



HOW TO INCREASE HOTEL REVENUES

From the [UK hotels forecast 2017 and 2018](#) report by PWC, there is a recognition that the weak British pound is contributing to growth in hotel revenues as it is driving stronger travel demand. However, the report references the potential downsides of not knowing how long the weak pound will last and that terrorism continues to cast a potential shadow over European cities.

What this means is that it is becoming essential for hotels to do something that can disconnect their income growth from market fluctuations resulting from these 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

A managed automated concierge service 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 automated concierge service should allow hotel guests to access on-demand information and participate in promotions by interacting with publicly displayed videos on screens in hotel lobbies and on in-room TVs, using their mobile devices.”, said David Jones, executive director at [2b Acting](#), digital media producers for automated concierge systems.

An automated concierge delivers a customer focus service to enhance their hotel experience whilst at the same time captures data to improve bookings and sales either directly through the automated concierge service or through the implementation of targeted changes to marketing campaigns.

With the automated concierge service, 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 automated concierge service 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 automated concierge 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 automated concierge videos.

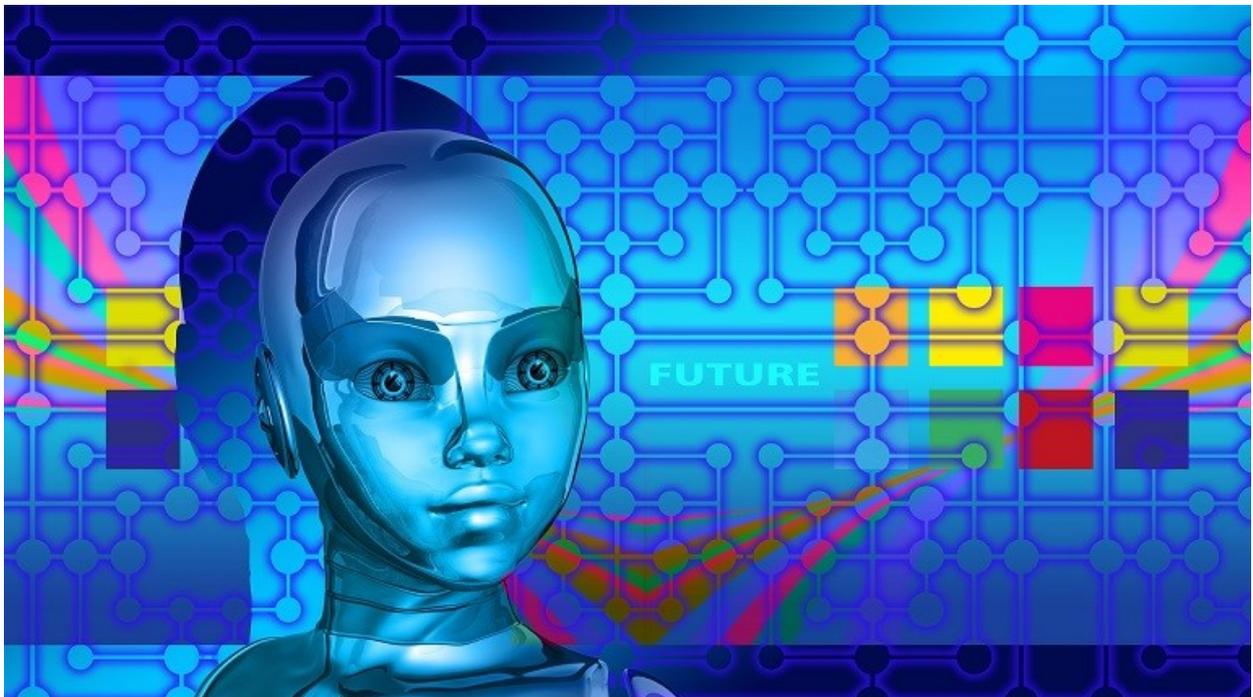
With exclusivity, it is easy to see how this additional method of reaching customers will lead to an increase in spend, providing a positive impact on RevPar and GopPar results.

With the automated concierge service, as your guest database grows 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.

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HOSPITALITY MARKETING TECHNOLOGY TIP



SCHEMA – USE THE ROBOTS

A little-known fact is robots are being used more and more to read your website data. The data they understand is then used in a range of new applications. An example is voice activated search devices – with these

devices customers make a voice request, such as 'Find me the closest hotel in the area'. The application then returns the name and address of sites that have structured their data in the form that the search robot for the device can read.

The format that is the most popular and looks set to be the industry standard is the Schema.org vocabulary.

Founded by Google, Microsoft, Yahoo and Yandex, Schema.org vocabularies are developed by an open community process, using the public-schemaorg@w3.org mailing list and through GitHub.

With the backing of such large corporations, it makes sense to start formatting your website HTML files to make them robot friendly. As of April 2017, whilst not exhaustive, there are six types of schema that are most relevant to the hospitality industry: Hotel, Accommodation, LodgingBusiness, HotelRoom, Suite, and BedDetails.

The tip, therefore, is if you are a hotel you should be using Schema for Hotels - <http://schema.org/docs/hotels.html>

As an example, if you're a Hotel, at a minimum you should have a microdata HTML file on your website structured as shown:

```
<div itemscope itemtype="http://schema.org/Hotel">
<h1><span itemprop="name">Your Hotel Name</span></h1>
  <span itemprop="description">A beautifully located business hotel right in the heart of the London. Watch
the sun rise over the Houses of Parliament while enjoying your morning coffee.</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">Street Name</span>
    <span itemprop="postalCode">E1 3RW</span>
    <span itemprop="addressLocality">Chelsea</span>
    <span itemprop="addressRegion">London</span>,
    <span itemprop="addressCountry">United Kingdom</span>
  </div>
  Phone: <span itemprop="telephone">+44 512 8000-0</span>
  
  Star rating: <span itemprop="starRating" itemscope itemtype="http://schema.org/Rating">
    <meta itemprop="ratingValue" content="4">****
  </span>
  Room rates: <span itemprop="priceRange">£100 - £240</span>
<div itemprop="geo" itemscope itemtype="http://schema.org/GeoCoordinates">
  <meta itemprop="latitude" content="47.2649990" />
  <meta itemprop="longitude" content="11.3428720" />
```

</div>
</div>

Using robots to promote your data is a win-win and can help in marketing your business.

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