



HOW TO INCREASE HOTEL REVENUES

Growing revenue is essential for hotels to survive market fluctuations resulting from external factors.

So, what can hotels do to grow their income revenue?

There are many ways a hotel can increase revenues such as reducing business operating costs, increasing room prices, expanding service offerings. These are all good options but they generally require significant investment to achieve and, over time, do not provide enough sustainable growth to provide the necessary independence from market fluctuations.

What is needed is a radical new approach to customer engagement. One that effectively links customer satisfaction with hotel's financial performance.

More and more this is being recognized by the industry and is becoming an important aspect of good hotel management.

“It’s no surprise that hotels are looking to increase communication with the guests, as that translates directly into more revenue per room, or repeat bookings”, said Scott Michaels, executive vice president at Atimi, Vancouver, Canada. “I think we all can tell that hotels struggle with this in general, especially when it comes to technology.” ([Read Alex Samuely’s article](#))

Automated Concierge System (ACS)

A managed ACS is an innovative solution to grow hotels RevPar (Revenue Per Available Room) and GopPar (Gross Operating profit Per available room) results.

How?

The success of any hotel is reliant on a comprehensive sales and marketing strategy. Most hotels use Internet marketing. This strategy requires qualified experts to bring the best results and ROI out of hotel websites and social media platforms. Generally, improvements to the strategy require these experts to analyse data from non-organic performance metrics to make decisions. The drawback to this arrangement is it fails to fully capitalise on the expertise of hotel guests to guide hoteliers towards better engagement solutions.

“An ACS allow hotel guests to access on-demand information and participate in promotions by interacting with publicly displayed videos on screens in hotel lobbies and interactive videos that appears on their mobile devices.”, said David Jones, executive director at [2b Acting](#).

An ACS delivers a customer focus service to enhance their hotel experience whilst at the same time allowing them to share data which the hotel can then use to improve bookings and sales either directly through the ACS or through the implementation of targeted changes to marketing campaigns.

With the ACS, marketing is no longer just based on subjective guest review scores. Instead, it uses data from customer selections, improving marketing accuracy.

There is also the added advantage of the ACS being not just an app on a mobile that overtime is forgotten and unused. Using Interactive Public Videos with creativity it is possible to tailor videos to better communicate marketing messages. When combined with customer's mobile devices it becomes an ideal way to push targeted promotions directly to those interested, increasing the chance of sales.

Exclusivity

Currently, many hotels rely solely on Internet marketing to reach customers. First to attract them to make a booking, then to entice them to return. The messages sent (normally via email or SMS) must compete with the many other communications they are sent. It stands to reason that by creating an exclusive promotion platform that an ACS provides that the chances of improving revenue will go up. This is especially true when marketing can be carried out whilst the guests are in the hotel and more open to suggestions and visual stimulations from the displayed ACS videos.

With exclusivity, it is easy to see how this additional method of reaching customers will lead to an increase in spend, providing a positive impact on RevPar and GopPar results.

With the ACS, as your guest database grow so will your marketing capabilities, and with it, your revenue. The real benefit of this approach, compared to other revenue increasing options, is this method is more resilient to external market fluctuations.

For more information [contact us](#) using the form on our website.