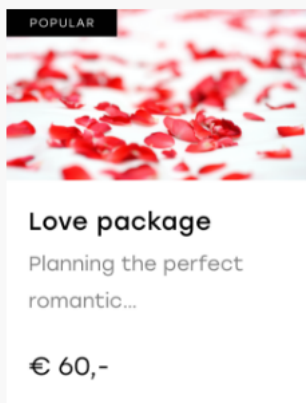


Deal Library Research Insights

We canvassed the opinions of travellers far and wide via a survey, to determine the themes and specific items and experiences that made a difference to all types of holiday-makers and business travellers.

We combined our survey results with research conducted on our own database of hotel customers whose performance using Oakly spoke volumes about guest behaviour, satisfaction and journey.

Along with adding the most requested and popular deals to our Deal Library, we extracted a few poignant and applicable insights that can be incorporated into your upselling programme immediately.



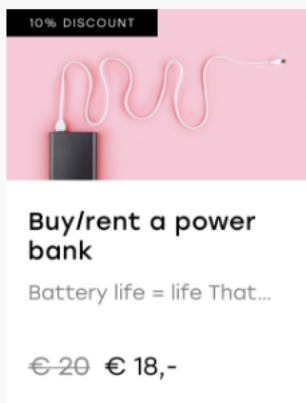
POPULAR

Love package
Planning the perfect romantic...
€ 60,-

Delight factor

Insight: Romantic packages are popular

50% of survey respondents stated they would have bought a romantic dinner package in the hotel's restaurant, in their room, or with a private chef.



10% DISCOUNT

Buy/rent a power bank
Battery life = life That...
€ 20 € 18,-

Performance factor

Insight: Small comforts are appreciated

Portable battery packs and converter plugs were popular requests from hotel guests that became a template deal in the Deal Library.

CHARITY



Rent a fish

All profits go to our local charity fund.

€10 € 5,-

Delight factor

Insight: Quirky and unusual ideas have appeal

Popular ideas from the upselling programmes of real Oaky customers included deals that offered a night with the company of a goldfish or animatronic pet to ward off loneliness for solo travellers.



Festival XX package

[XX] Festival Survival Package Want a fun...

€ 50,-

Performance factor

Insight: Supplementary 'kits' enhance experiences

60% of respondents liked the idea of kits to accompany experiential activities, including 'high energy' lunches for active excursions, a festival package with transfers to the site and post-festival pampering, prepared picnic baskets, the list goes on!

POPULAR



Hot chocolate upon arrival

First things first! Treat...

€ 3,-

Delight factor

Insight: Festive experiences are always popular

For all traveller types but especially families, F&B packages, services and events to do with seasonal events were popular in both free and paid formats.



Pay it forward - Support a charity

We've all been impact...

€ 20,-

Performance factor

Insight: Conscientious offers benefit everyone

Oaky customers saw success with deals that donated proceeds to charity. By forgoing revenue, hoteliers can demonstrate to guests their focus on creating the best guest experience, while showing empathy for others.