



Commercial Strategy
CONFERENCE



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SINGAPORE 14-15 MAY 2026

Designing Upsells That Convert: What Guest Behaviour is Really Telling Us



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The Hospitality Landscape is Shifting Fast ... and So Are Guest Expectations



Competition is Intensifying

Differentiation now happens across the entire guest journey.



Technology & AI is Accelerating

Automation and AI are reshaping what's possible.



Hospitality is Evolving

Margins are under pressure. Every revenue stream counts.



Expectations are Rising

Guests expect relevance — not generic offers.



Become a Positive Disruptor.

Rethink what
TOTAL revenue
looks like.

Rethink how to
engage your
guests.

Rethink how
technology can
make it possible.



2-5%

TRevPAR Lift



Proper Upselling Delivers 2-5% TRevPAR Lift



Pre-Arrival

Price fades, experience takes over.
Automated offers land when
willingness to upgrade peaks.
~1%



Check-In

Guest's 'Secondary Wallet' activates.
Sales intelligence turns every check-
in into a revenue opportunity.
~1.5%



In-Stay

Engaged guests spend more. In-stay
offers capture additional revenue
with minimum operational friction.
~0.5%



***Plusgrade's Integration with the Points Platform Powers Pay-with-Points Initiatives**

Guest Mindsets Change After Booking

- **Before booking:** Guests are comparing options, weighing prices, looking for reasons to choose YOUR hotel.
- **After booking:** Guests are imagining their stay. Engaged, curious, and open to enhancements that make the trip more memorable.
- **A different psychological state** — and a fundamentally different opportunity to engage!



You were Built For More!

Don't Settle for Mediocrity.



The Right Offer

Relevant to the guest's needs and interests.



At the Right Time

Sent during peak engagement windows.



In the Right Channel

Directly where the guest is looking.

Be a Positive Disruptor



The Right Offer



The Right Offer

Relevant to the guest's needs and interests.



At the Right Time

Sent during peak engagement windows.

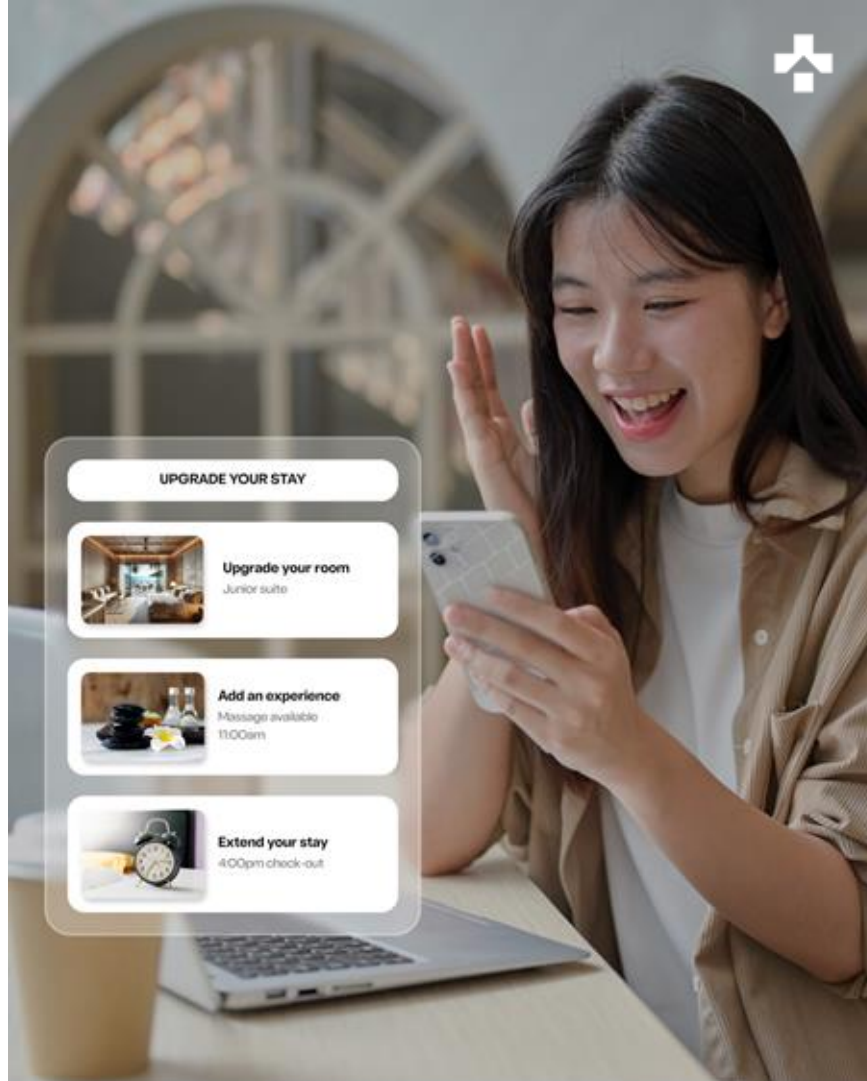


In the Right Channel

Directly where the guest is looking.

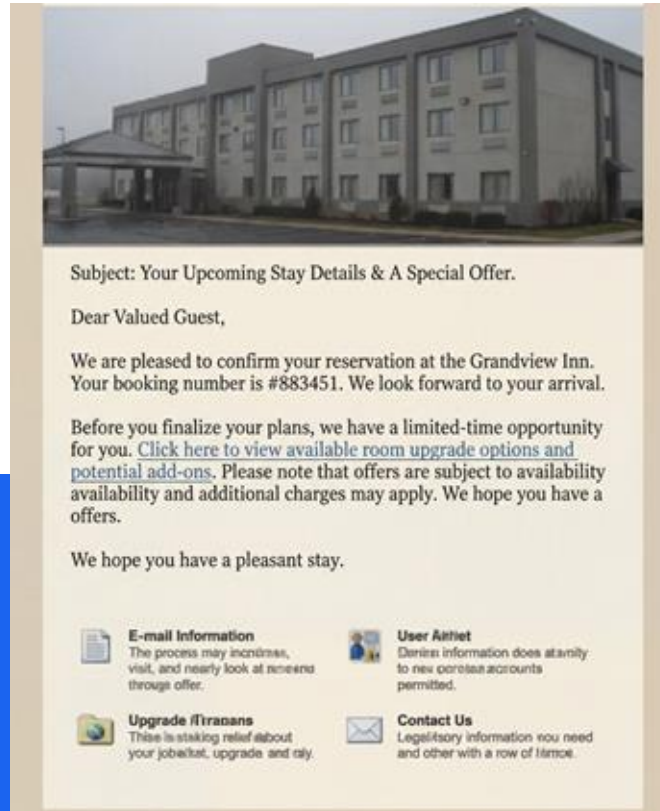
Guests Respond to Offers That Are:

1. **Clear** — The offer is easy to understand in seconds. No jargon. No confusion.
2. **Relevant** — The offer matches the reason the guest is travelling.
3. **Personalised**— It feels like it was written for them, not mass-deployed.
4. **Easy** — One tap. One step. No friction between intent and action.





But, if Your Current Offers Look Like This



Okay...this is not a real hotel and credit goes to Gemini ;)



Or This

Dear Sarah Chen,
Your reservation for December 21, 2025 at The Generic Inn & Suites confirmed (Confirmation 591634840).



Originally Booked Room
King Suite

As a special offer, you can use the The Generic Inn Upgrade Upgrade® Program this reservation for \$20 ea.

*All prices subject to applicable taxes.

How Upgrades Work:

1. Request one or more Upgrades below, then click Confirm Request(s).
2. Learn at arrival if any of your requests are awarded, subject to availability.

If yes: You agree to pay the additional amounts stated below for your award(s).

If no: You will stay in the room you originally booked and pay nothing extra.

Upgrades - Request one or more Upgrades and click Confirm Requests

[+ Request All](#)



Double Queen Suite, 700 Sq. Ft.

- A stay in this exceptional double queen suite in Boston is an invitation to immerse yourself in a world where play and purpose harmonically coexist.
- Experience elevated. Art Deco-influenced design and sweeping city views in this luxurious landing pad featuring a generous sofa, a generous living room with a seating area, a separate bedroom, a sleek workspace, a full wet bar, and a sleeper sofa.

~~\$25~~

\$20

Extra per night

You save \$5

[Request](#)

Okay...this isn't real either, but we've all seen hotel communications that look like this!



Your Results Are Going to Look Like This






On the Other Hand...

Guests LOVE Offers That Look Like THIS

English ▾




Serene Sands Resort


Make an offer Review Confirmed

1 2 3

You Have 3 Upgrades and 4 Offers

 Your current reservation #761835103482590
Superior Room [More](#)

Upgrade to Deluxe Ocean View Room




Experience breathtaking ocean views from your private balcony. The Deluxe Ocean View Room offers a tranquil escape with a king-sized bed, modern ameni...

[Show all benefits →](#)

Move slider to make an offer

\$161.00 USD

Total for 1 room, 1 night \$161.00 USD



Place Offer

Get Upgraded Instantly

\$195.50 USD

Total for 1 room, 1 night \$195.50 USD

+ Buy Now



Taking the Right Offer
Two Steps Further...

At the Right Time & in the Right Channel



The Right Offer

Relevant to the guest's needs and interests.



At the Right Time

Sent during peak engagement windows.



In the Right Channel

Directly where the guest is looking.



Maximise High-Intent Moments



Pre-Arrival

Price fades, experience takes over.
Automated offers land when
willingness to upgrade peaks.



Check-In

Secondary wallet activates at arrival.
Sales intelligence turn every check-
in into a revenue opportunity.



In-Stay

Engaged guests spend more. In-stay
offers capture additional revenue
with minimum operational friction.

Capture HIGH-INTENT MOMENTS

Automated Upselling & Personal Interactions Deliver High Guest Satisfaction & Engagement.

“I simply **CANNOT WAIT** for this trip!”

Post-Booking Mindset

- After a booking is confirmed, guests shift from comparing to **IMAGINING**.
- **They're excited.** Engaged. Open to ideas that will make the experience better.
- **This is the highest-intent window** in the guest journey — and most hotels miss it entirely.
- Up to **78%** of guests express high intent to secure room views and spatial upgrades in the post-booking window.



Offers that Feel Personal, Because They Are

Pre-Arrival Adrenaline

- **Trigger offers based on time-to-arrival**, not a fixed calendar — 7 days out for upgrades. 48–72 hours for experiences.
- **Lead with the experience, not the price** — **'Wake up to a beautiful ocean view'** converts better than 'Ocean view room: \$240/night.'
- **Make it mobile-first** — Pre-arrival emails are opened on phones. Design & test for mobile.
- **Follow up once** — A single, well-timed reminder lifts conversion without feeling aggressive.



A Personalised Welcome with a Relevant Upsell

Arrival & Check-In

- **Instant Recognition** – Surface loyalty, history, and booking notes so teams know the guest before they walk in.
- **The Power of Simplicity**– Eliminate choice paralysis by presenting the single most relevant upgrade instead of a menu.
- **Service over Sales** – Use guest data to make offers feel like thoughtful enhancements rather than a promotion.
- **Frictionless Execution** – Use simple, one-click workflows to confirm the upgrade without interrupting the guest interaction.





Change The Game

The Positive Disruptor Playbook



The Right Offer

Match the offer to the guest's purpose, preferences, and booking context.



At the Right Time

Trigger offers when guest intent is highest — not when it's convenient for the hotel.



In the Right Channel

Email post-booking. Mobile pre-arrival. Team at check-in. Each channel has its moment.



With the Right Tech

Guest history, loyalty status, and behaviour patterns should drive every decision.



2-5%

**TRevPAR Lift
is in your reach!**



We Are Plusgrade

Plusgrade: The Global Ancillary Revenue Powerhouse

Generating high-margin revenue enhancements and high-impact customer experiences since 2009.

1. **Automated Upselling**
2. **Front Desk Upselling**
3. **Cross-Vertical Expertise** in Air, Cruise, Rail & Hospitality
4. **True Partnerships** that Deliver Results

575+
travel partners

79
countries

~\$12B
in new revenue
opportunities in 2026¹

~51M+
incredible customer
experiences in 2025

865+
people worldwide

8
offices around
the globe

Headquarters in Montreal with offices in Toronto, New York, London, Amsterdam, Dubai, Tel Aviv and Singapore.





Unrivalled Global Partner Footprint

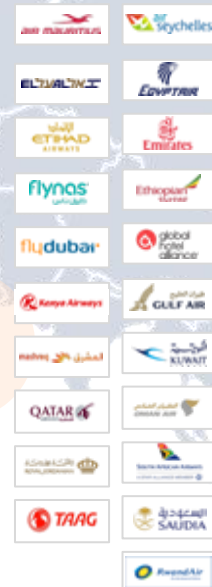
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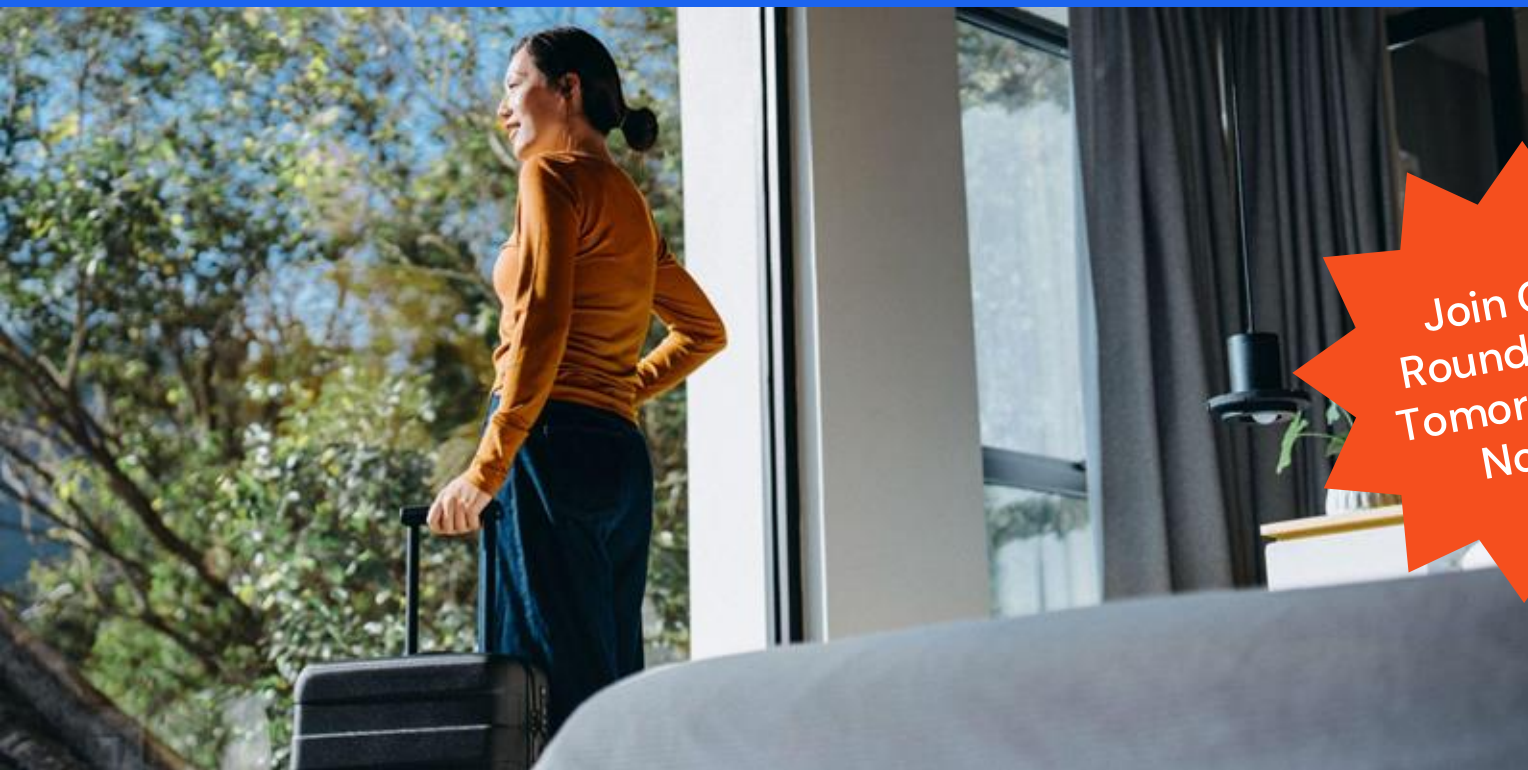


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APAC





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Roundtable
Tomorrow at
Noon

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