COMMERCIAL STRATEGY CONFERENCE

Elevate your Revenue Optimization Skills

hsmai

23rd June 2023

LOTTE HOTEL, SEOUL **KOREA**

Grab The Travel Rebound Opportunities

How the next wave of revenue is powering hospitality

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WHEN EVERYTHING IS AN ATTRIBUTE, THE POSSIBILITIES ARE ENDLESS

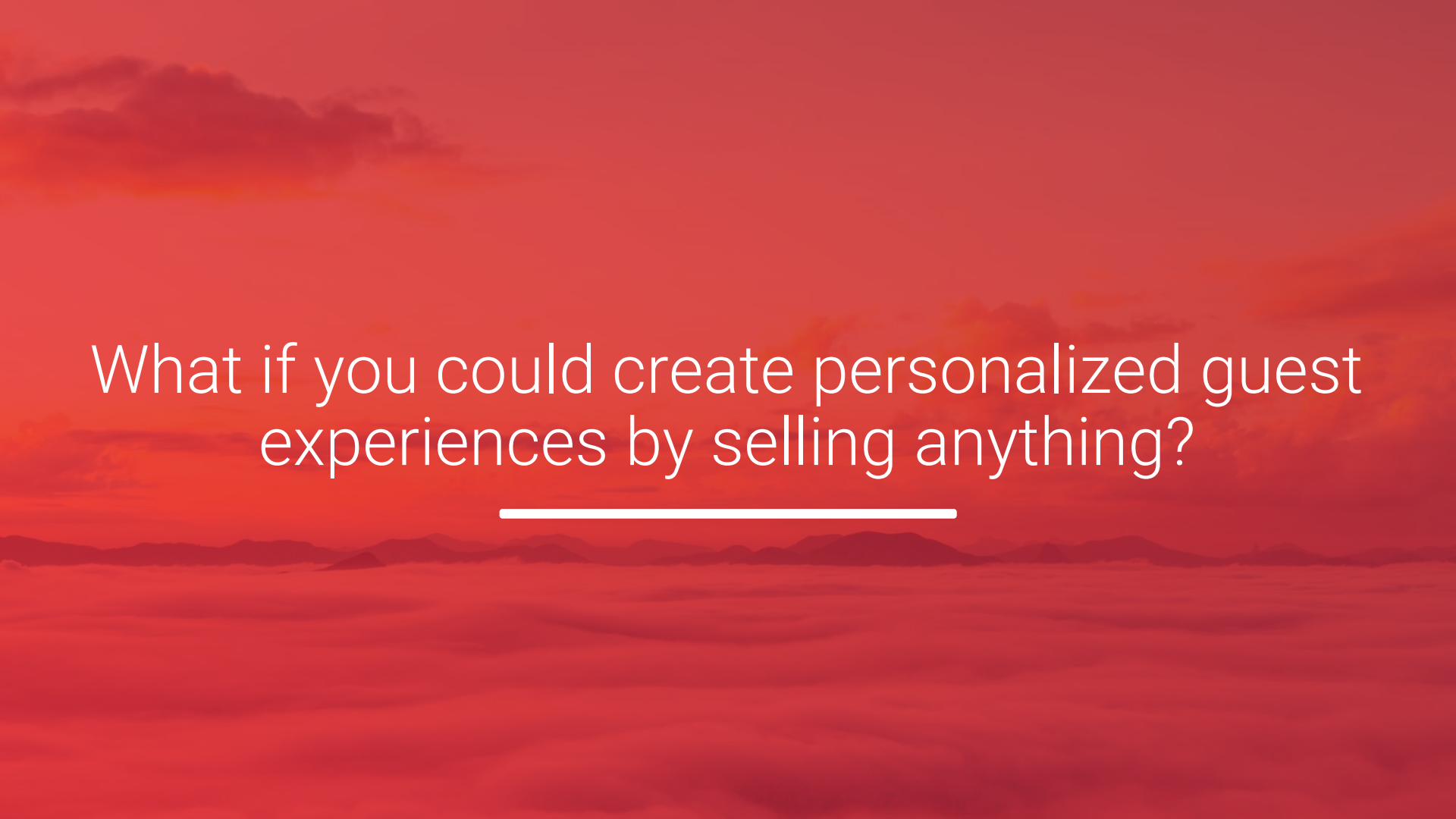
What if you could transform from filling rooms to truly seeing your guests?

PERSONALIZATION IS THE NEW EXPECTATION

71% Expect brands to deliver personalized interactions

76% Consider purchasing from brands that personalize

78% Repeat purchases from brands that personalize


What if you could create personalized guest experiences by selling anything?

Expand growth through new levers

Traditional Levers

Focus on the room

Occupancy x ADR (RevPar)

New Levers

Focus on the guest

Total Revenue From All Sales

GO BEYOND THE ROOM

For The First Time, Shift Spend By Seamlessly Selling

Early/Late Check-In
Housekeeping Options
Flexible Cancel Policies

Transportation
Laundry Services
Enhanced Wi-Fi

Excursions
Golf Lessons
Yoga Classes

Branded Robes
Hotel Bedding
Local Goods

CREATE CHOICES OUTSIDE THE ROOM

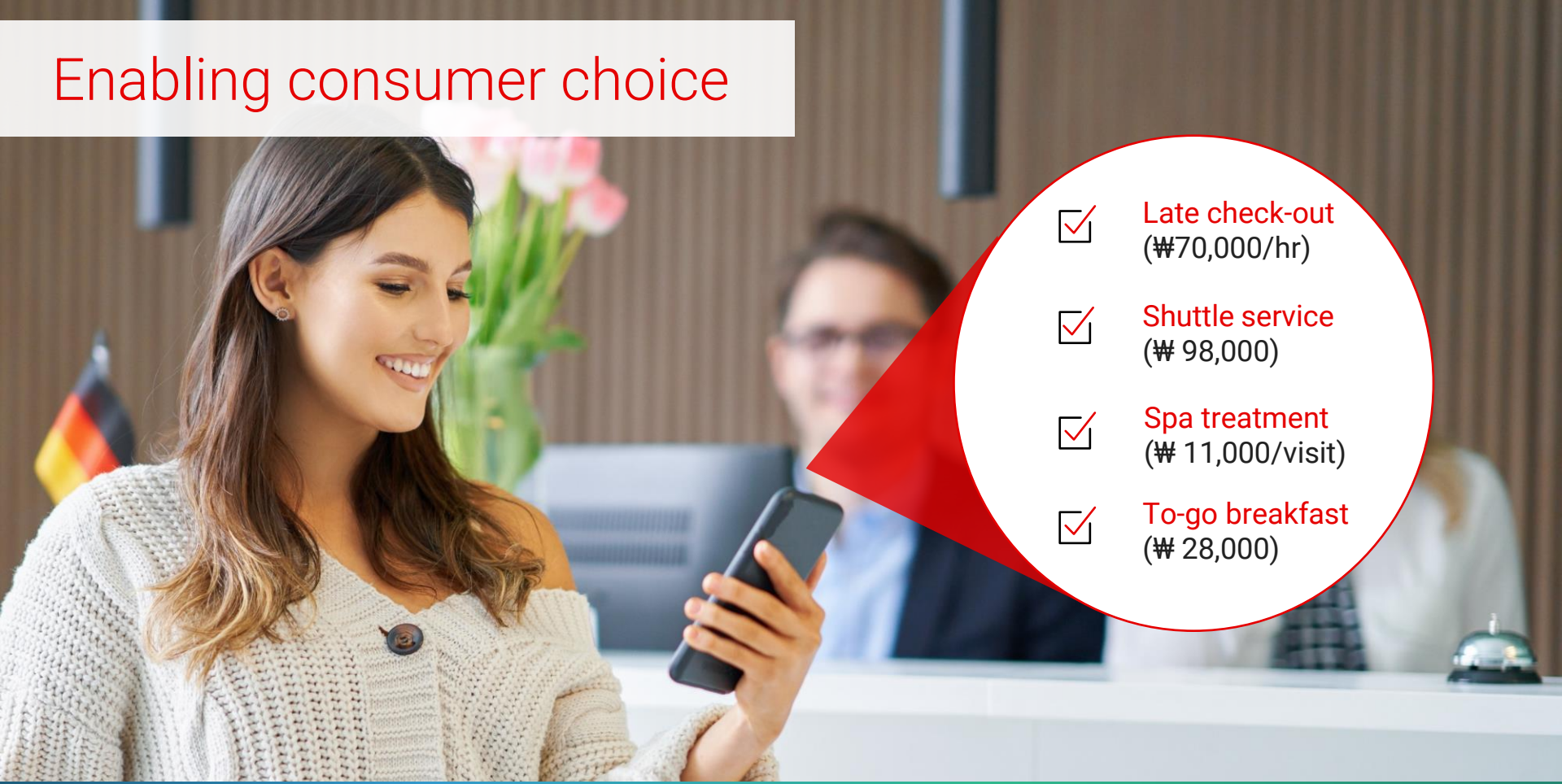
Sell Anything

Delight Everyone

Enable Choice

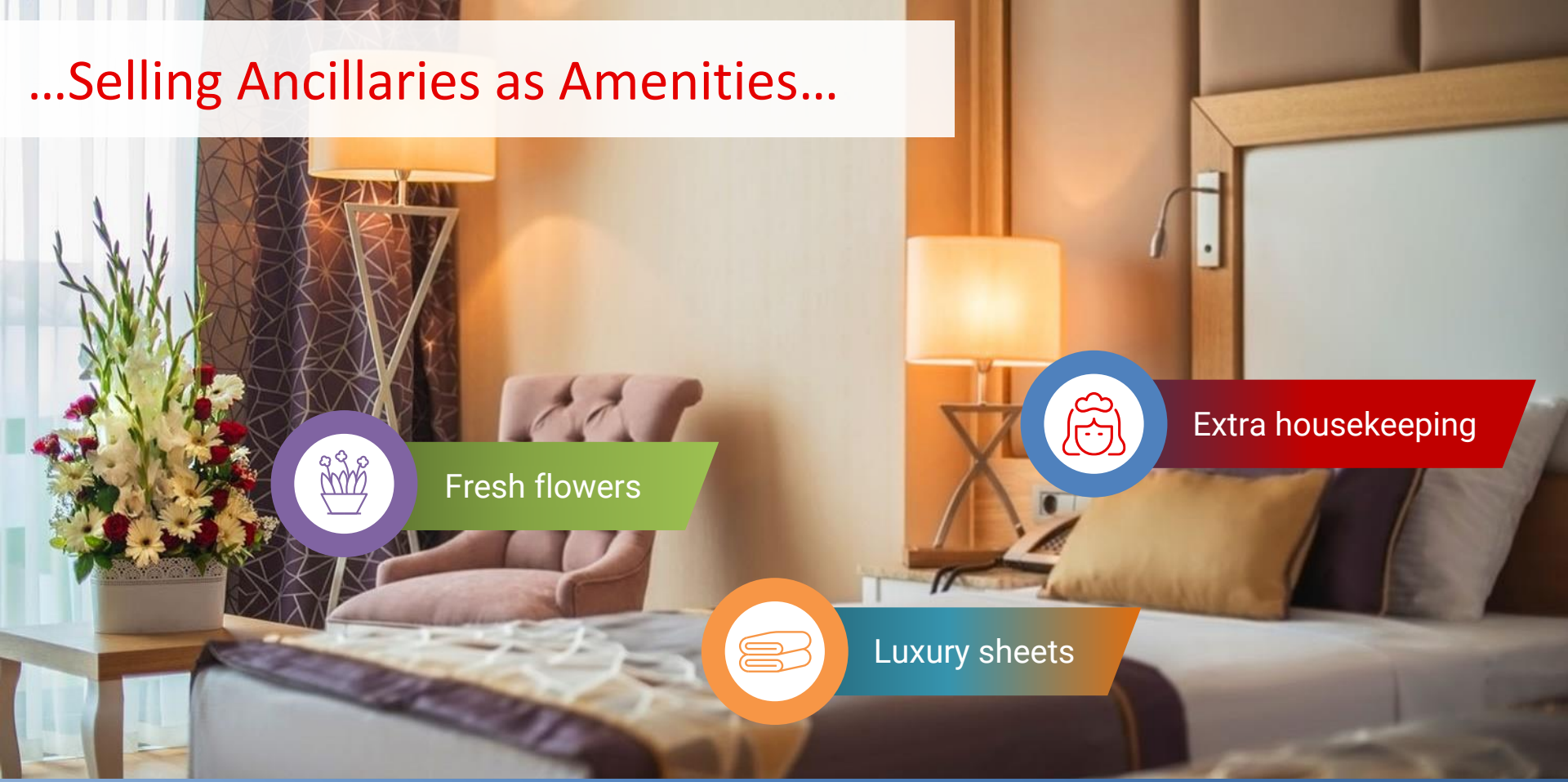
Accelerate Revenue

Enabling consumer choice



EMPOWERING GUESTS TO **CHOOSE WHAT THEY VALUE**

…Selling Ancillaries as Amenities…

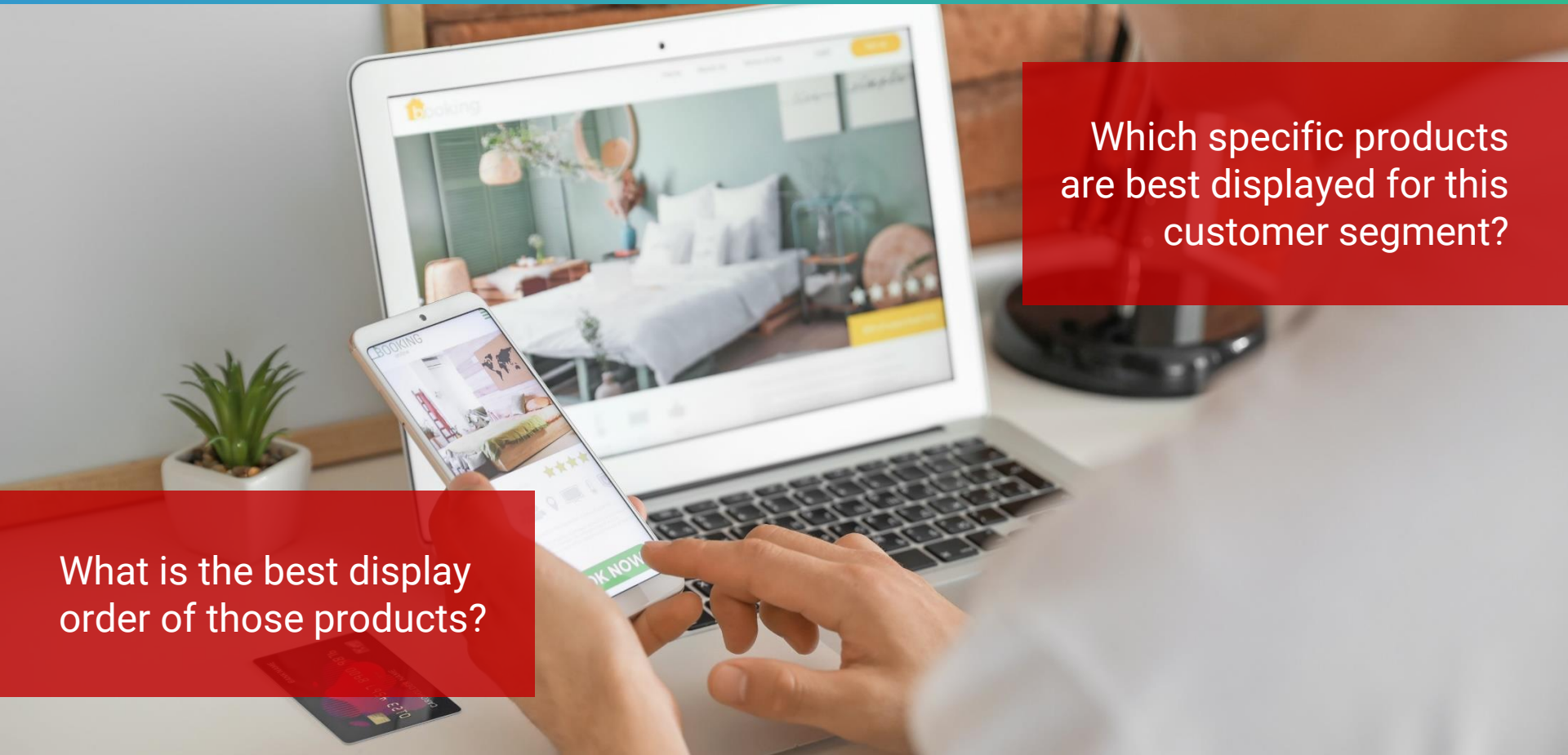


EMBRACE A **COMPREHENSIVE CONSIDERATION** OF WHAT'S **ON OFFER** AND WHAT **GUESTS WANT**

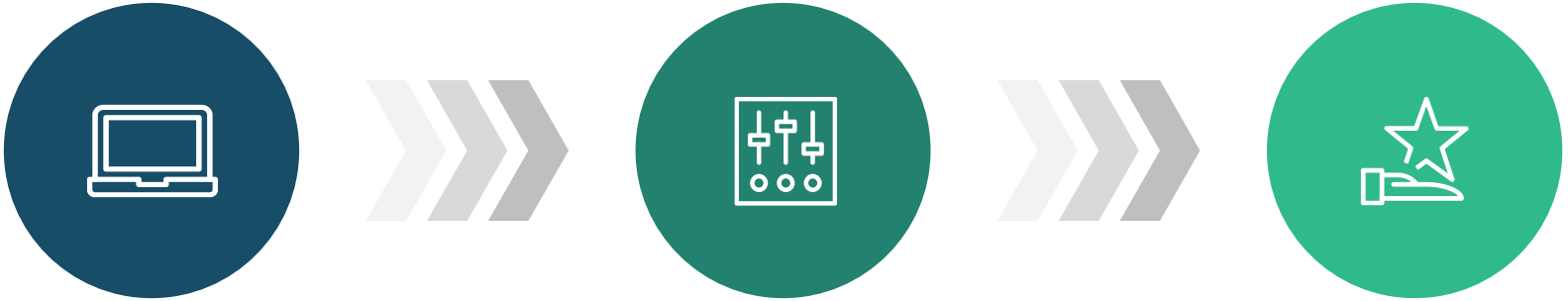
...Monetizing Underutilized Spaces...

MAKE THE MOST OF THE SPACE YOU HAVE FOR GUESTS AND LOCALS

Machine Learning Drives Further Personalization



Leverage machine learning to optimize conversion



Initializing

Initially when leveraging a recommendation engine, offers are displayed randomly until data is collected to inform shopping behaviors

Refining

When offers are converting well they are shown more often and in a higher position for that customer/trip type

Result

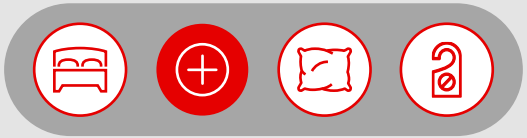
Provide curated offers to your guests, resulting in higher conversion rates

Shift to retailing is a change in mindset

Current mindset

I sell...

...a room



I measure success by...

Average daily rate

Average occupancy

Holistic retailing mindset

I sell...

...what my guests want

I measure success by...

Total revenue

The future of **retail fulfillment**

Sabre®

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