

Post-Covid Upselling Suggestions

Some creative deals ideas for offering guests in the new 1.5-meter economy.



This article is provided by experts of Oaky's Customer Success Team.

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When demand slows, every little bit of revenue counts. Incremental revenue becomes all the more important when the need to accommodate unprecedented restrictions comes into play. Hotel capacity will be affected by the new 1.5m economy and we'll need to think outside of the box and put ourselves in our guests' shoes to address their concerns. Throw your efforts behind creating the best guest experience while maximising revenue per guest. It's a win-win situation!

Post COVID-19 deal suggestions

20+ Post COVID-19 deals will be available with image and description in the Oaky deal library soon.


24 hour upgrade Upgrade to one of our vacant suites & enj...	Face mask Want to use public transport? Here the..	Hand sanitizer Run out of alcohol rub sanitizer? We got you...	Popcorn in your room Sometime you just...	Fine dining (in-room) Enjoy our 8 course...
€-600 € 450,-	€-6 € 3,-	€-6 € 3,-	€-20 € 15,-	€-150 € 100,-

Here are more deals you can include:

LOYALTY



- **"Earn Bonus Points"**: Reward your members and encourage them to stay with you by allowing them to earn bonus points when they stay during certain months. Some hotels are also introducing a "Thank you Frontliners" campaign, whereby guests whose occupations are on the frontline of the COVID-19 fight (e.g. healthcare, public transportation etc) are given free membership access with bonus rewards.

Hotels that have similar initiative: Wyndham Group

- **"Be a Family Experiences Member for Free"**  : As it is an upcoming trend for families and extended family members to travel together, this would be a great time to launch a Loyalty Club with benefits to cater to the needs of this new segment.

Hotels that have similar initiative: JW Marriott

AMENITIES

- **"Arrive safely & in comfort"**: Allow guests to pre-book their airport transfers in advance, making sure to communicate that each vehicle is always sanitised after every use.
 - **"Book your Gym-in-a-Bag"**  or **"Book your Self Care Kit"** : Promote self care and good personal hygiene by providing a Gym bag with exercise towel and equipment, protein bars, energy drinks. Make it clear that equipment and towels are disinfected and washed whenever they are returned.
- Hotels that have similar deals: ARTIEM Hoteles, Abdij Westerburcht*
- **"Book your complimentary parking"**  : As more guests are expected to self-drive, making it convenient and even advantageous for them to do so can add brownie points for your property.
 - **"Stock your minibar"** : Making a fully stocked minibar available only on demand at a flat fee will help the hotel manage costs. It is vital to communicate to guests that provisions are not recycled and all surfaces are wiped down will give guests a peace of mind. As provisions can be taken away by guests, this ensures that they are fresh and replenished only upon demand.

- **"Reserve your sanitised bathrobe and bedroom slippers set"**: Since hygiene is a key concern, you may want guests to opt in for bathrobes and slippers, in order to ensure that each set is always sanitised, packed and sealed for each guest. A service offering like this can also help manage costs and resources more efficiently.

F&B | SPA

- **"Upgrade your Breakfast Set"**: If the standard breakfast comes with rooms, and more guests are expected to opt for in-room dining, giving guests the option to enlarge their breakfast sets can generate additional revenue.
Hotels that have similar deals: Amrath Hotels
- **"Free credits for Voucher Purchase"**: Provide extra free credits for purchased vouchers at F&B or Spa outlets, for example purchase a Spa Credit Voucher at \$200 and get \$250 in value. These can also be useful should guests wish to purchase vouchers as gifts for their loved ones.
- **"Cook your meals today"** 🧑🍳🔍 : This can be targeted to both kids or adults, creating a full-day activity where guests can be in the company of a chef and cook their own meals from ingredient prep to cooking and presentation. Meals can then be enjoyed in the comfort of their own rooms.
- **"In-Room Signatures"** 🍴👤♂️ : Various afternoon tea, brunch, and massage sessions can be prepared to be delivered in-room. Pre-booking before arrivals can allow you to prepare the necessary resources in advance, delivering the hotel's signature foods and treatments in the safety of the guests' rooms.
- **"Book a Premium Table for Dine-in"**: Since physical distancing is required as a new norm, allowing guests to pre-book time-based reservations can ensure that F&B outlets capacity and revenue are always maximised, even with less tables. To encourage pre-booking, you may wish to throw in a sweetener, like a complimentary dessert or bottle of wine.

ROOMS PACKAGES

- **"More Nights, More Perks"**: Create long-stay deals for those staying a min. of 7 nights with X% discounts off F&B, Excursions and In-house activities, providing free usage of equipment.
- **"Bridal Staycay"** 🧑🏻‍🤝‍🧑🏻: As more couples are not able to travel abroad, they will need to find domestic photo opportunities. In addition to a suite room, Bridal Photography Staycation Perks can include complimentary Couple's gift set, breakfast in bed for 2, late check out and early check-in, all access to Hotel's scenic points, gym and outdoor jacuzzi. Include a 2 hour use of Presidential or Honeymoon Suite for a photo session. Throwing in discount vouchers with your local bridal vendors will generate goodwill in your business community too.

Hotels that have similar deals: The Scarlet SG

- **"No Vacay? You have Staycays!"**: Now is the perfect time for staycation packages to be promoted! Since there is more domestic demand, create packages for couples and families. keeping in mind that now, they may be more interested in enjoying outdoor activities and experiential excursions. Parents may also need a bit of time away from their children, hence the provision of babysitting services or kids activities (like batik painting with a completed project as takeaway) whilst parents enjoy a relaxing spa session or dinner, may probably see some pickup.

Staycations with themed rooms will be a blast for kids too! Imagine pitched tents 🏕️ and electrical campfires!

Hotels that have similar deals: Ritz Carlton, Swissotel Hotels & Resorts

- **"Stay with Grandparents"** 🧑🏻👴🏻👵🏻: The growing trend to enjoy experiences as a family does not stop at the basic family unit, but will extend to grandparents and extended family members as well. Adjoining rooms should be prioritised and packaged as upgrades in order to cater to this larger group of travellers.

Pro Tips:

1. Use Deal Segmentation to show the right deals to the right guests.
2. Use weekly availability to set day and time availability of your deals.