



# REVENUE OPTIMIZATION CONFERENCE

*A Commercial Strategy Event*



**SINGAPORE** 8-9 May 2024

# Real-Life Lessons to Maximise Ancillary Revenues

## REVENUE OPTIMIZATION CONFERENCE



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# 7 Key Takeaways

1. The Ancillary Revenue Opportunity is **Huge**
2. Focus on **Achievable Goals**
3. Engage **Every Department**
4. **Reach** is Crucial: WeChat, WhatsApp, SMS, Email, Website & Marketing Pages, Front Desk
5. **Listen & Act** on Guest & Team Feedback
6. Engage your Loyalty Program (i.e. **Currency Retailing**)
7. **Think Outside the Box**: Try Something New



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