

COMBINE YOUR DISCOUNT STRATEGY
WITH THE POWER OF

CASH REWARDS

A RECENT STUDY SHOWS THAT GUESTS PREFER A COMBINATION OF A LOWER DISCOUNT + CASH REWARDS

% OF GUESTS THAT CHOSE A
20% DISCOUNT ONLY OFFER

32%

% OF GUESTS THAT CHOSE A
10% DISCOUNT + 15% CASH REWARDS OFFER

68%

Source: 500 Americans, age 25+ who have booked a hotel atleast two times in the past twelve months were surveyed through the AskySuzy research protocol.

AND IT COSTS YOU MUCH LESS (BELOW EXAMPLE BASED ON \$100K OF GROSS REVENUE)

	20% DISCOUNT	10% DISCOUNT + 15% CASH REWARDS
REVENUE LOST TO DISCOUNT	\$20,000	\$10,000
% OF GUEST WHO CLAIM REWARDS	-	25%
COST OF REWARDS	-	\$1,800
NET ROOM REVENUE (WHEN BOOKED DIRECT)	\$80,000	\$88,200

WHY DO OUR PARTNERS LOVE CASH REWARDS?

- + GUESTS EASILY UNDERSTAND THE VALUE OF CASH
- + WON'T BREAK PARITY WITH OTAS
- + ONLY A PORTION OF GUESTS WILL CLAIM
- + GUESTS FEEL RECOGNIZED AND APPRECIATED
- + ENHANCES BRAND VALUE
- + LESS DISCOUNTING = HIGHER RATES
- + ATTRACTIVE TO BOTH BUSINESS AND LEISURE TRAVELERS

A MORE REWARDING WAY TO BOOST YOUR NET REVENUE

Increase Direct Bookings | Accelerate Retention | Attract New Guests

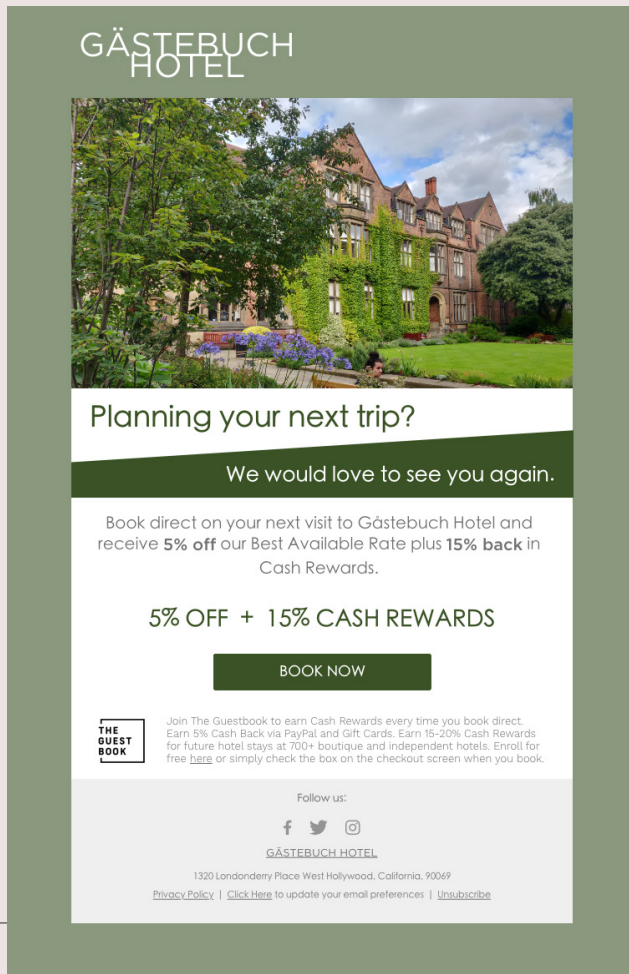
All with the power of cash back rewards

THE
GUEST
BOOK


THE GUESTBOOK BEST PRACTICE CASH REWARDS IN EMAIL MARKETING

Email is a highly effective way to communicate and build strong relationships with your guests. By simply adding The Guestbook's Cash Reward Messaging into your email campaigns you can boost loyalty, lessen OTA dependence, and strengthen your direct booking efforts.

Win-Back Email



GÄSTEBUCH HOTEL



Planning your next trip?

We would love to see you again.

Book direct on your next visit to Gästebuch Hotel and receive **5% off** our Best Available Rate plus **15% back** in Cash Rewards.

5% OFF + 15% CASH REWARDS

BOOK NOW

THE GUESTBOOK Join The Guestbook to earn Cash Rewards every time you book direct. Earn 5% Cash Back via PayPal and Gift Cards. Earn 15-20% Cash Rewards for future hotel stays at 700+ boutique and independent hotels. Enroll for free [here](#) or simply check the box on the checkout screen when you book.

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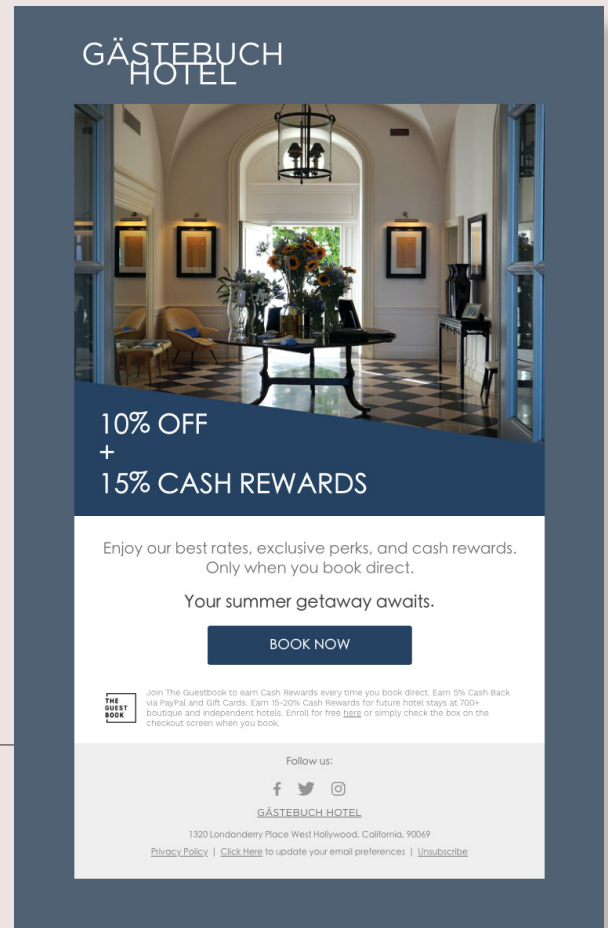
GÄSTEBUCH HOTEL

1320 Londonderry Place West Hollywood, California, 90069


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GÄSTEBUCH HOTEL



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+
15% CASH REWARDS**

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Only when you book direct.

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RECOMMENDED EMAIL TYPES

- **LIMITED-TIME & PROMOTIONAL OFFERS**
Discounting isn't your only option. Use Cash Rewards as your main incentive or combine with a conservative discount to increase ROI.
- **POST-STAY / OTA WIN-BACK**
Stop paying high OTA commissions for your repeat guests.
- **NEWSLETTERS**
Stay top of mind with your guest database. Share hotel updates, upcoming events, and remind guests why they should choose your hotel for their next trip.
- **WEBSITE & CART ABANDONMENT**
Put a stop to users shopping around for a better deal after they leave your site. Entice them back with targeted messaging and a clear reason to book direct.