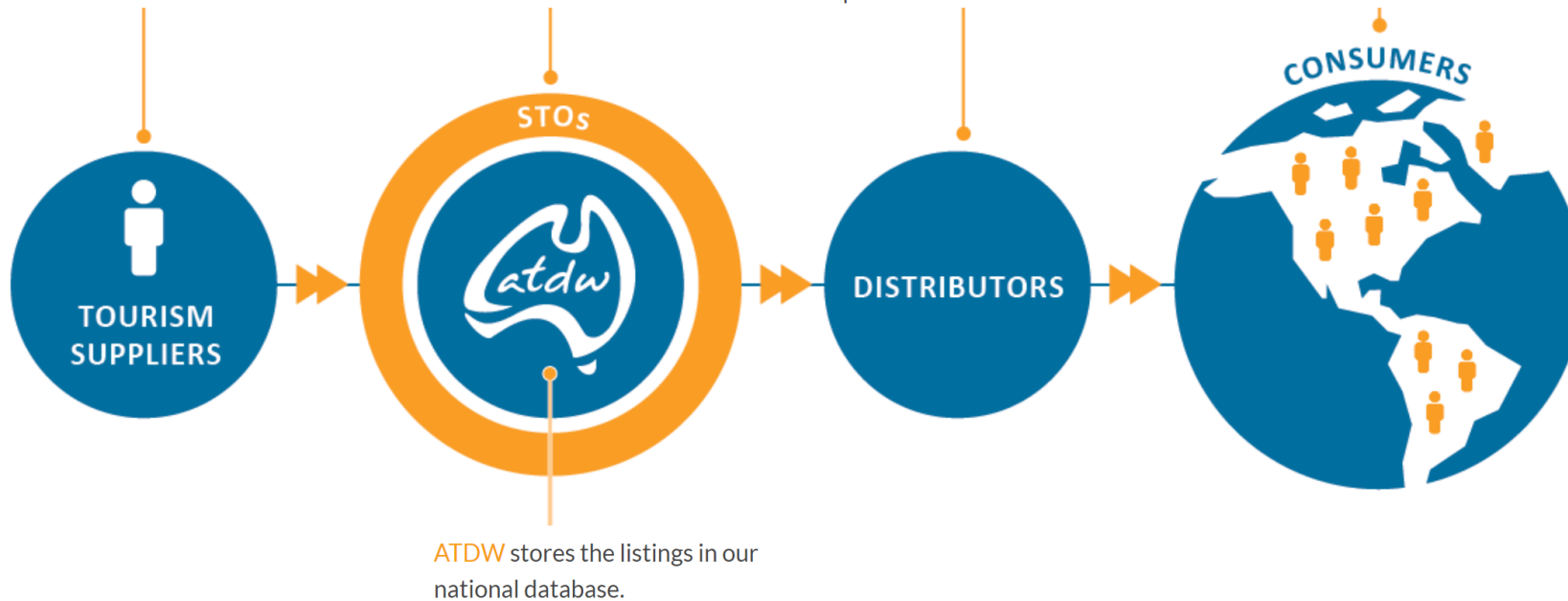
ATDW

Tourism Operators enter their business listing through the ATDW-Online platform.

STOs review and quality-assure the listing, ensuring it meets National Content Standards.

Distributors choose the types of listings that they wish to automatically publish on their digital channel through the ATDW platform.

Consumers can now view ATDW listings on licensed distributor digital channels.



Exposure Opportunity

Visitvictoria.com page views:

14.8M

Visitvictoria.com visits:

7.3M

Visitvictoria.com device usage

64%

Victorian ATDW listings:

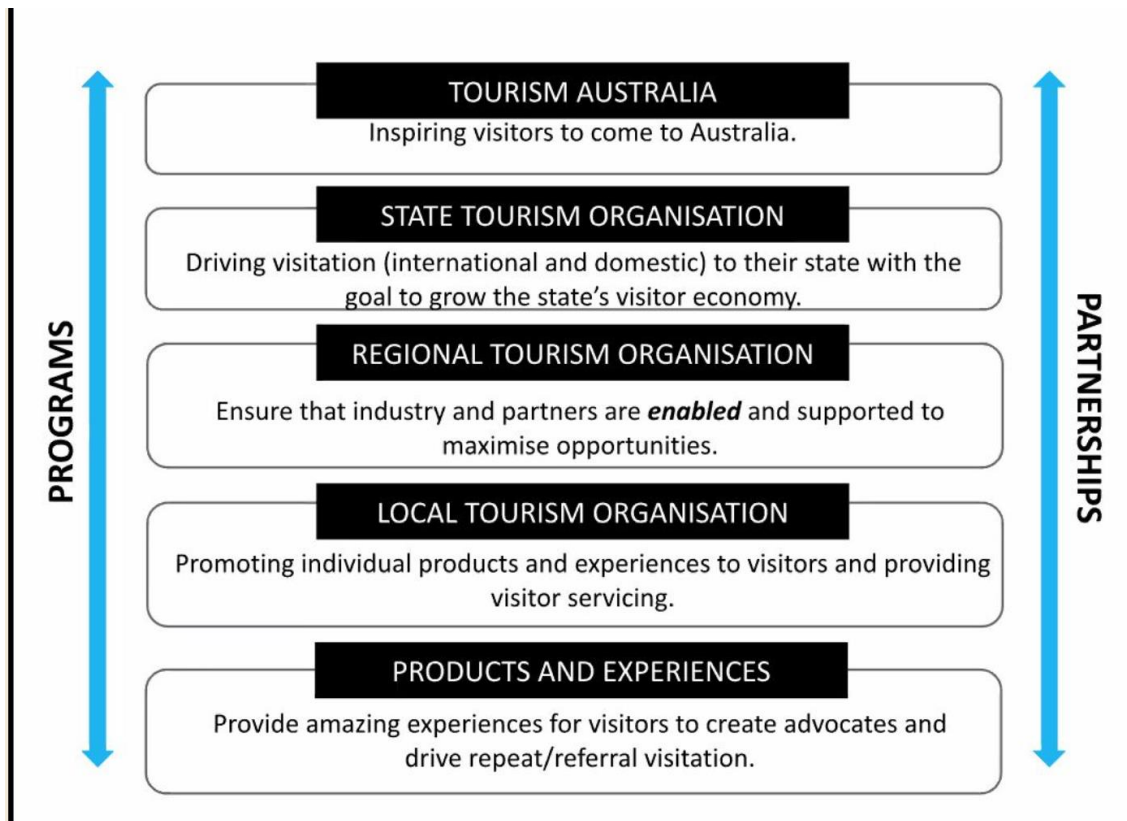
8400+

Victorian ATDW distributor sites:

115+



Tourism Associations



- ▶ Find and join your LTO
 - ▶ RTB - (Regional Tourism Body)
 - ▶ STB - (State Tourism Body) Visit Victoria
 - ▶ Tourism Australia
-
- ▶ First step: introduce yourself to your RTB
 - ▶ Second step: create an ATDW listing
 - ▶ Third step: be proactive

Conclusion

If you always do what you have always done,
you will always get what you have always gotten



Summary

1. SiteMinder Top 12 Channels - find the list annually then ensure you are listed on the ones that count
2. Use the analytics - they are free
3. Page Score - 100%
4. Learn from the OTAs, they are very good at what they do. Score your website, does it get 100%
5. Guest reviews - now account for a large % of the page score
6. Marketing - use to grow business on the books



Part 6: Cost of direct booking?

- Write your best guess on a piece of paper and put it to the side. We will come back to this number later.



Driving Direct Bookings

Embracing Digital Marketing

ReVenYou

RY

Part 7: Book ME

- ▶ REPEAT THE BOOKING EXERCISE BUT FOR YOUR OWN PROPERTY
- ▶ Use your mobile ONLY
- ▶ 2-night stay: 21st & 22nd May in Launceston for 2 adults + 1 child
- ▶ Start with Booking.com then compare pricing on direct
- ▶ You need to find out the following:
 - ▶ Check in and checkout times
 - ▶ Cost of a bed for the child
 - ▶ Wifi speed
 - ▶ Availability of a hairdryer
 - ▶ Review score: anything to watch for
 - ▶ Late check in: I am arriving after 8pm
 - ▶ Breakfast: how much
 - ▶ Parking: how much
 - ▶ Laundry facilities
 - ▶ Cancellation policy
 - ▶ Book direct incentive





**KEEP
CALM
AND
DO THE
MATHS**

Keep topping up your Sales Funnel

The average conversion rate for a website is 5%.

- ▶ 100 people visit your website
- ▶ 50 people visit our booking engine
- ▶ 5 people book

- ▶ 30 rooms to sell per night
- ▶ 10,950 rooms per year

- ▶ 365,000 people must visit your website in a year to achieve 100%

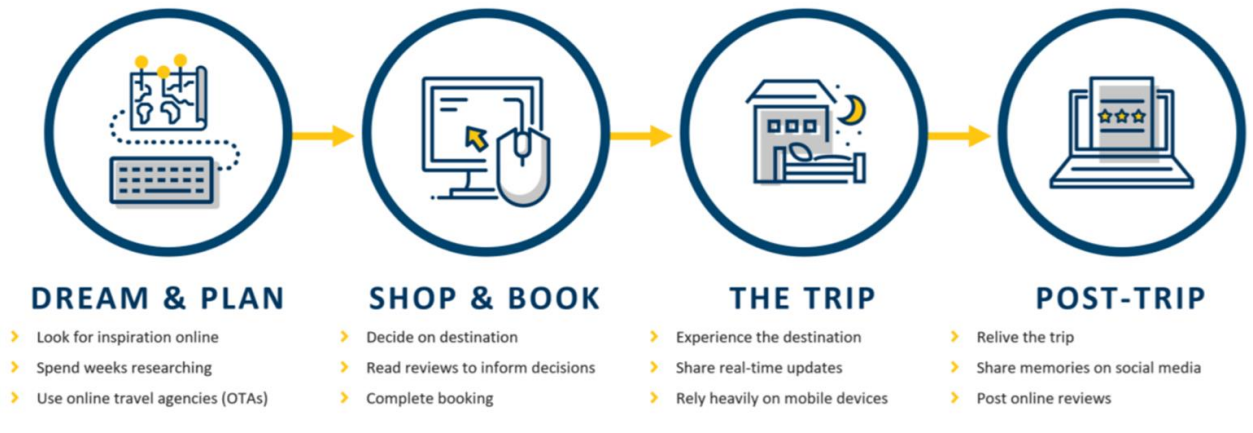




What is Digital Marketing?

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

Why do I need to do Digital Marketing?



- On average, people will check their phone anywhere from once every 5 - 10 minutes per day.
- You want to be where your customers are.
- The typical customer journey from dream to book to stay will include visits to an average of 290 websites.
- For very little investment, you can reach a large audience and analyse the results to create a plan of action for your next campaign



Customer market segments

The Juggling Jones's

Life stage: Have school age children, working in professional roles
e.g. teachers, speech pathologists, senior public servants



Age: 40

Income: \$100K - \$250K

Vehicles: 4WDs, SUVs

Interests: Kids' education, their careers, sports, kids sport, health and fitness, holidays, wine and spirits, cafes, shopping, TV series online, fishing, light adventure activities

Favourite music: Queen

Media: The Project, FM radio stations, Facebook, Instagram, Pinterest, Online news

Path to purchase: Word of mouth friends and family, Facebook, Instagram---Google and Facebook--
-Facebook and TripAdvisor for evaluation --- Operator website for booking



Challenges and pain points: Nothing for kids to do, poor service, poor organisation, value for money



Showstoppers: Poor service and lack of responsiveness

What our business offers them that they value: Brag-ability, quality service and facilities, private entertainment and relaxation with friends, local attractions and experiences, cafes, nature walks, family will walk away feeling more connected, have had new experiences, made new memories

- ▶ Define your customers
 - ▶ Who are they?
 - ▶ Where do they come from?
 - ▶ Age
 - ▶ Income
 - ▶ Social Group
 - ▶ Values
 - ▶ Desires
- ▶ Give them a name & persona
- ▶ Talk about them
- ▶ Get the data
- ▶ Analyse it
- ▶ Review often

Part 8: Customer market segments

- ▶ Define your customers
 - ▶ Who are they?
 - ▶ Where do they come from?
 - ▶ Age
 - ▶ Income
 - ▶ Social Group
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 - ▶ Desires
- ▶ Give them a name & persona
- ▶ Talk about them
- ▶ Get the data
- ▶ Analyze it
- ▶ Review often

What do they have in common?

Age Range	
Where they live	
Income Bracket	
Marital Status	
Gender	
Interests	
Name	
Age	
Gender	
Marital Status	
Income (approx.) + Occupation	
Favourite type of Media (eg tv/online programs, social media channels they are active on, newspaper/magazines they prefer etc)	
What does he/she do in their free time?	
What are his/her life values?	
What keeps him/her awake at night worrying about?	
What are his/her dreams and desires of what they want out of life?	



Creating a Sales Funnel?

- ▶ OTAs are an important part of your sales funnel.
- ▶ They are your billboard
- ▶ They make customers **Aware** of your product
- ▶ You need to lead them to your website where they become **Interested**
- ▶ Your website must be built to convert so when they make a **Decision**
- ▶ They **Action** it on your website

What is a Sales Funnel?



Awareness:

This is where you need to make first time visitors or your potential customers aware of your products/services and how they can solve their problems/

Interest:

This is where you get more specific and show how your product is the solution to the problems that they are experiencing.

Decision:

This is your sales pitch and it is the stage where your potential customer, will decide if they want your product or service.

Action:

This is when you turn visitors into customers, and they make actual purchases.

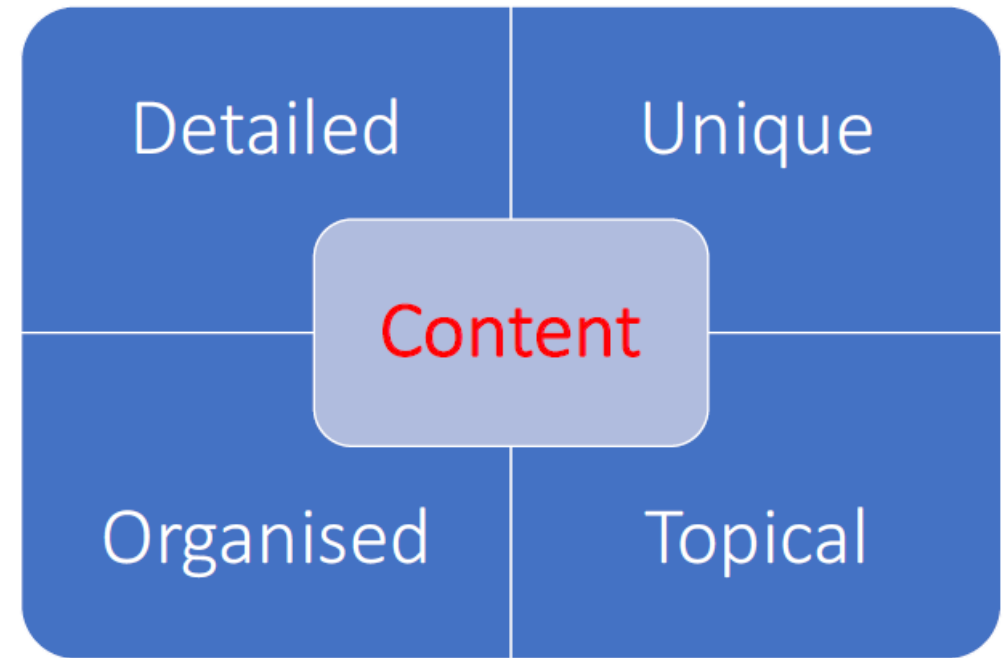
**You have
four
seconds!**

Website content

Your website must take people on a journey from browsing to buying. Each customer is a possible conversion.

- ▶ Ensure your content is
 - ▶ Rewarding
 - ▶ Rich
 - ▶ Useful
 - ▶ SEO optimised
 - ▶ Written to sell
 - ▶ Recent
 - ▶ Relevant
 - ▶ Structured
 - ▶ Minimum 400 words per page
 - ▶ H1/H2 titles

And ensure your content is updated regularly. Google does not like a website that lies fallow for years on end



Names & Descriptions

- ▶ Name your rooms carefully
 - ▶ Highlight the Unique Selling Point
 - ▶ Clearly define difference
 - ▶ Feature, Advantage, Benefit
- ▶ Name your rates carefully
 - ▶ Do not use industry jargon
 - ▶ Highlight the Unique Selling Point
 - ▶ Clear Terms & Conditions that are simple to understand
 - ▶ Feature, Advantage, Benefit

\$100pn



Standard Queen

Our Standard Queen Rooms are spacious and well appointed with triple sheeted bedding, LCD flat screen TV, Digital Foxtel, WiFi and air conditioned. Tea and coffee facilities. Iron and ironing board.

\$120pn



Executive Queen

Enjoy the spacious contemporary accommodation of our Executive Room, beautifully appointed and feature all of the modern comforts, 40" flat screen TV (USB) capabilities, Digital Foxtel and WiFi. Triple sheeted beds with air conditioning will make for a relaxing night. Tea/Coffee facilities, iron and ironing board.

Use AI with care

Please rewrite the following description of a hotel room. ▾
Needs to sell to couples enjoying a romantic break:
Featuring ocean views, our villas offer accommodation...

- ▶ Gemini
- ▶ Claude
- ▶ Perplexity
- ▶ ChatGPT

Featuring ocean views, our villas offer accommodation with a garden, balcony, and free parking.

The villas are situated a short drive from Apollo Bay which is the midway point of the Great Ocean Road. Here guests are in the perfect location to explore the wonders of the region and Great Otway National Park.

Each Villa has 1 bedroom, 1 bathroom, bed linen, towels, smart TV's, wifi, a dining area, a fully equipped kitchen, and a wrap around deck with stunning ocean views.

A barbecue can be found at the villa, along with a sun terrace.

◆ Here are a few rewrites, focusing on romance and the couple's experience:

Option 1 (Focus on Intimacy and Escape):

Escape together to your private oceanfront villa, a secluded haven designed for romance. Wake to breathtaking sea views from your balcony, where you can sip morning coffee and plan your day's adventures. Just a short, scenic drive from vibrant Apollo Bay, your villa is the perfect launchpad for exploring the wonders of the Great Ocean Road and the lush trails of Great Otway National Park. Inside, find everything you need for a cozy retreat: a plush bedroom, a fully equipped kitchen for intimate meals, and a spacious living area with a Smart TV and Wi-Fi. As the sun sets, fire up the barbecue on your wrap-around deck and savor a delicious dinner with the mesmerizing ocean as your backdrop. This is your time to reconnect, unwind, and create unforgettable memories.

Option 2 (Focus on Luxury and Relaxation):

Indulge in a romantic getaway with stunning ocean views from your private villa. A haven of tranquility, your villa offers a spacious balcony and garden, perfect for unwinding together. Enjoy the convenience of free parking and a short drive to the charming town of Apollo Bay, the heart of the Great Ocean Road. Explore the region's natural beauty, from the iconic coastline to the enchanting rainforest of Great Otway National Park. Your villa boasts a luxurious bedroom, a modern bathroom with plush towels, and a fully equipped kitchen for preparing gourmet meals. Relax in the dining area or on your wrap-around deck, where you can watch the waves crash against the shore. A barbecue and sun terrace provide the perfect setting for romantic evenings under the stars.

Option 3 (Focus on the Sensory Experience):

Imagine waking to the sound of the ocean, the salty air filling your lungs, and the breathtaking sight of endless blue stretching before you. Your private villa, with its expansive ocean views, offers the perfect romantic escape. Enjoy leisurely mornings on your balcony, sipping coffee as you plan your adventures along the Great Ocean Road and through the lush landscapes of Great Otway National Park. Inside, the villa is a sanctuary of comfort, with a plush bedroom, a fully equipped kitchen, and a living area designed for relaxation. As evening falls, light the barbecue on your wrap-around deck and savor a delicious meal as the sun paints the sky in vibrant hues. Let the gentle rhythm of the waves lull you into a state of blissful tranquility.

Key Changes Made in All Options:

- **Emphasis on Romance:** Words like "romantic," "escape," "haven," "intimate," and "unwind" are used throughout.
- **Sensory Language:** Descriptions focus on the sights, sounds, and feelings of the experience (e.g., "sound of the ocean," "salty air," "mesmerizing ocean").
- **Focus on the Couple's Experience:** The descriptions highlight how the couple will enjoy the space and the surrounding area together.
- **Elevated Language:** More evocative and descriptive language is used to create a sense of luxury and romance.
- **Flow and Narrative:** The descriptions are written to create a narrative, taking the reader on a journey through the romantic experience.
- **Highlighting Key Features:** The ocean views, balcony, and proximity to attractions are emphasized as romantic selling points.

Packages & Promotions

- ▶ Cost
- ▶ Desirability
- ▶ Deliverability
- ▶ Inspiration
- ▶ Influence
- ▶ Seasonality
- ▶ Content MARKETING



- ▶ When creating a package consider whether you are doing it to shift volume or inspire?
- ▶ Make sure any marketing collateral has a minimum of two uses: social media, website, EDMs, OTAs, wholesale etc

Don't forget the telephone

Staff who can
sell

Training in
how
to sell

Mystery Calls
to check staff
skills

Templates for
written
selling

Chat bots

Parity

Sales &
Marketing
staff

Famils

Advertising

Loyalty

Incentives



Cost of direct booking?

- ▶ Website
- ▶ Booking Engine
- ▶ Staff Costs
- ▶ SEO
- ▶ Google advertising
- ▶ EDM's or Newsletters
- ▶ Social Media
- ▶ Direct booking Incentive
- ▶ Freebies
- ▶ Discounts



Industry
average
cost of direct
8%



Summary: Direct Bookings

1. Book direct is not free
2. Know your customers and sell to them
3. Your website is a living breathing entity that must be updated often
4. 4 seconds to create interest
5. Direct bookings take a lot of hard work
6. Create a sales funnel and keep filling it
7. Use AI with care
8. Don't forget the telephone



Action Plan

- ▶ What do you need to do asap?
 - ▶ What can you delegate?
 - ▶ What can you outsource?
 - ▶ What do you need to do 1st, 2nd
 - ▶ What is a reasonable timeline?
-
- ▶ Set SMART Goals
 - ▶ Specific
 - ▶ Measurable
 - ▶ Attainable
 - ▶ Relevant
 - ▶ Time-based



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We send a [newsletter](#) each Friday around 9am AEST full of free tips and tricks to running a more profitable business, ensure you have [subscribed](#) and added tamie@revenyou.com.au to your safe list.

