
Commercial Strategy
CONFERENCE
hsmai
SINGAPORE 29-30 MAY 2025

PARTNER INSIGHTS: Outpace the Competition Leveraging Technology to Win in a Crowded Market

Marisa Nolan
Senior Business Development Manager APAC
Profitroom Ltd.

hsmai Commercial Strategy CONFERENCE
SINGAPORE
29-30 MAY 2025

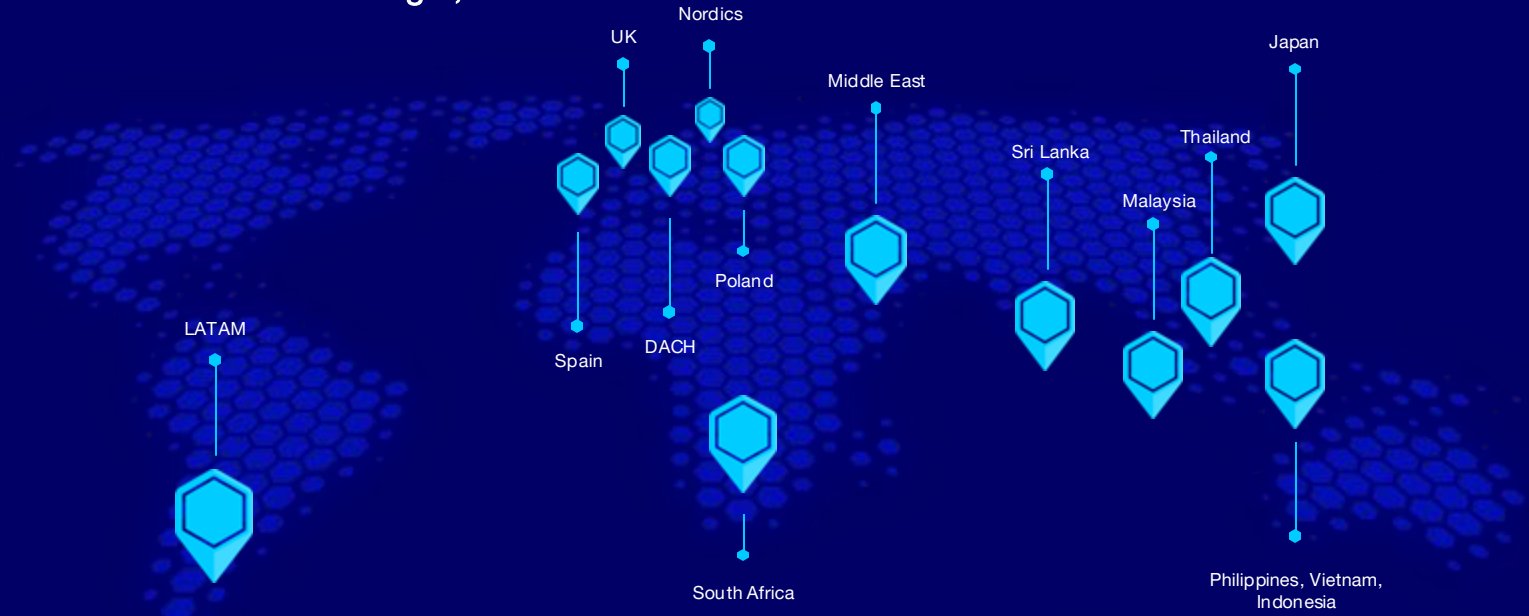

Profitroom
Outperforming Your Competitors:
Leveraging Technology to Win in a Crowded Market

About Profitroom

For **17 years** we have been boosting Hoteliers' profits.
Over **4,000 hotels, resorts and hotel groups** across the world now have more business, more time and more control - all thanks to our **award-winning technology.**

*HotelTechReport is the world's leading online community and research platform for hoteliers.

Serving 4,000 hotels and resorts across the world in 55 countries



HOTEL SYSTEMS

DISTRIBUTION

SiteMinder · Booking.com · ideas

PMS

ORACLE HOSPITALITY · MEWS · Guestline · high level

ACTIVITIES

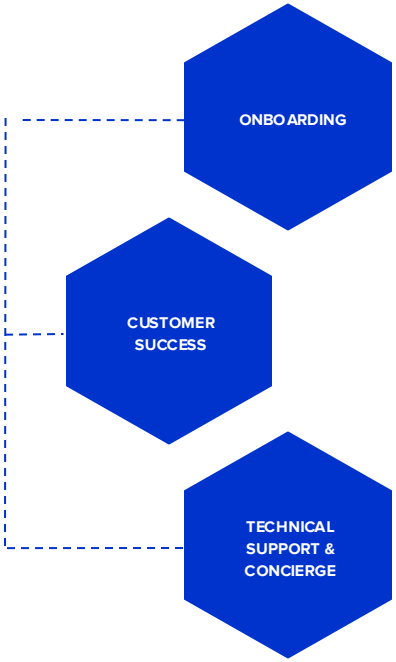
TRYBE · ResDiary · FareHarbor · BÓKUN

PAYMENTS

cardstream · PayPal · TRUST PAYMENTS · adyen · worldpay · stripe

THE PROFITROOM SUITE

PROFITROOM SERVICES



Trends and Benchmarks

Stand Out to Drive Direct:

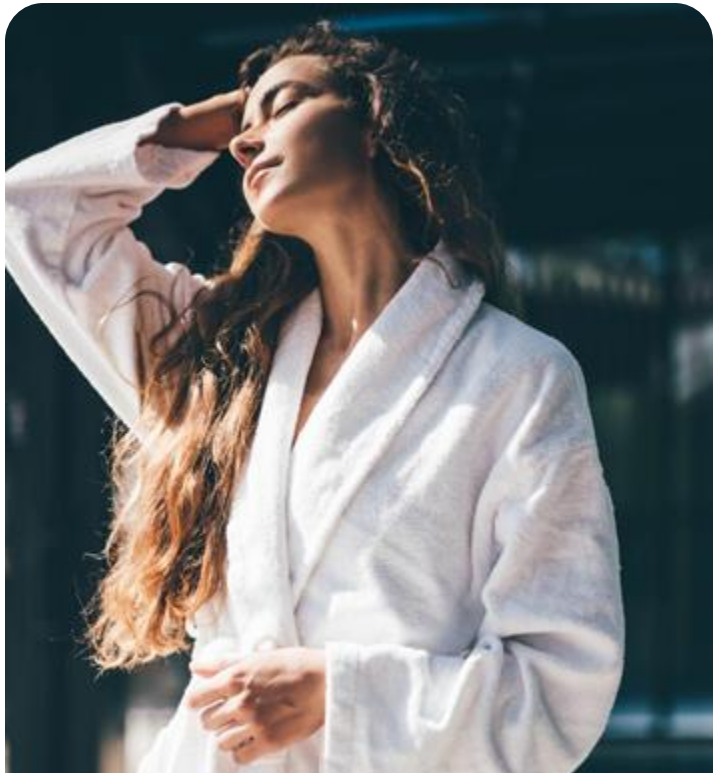
How Personalisation, Loyalty & Segmentation Deliver Results

Hotels that use **personalisation** in their marketing see conversion rates **increase by up to 15%.**

Implementing **loyalty** programs can **boost repeat bookings by over 30%,** while **guest segmentation** allows properties to target offers more effectively, **leading to a 10–20%** uplift in direct bookings. A study by Kalibri Labs found that loyalty members accounted for 40–60% of bookings in upper-scale hotels, with loyalty membership growth ranging between 30–40% year-over-year.

These strategies not only drive occupancy and guest retention—they also help hotels stand out in a crowded market by delivering tailored, high-value experiences that OTAs and competitors struggle to match.

Direct Booking Trends



87% of travellers will visit a hotel's website before making a decision. (Fuel)

29% of those who make reservations prefer direct travel bookings. (Hospitalitynet)

- Request additional amenities (28%)
- Look for the best deal (21%)
- Search for loyalty programs (21%)
- Negotiate prices (18%)
- Discover rewards for direct booking (11%)

Average Length of Stay

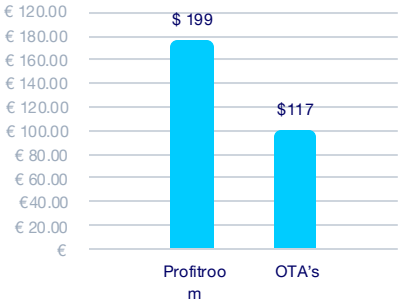
Direct booking Benchmark Data

Opting for direct bookings often results in extended stays for travelers, as they seize the opportunity to indulge in exclusive packages and special offers that remain inaccessible through OTAs.

Average Daily Rate

Direct booking Benchmark Data

When travelers opt for direct bookings, they often invest more per night, capitalizing on additional amenities to tailor their experience. This phenomenon significantly contributes to the Average Daily Rate (ADR), which stands at an impressive 70% higher when reservations are made directly.



Stand Out to Drive Direct: Personalisation

Stand Out to Drive Direct: Personalisation

In today's crowded hospitality market, personalisation—powered by the right technology—is one of the most effective ways to capture attention and drive direct bookings. By using tools that centralise guest data, enable real-time targeting, and automate tailored offers, hotels can deliver more relevant experiences that boost revenue, satisfaction, and long-term loyalty.

Personalisation in Action:

- Targeted packages based on guest data and booking behaviour
- Add-ons and extras offered dynamically throughout the booking journey
- Custom offers delivered through segmentation and marketing automation

The result: stronger engagement, higher conversion rates, and a clear competitive edge.

Targeted packages

Tailored hotel packages offer guests immersive experiences that showcase a property's unique offerings—be it local culture, wellness amenities, or culinary delights.

By bundling accommodations with exclusive services or activities, hotels can provide added value that resonates with guests seeking personalized stays. This strategy not only differentiates the property from competitors but also encourages guests to book directly

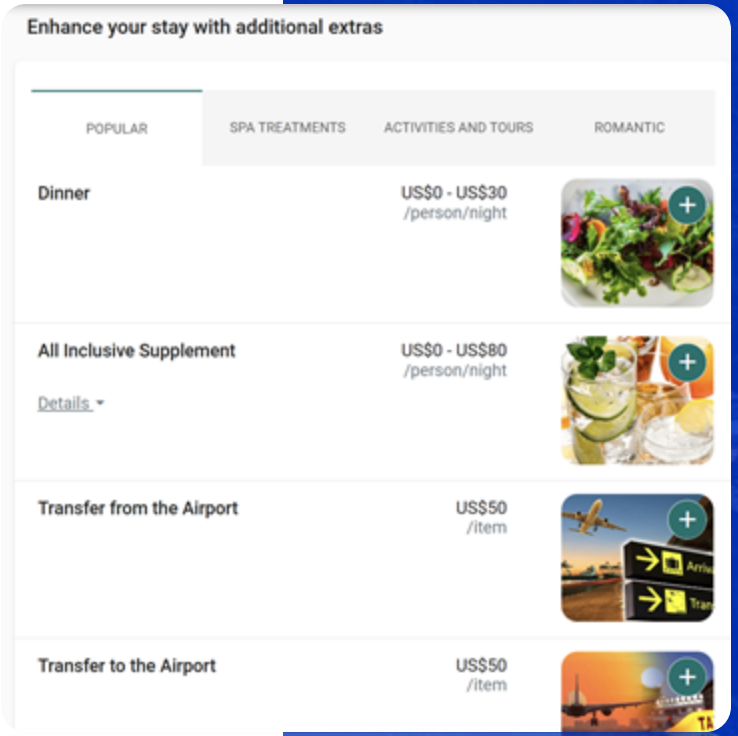
Targeted packages

- **46%** of all direct bookings come from packages
- ALOS of packages **4.37 days vs. 2.6 days** for standard rates
- ADR for packages **26.5% higher** than standard rate plans

Add On’s, Upsells and Extras

Integrating add-ons and extras into the booking journey empowers hotels to deliver more personalised guest experiences, which not only increases the value of each stay but also encourages guests to book directly.

By offering tailored options—like spa treatments, dining experiences, or room upgrades—hotels can better meet individual preferences and create a sense of exclusivity and care. According to a report by Bond, 80% of consumers are more likely to do business with a company that offers personalized experiences.

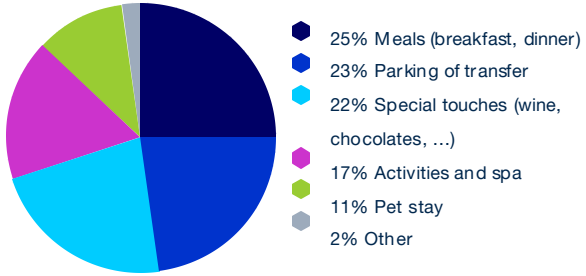


Extras/Add-Ons - Increase Gross Booking Value

The impact of extras on gross booking value is massive:

- Globally extras and add-ons contribute 7.8% to gross booking value
- In Asia extras and add-ons contribute 8.94% to gross booking value

Popular add-ons section



More Opportunities for Upsells - Post Booking

Guest Portal Personalisation:

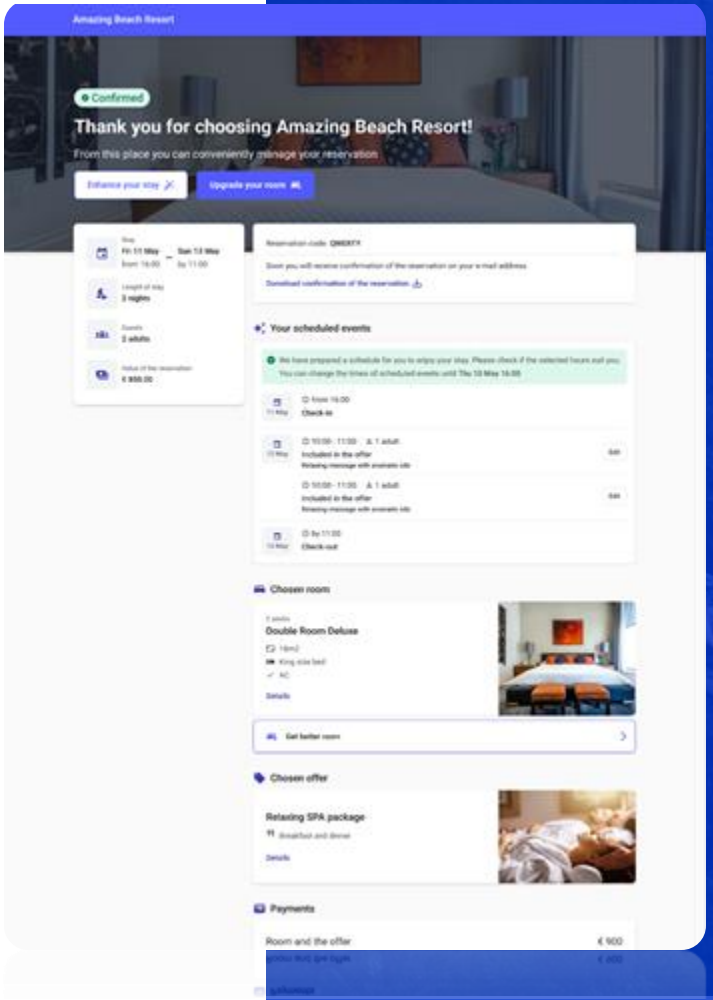
After confirming a reservation, guests can personalize their stay through the guest portal, where they have the option to:

- add extras
- upgrade their room, subject to availability.

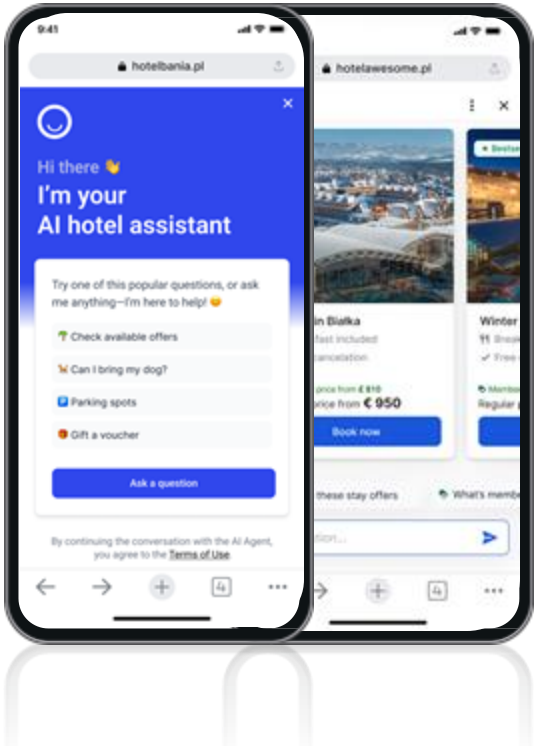
This process is facilitated by an integrated payment gateway, allowing for immediate payment and confirmation.

Pre-Arrival Upsell Emails:

Sending a tailored welcome email in the week leading up to check-in—highlighting relevant add-ons and upgrades—can engage guests during their planning phase. This timely communication has been shown to significantly increase the average booking value, as guests are more inclined to enhance their reservations when presented with appealing options.



AI - reservation agent

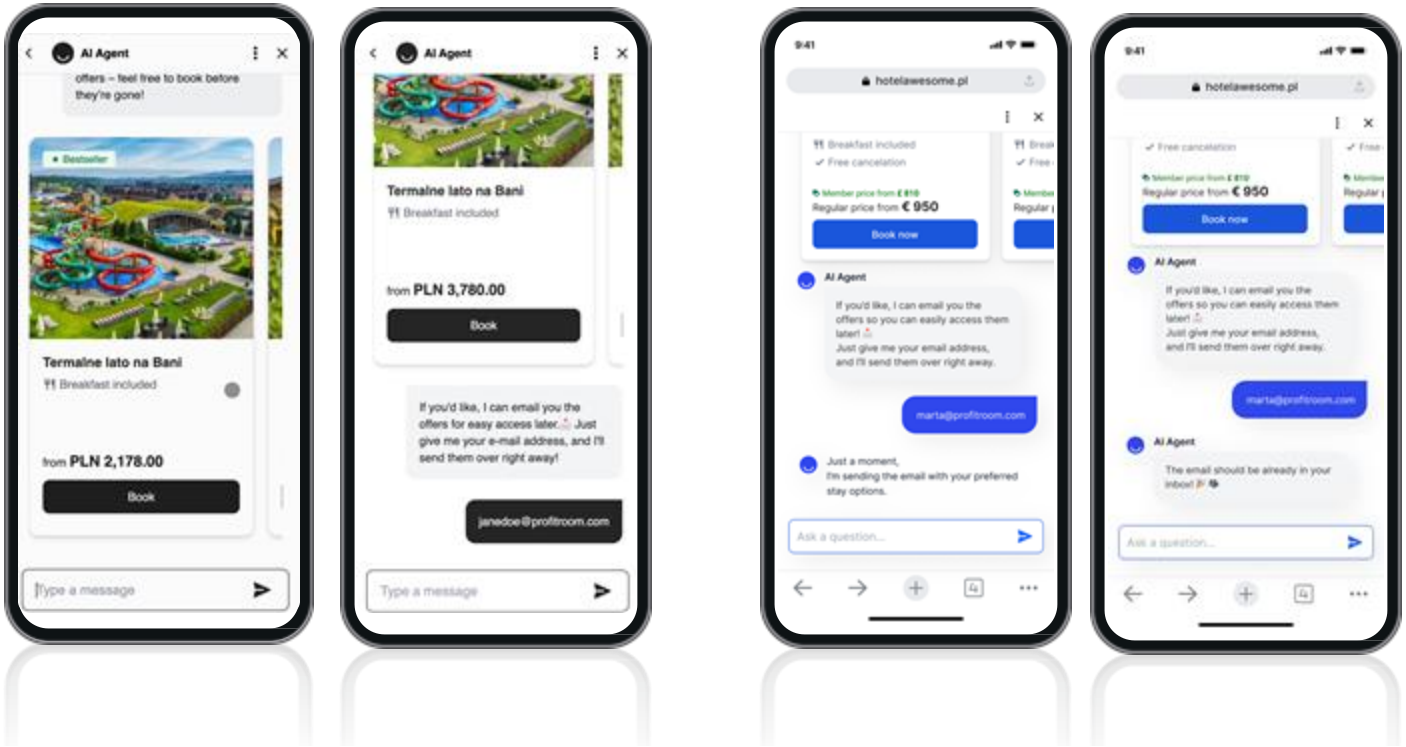


What's new?

- ✅ **Upgraded intelligence:** updated model to GPT/Gemini xxx
- ✅ **Custom AI Agent's widget:** refreshed look & feel, the most intuitive interactions, full control over the conversational flow
- ✅ **Integration with external channels:** now chats across Messenger and WhatsApp
- ✅ **Unified inbox:** one inbox inside your Suite - manage every conversation from all Agent's channels
- ✅ **AI Agent Hub:** Easily build your custom knowledge base in Suite

X %	4.8/5	X %
CONVERSION	GUESTS TRUST	MESSAGES

AI - personalized offers



Stand Out to Drive Direct: Segmentation

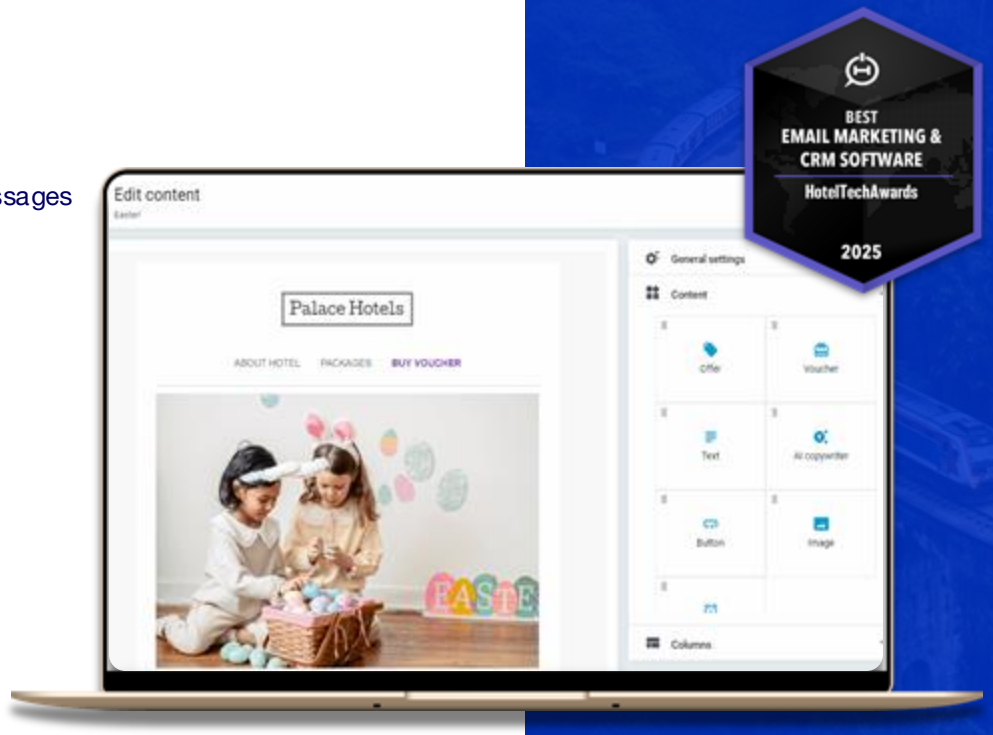
Stand Out to Drive Direct: Segmentation

In the hospitality industry, customer segmentation is a critical strategy which enables the tailoring of communication and services to guest based on shared characteristics. By understanding the specific needs and preferences of different segments—such as business travelers, families, or leisure tourists—hotels can create personalized experiences that resonate more deeply with each group. This targeted approach not only enhances guest satisfaction but also drives higher conversion rates and more revenue.

> “Personalised experiences driven by customer segmentation can increase conversion rates by up to 80% in the hospitality industry.” *McKinsey & Company, 2022*

Segmentation for Proactive Communication

- Fully integrated with Profitroom Suite
- Automated communication with guests & triggered messages
- AI-powered email creation
- Ready-to-use seasonal campaigns
- Guest database management & segmentation

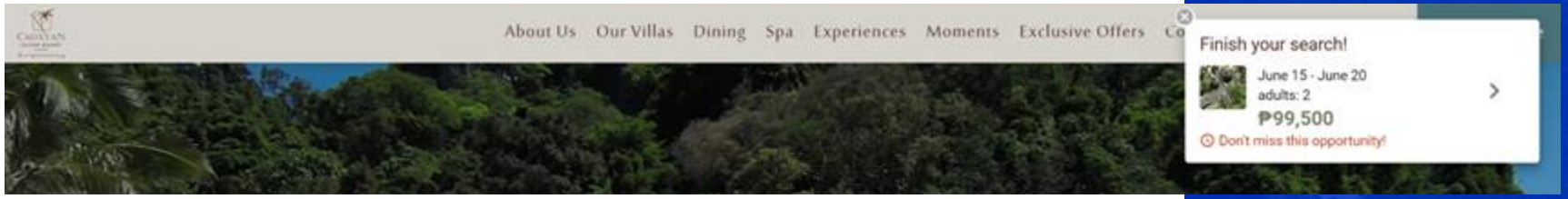


Segmentation for Proactive Communication

Smart Guest Segmentation:
The Key to Personalised Hotel Marketing

- Analyze guest behavior to tailor communications and offers
- Deliver targeted promotions that boost engagement and revenue
- Personalization enhances guest experience and loyalty
- Hotels using Profitroom automation tools see **4–7% of revenue** from personalized campaigns
- Right message, right guest, right time = stronger relationships & competitive advantage

Abandoned Cart/Email Regargetting



Abandoned Cart contributes 7.43% of all bookings globally in revenue and opportunities that otherwise would have been lost.

Taking Segmentation Further

- **Enhanced Guest Engagement**
  Target follow-ups based on guest behavior (e.g., email opens, clicks) to boost relevance and response rates.
- **Tailored Communication**
  Use engagement data to create more personalized, compelling offers.
- **Targeted Retargeting**
  Re-engage guests who interacted but didn't convert with focused email campaigns.

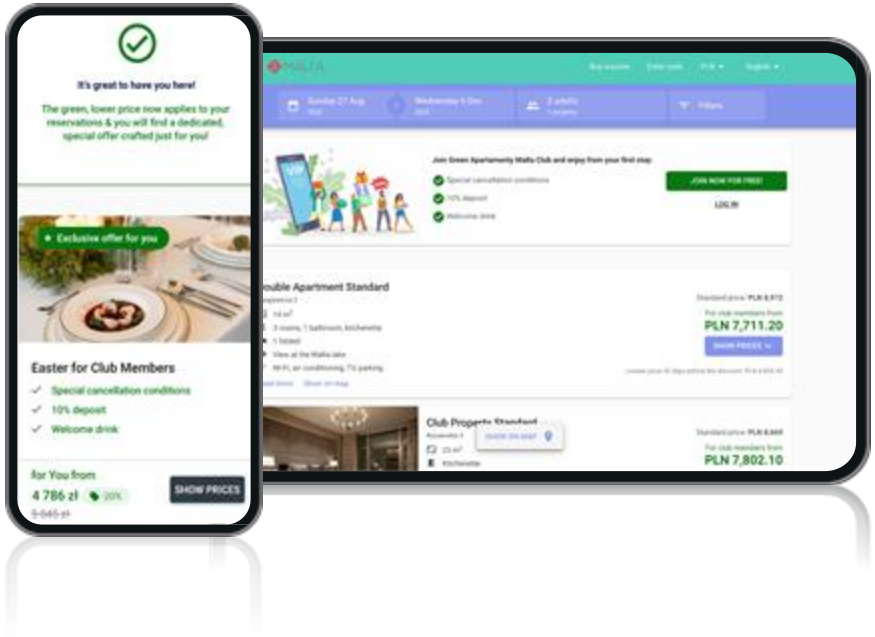
Stand Out to Drive Direct: Loyalty

Stand Out to Drive Direct: Loyalty

Driving customer loyalty in the hospitality industry is essential for maintaining a competitive edge. Loyal guests are more likely to choose your property over competitors, reducing the need for costly marketing efforts to attract new customers. Loyalty programs and personalized experiences foster repeat business, which is often more profitable than acquiring new guests. By focusing on building strong relationships with guests, hotels can ensure sustained revenue and a solid market position.

> Increasing customer retention by just 5% can boost profits by 25% to 95%." *Harvard Business Review*

A very own loyalty programme



An integrated and highly effective loyalty system to improve guest lifetime value and brand loyalty.

Built into the platform

All components are built-in and seamlessly connected with each other.

Easy configuration

Flexibility is at the core of our solution. While data is collected and segmented automatically, behavior can be modified at any time according to your needs.

Highly efficient

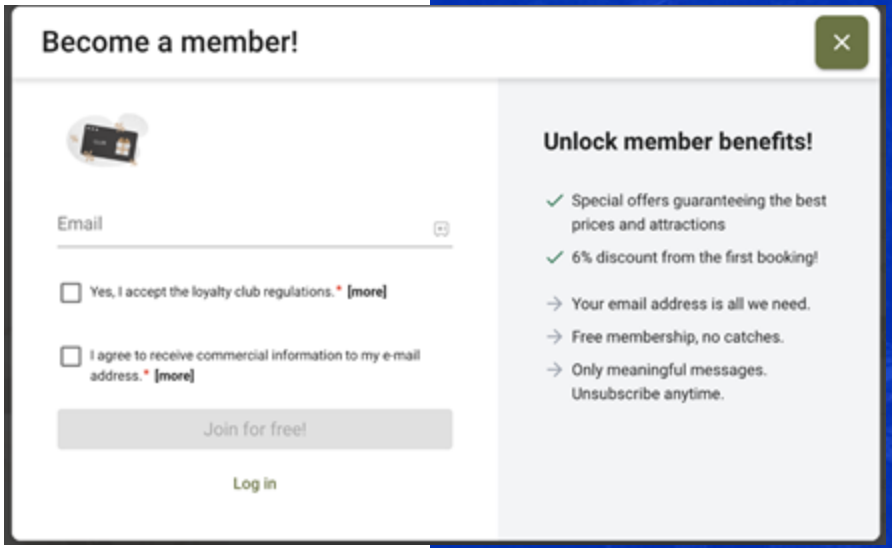
Maximize the potential of each stay by offering your guests benefits from the loyalty programme.

manage the **expiry date for accumulation units** of their rewards. Second, hoteliers will also be able to easily **manage loyalty levels** and even **lock** guests at selected levels.

Loyalty Pays in Dividends

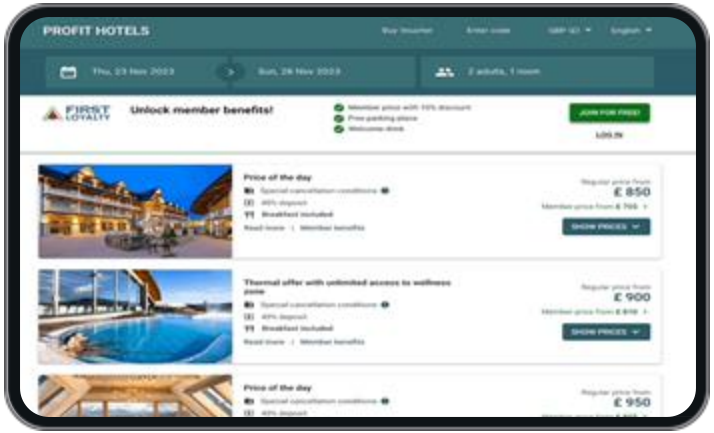
Global loyalty statistics YTD (global)

- 53.83% of all bookings are from members.
- Members stay longer with ALOS of 3.5 days vs 2.93 for non-members
- 9.03% of loyalty members who signed up on the first booking booked again.



Loyalty Pro Results

This hotel management company in South Africa boasts an extensive portfolio with properties ranging from luxury hotels to scenic chalets across various landscapes. They offer a blend of adventure and relaxation with amenities like spas, golf, and unique dining experiences. With decades of experience, their commitment lies in providing personalized holiday experiences, ensuring each guest leaves with memorable moments from their stay in locations spanning from the lush KwaZulu-Natal coast to the majestic Western Cape.



+

FIRST GROUP

76% of All Bookings Join Loyalty

Direct Online Share 18% to 33% In 12 Months

107% Increase in New Members

24,181 New Members In 12 Months

Key Takeaways

- **Personalization**:
  Hotels using personalized marketing see conversion rates increase by up to **15%**.
- **Segmentation**:
  Guest segmentation enables more targeted offers, resulting in a **10–20% uplift in direct bookings**.
- **Loyalty**:
  Loyalty programs can boost repeat bookings by **30%+**, with loyalty members making up **40–60%** of bookings in upper-scale hotels.

Thank you!

Marisa Nolan

Business Development

marisa.nolan@profitroom.com

+39 334 191 3542

www.profitroom.com