

Using Digital Tools to solve Staff Shortages, Boost Revenue and Increase Guest Satisfaction

REVINATE



INTRODUCTIONS



Travis Cabrera

Regional Director, Revinate Europe



Ben C. Danielsen

Resort General Manager, Cameron House

The struggle is real ...

Tourism recovery at risk as 40,000 jobs go unfilled

- Fears that a chronic skills shortage will hamper the tourism industry's recovery
- 40,000 job vacancies revealed in the sector
- Four in 10 tourism and hospitality workers on PUP had not returned to their pre-pandemic employers

Tourist season concerns as hospitality sector hit by staff shortages

Updated / Sunday, 6 Feb 2022 17:32



Why hotels should stop oversimplifying the labor shortage

PUBLISHED MAR 31, 2022, 3:07 PM SGT



KUALA LUMPUR - Hotels and other tourism players in Malaysia are looking forward to the full reopening of its borders, but manpower shortages could affect their ability to ramp up services.

Europe

Europe's hotels and restaurants are eager to welcome tourists – if they can find enough staff

Staffing Shortages Pose a Threat to Hotels' Budding Recovery

Hotels say they are struggling to hire enough housekeepers, kitchen staff and other hourly workers—including those laid off early in the pandemic

Outdoor dining on Princes St in Cork last summer. Photo courtesy of Visit Cork

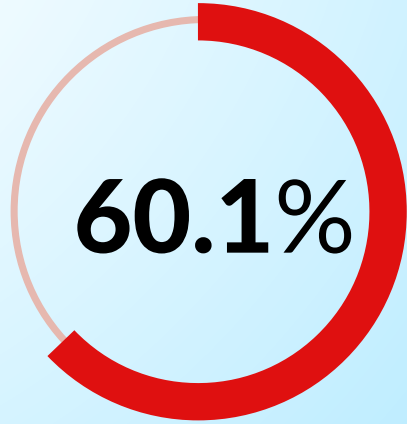
The Great Labor Shortage of 2021

How hotels are navigating the crisis



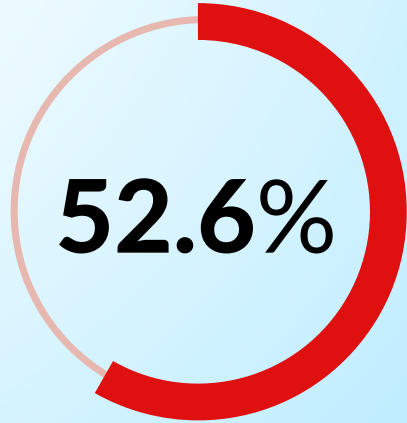
SCAN THE CODE TO
VIEW THE REPORT





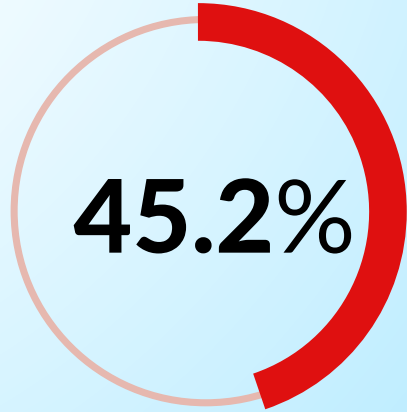
OF HOTELIERS ARE
**STRUGGLING TO KEEP
STAFF**





OF HOTELIERS HAD A
**SIGNIFICANT INCREASE IN
STAFF STRESS**





OF HOTELIERS WERE FORCED
TO
REDUCE OCCUPANCY



*“I’ve never seen it so bad, anywhere.
And you can quote me on that”*

David Brown

HPL Hotels

What does all this mean?

1. NEGATIVE IMPACT ON GUEST EXPERIENCE
2. NEGATIVE IMPACT ON STAFF EXPERIENCE
3. MISSED REVENUE OPPORTUNITIES

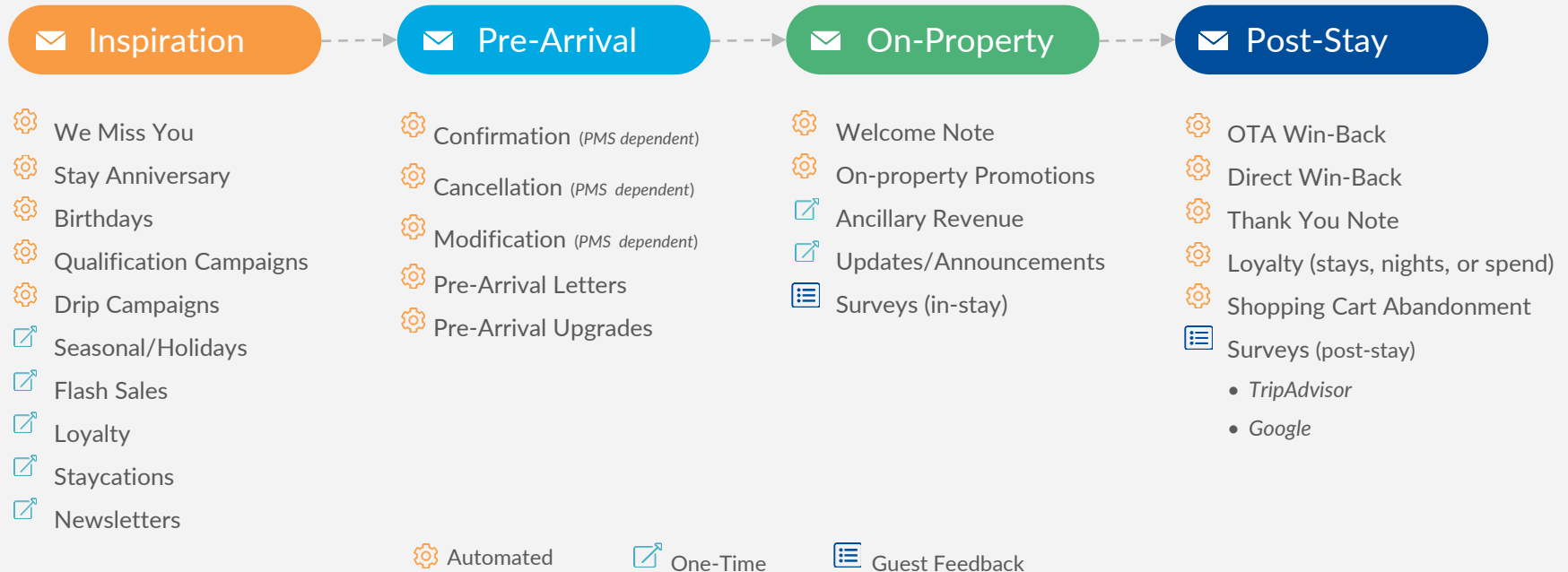
How CRM Marketing can help:

Automate and personalise guest communications
across the guest journey
to deliver valuable information
to every individual



AUTOMATE THE GUEST JOURNEY

DRIVE REVENUE AND INFORM GUESTS
AT EVERY STAGE OF THE JOURNEY




THE LANDMARK LONDON - GUEST JOURNEY

Confirmation

The Landmark LONDON

Your reservation is confirmed



Dear Mr Barbeau,


Thank you for choosing The Landmark London as your home away from home. We are delighted to confirm your reservation details as follows:

Confirmation Number 27584323	Guest Name Mr Dave Barbeau
Arrival Date September 10, 2019	Departure Date September 16, 2019
Occupancy 1 Adults	Room Type Superior Twin Room
Late Rate	Accommodation Cost GBP 1,440.00

Rate Description:
The rate is room only and inclusive of complimentary spa access and Wi-Fi.

Cancellation Policy:

OUR COMMITMENT TO YOUR HEALTH & SAFETY



Our priority is to protect the wellbeing of our team members, guests and business partners alike during the prevailing Covid-19 era. Read about the new safety and sanitation measures being at the hotel so you know what to expect during your journey with us:


[READ MORE](#)

We would like to inform you that, any guest displaying a fever, high temperature of 37.8 degrees Celsius or 100.04 Fahrenheit will be palliately directed to the closest hospital/ medical facility. In the regrettable circumstances that you are displaying a high temperature you will not be allowed into the hotel.

Pre-arrival 1/2

The Landmark LONDON

Plan your stay




Confirmation Number
57504233
Arrival Date
September 10, 2019
Departure Date
September 15, 2019
Occupancy
1 Adults
0 Children

Dear Mr Barbeau,


Thank you for choosing The Landmark London as your home away from home. Your date of arrival is approaching and we thought the following items may be of interest to you.

Yours sincerely,
The Landmark London Team



From room upgrades to exclusive room amenities, discover all the different options to make your stay even more special.

[UPGRADE NOW](#)



Read about the new safety and sanitation measures at the hotel so you know what to expect during your journey with us:

[READ MORE](#)

LOCATION

The Landmark London sits in the heart of Central London, the crowning jewel of the fashionable Mayfair neighbourhood, with many fascinating places to visit right on our doorstep. Please click [here](#) to view the map.

SPA CHILDREN HOURS


Please note that our Spa and Children's hours are subject to seasonal change. Please click [here](#) to read the latest information.

The use of swimming caps is mandatory to enter the pool and jacuzzi.

[Thank you for choosing us](#)

OTA Winback

The Landmark LONDON



Dear Dave,

It's just not the same without you!

The Landmark London team hopes that you had a delightfully unforgettable stay in our very own Oasis of Luxury.

Planning your next getaway? Sign up below and indulge in additional benefits on your next stay.

JOIN THE CLUB

Our complimentary Friends of the Landmark loyalty scheme offers you insider access to exclusive rates and discounts. Book [direct](#) today and experience the benefits.

[BECOME A FRIEND](#)

- 10% off Best Available rates*
- 10% off restaurants and bars*
- 10% off spa treatments**
- Spa & Health Club Access
- Complimentary water & free WiFi

*Room Upgrades are subject to availability.
**Discount not applicable for breakfast, mini-bar, brunch or any special promotions.

Thank you for choosing us and we look forward to seeing you soon.

Yours sincerely,
The Landmark London Team


We look forward to welcoming you again soon

THE LANDMARK LONDON
222 Marylebone Road, London NW1 6JQ
+44 (0) 20 7631 8000
reservations@thelandmark.co.uk
www.landmarklondon.co.uk

[Subscribe](#)

Loyalty

FRIENDS OF The Landmark LONDON



Dear Dave,

Welcome to FRIENDS of the Landmark London! Thank you for registering to be part of our five-star exclusive members club.

Our online [portal](#) connects you instantly to exclusive benefits when booking directly with us. As a member, you will receive the lowest room rates, room upgrades, late checkout and other special deals and surprises.

We cannot wait for you to create your own Landmark moments.

Friends Benefits

- 10% off Best Available rates*
- 10% off restaurants and bars*
- 10% off spa treatments**
- Spa & Health Club Access
- Complimentary water & free WiFi

*Room Upgrades are subject to availability.
**Discount not applicable for breakfast, mini-bar, brunch or any special promotions.

***Friends benefits only apply to the end user staying at the hotel and not to any third parties.
Rates are not commissionable.

We look forward to welcoming you soon

THE LANDMARK LONDON
222 Marylebone Road, London NW1 6JQ
+44 (0) 20 7631 8000
reservations@thelandmark.co.uk
www.landmarklondon.co.uk

[Subscribe](#) from our marketing emails.

Travellers want contactless service

6 billion

messages per day in
the US

9/10

travelers prefer messages
over calls

3 min

time taken to read 90%
of messages

98%

open rate for text
messages



PRE-STAY



CHECK IN



IN STAY

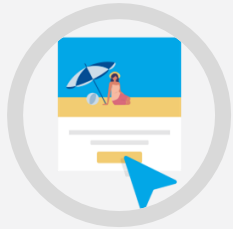


CHECK OUT

The complete guest experience

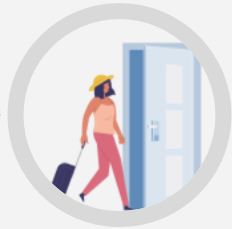
Ivy is your guests' single point of contact
from booking to check out.

Hospitality's only **proactive messaging** solution



PRE-STAY

Pre Arrival Message
Pre Arrival Upgrade Message
Early Check-In Request



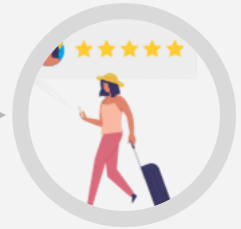
CHECK IN

Welcome Message
Guest Check In
(Anything I can help with?)
On-Property Promotions



IN STAY

Mid-Stay Feedback Survey
(Service recovery)
Group Messages (group code)
Amenity Upsell Message
(Spa, restaurant, etc)
Unique QR Code



CHECK OUT

Contactless Check-Out
Late Check-Out Request
Post Stay Survey

PRE-ARRIVAL



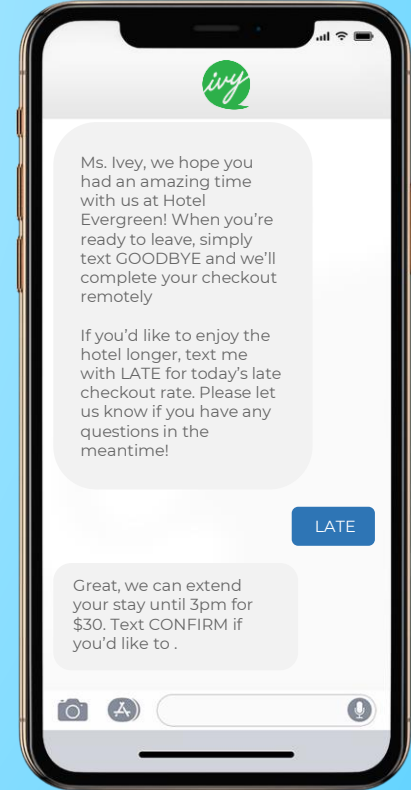
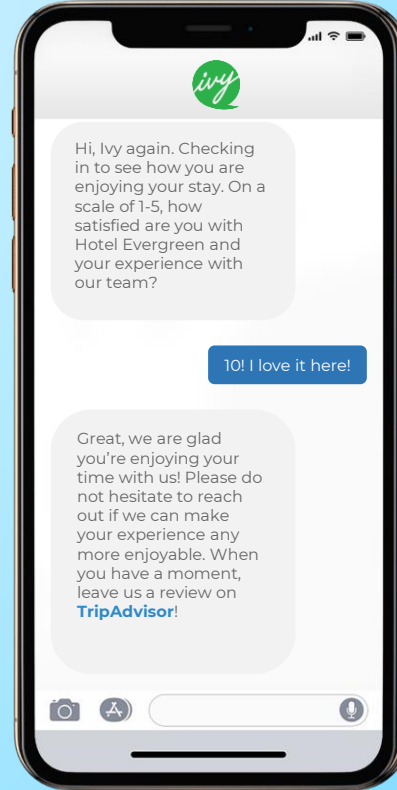
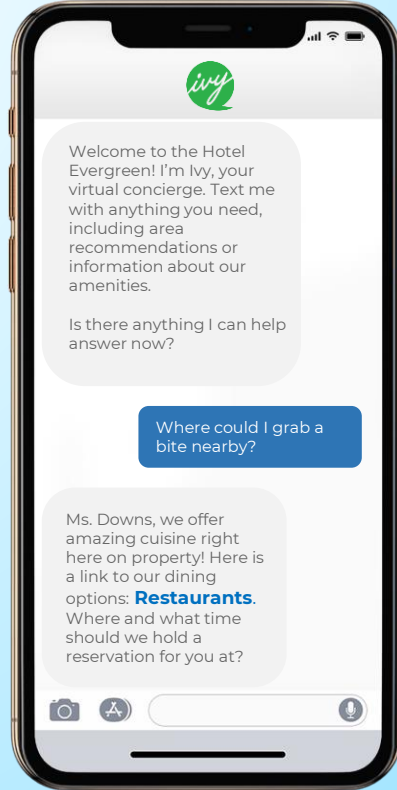
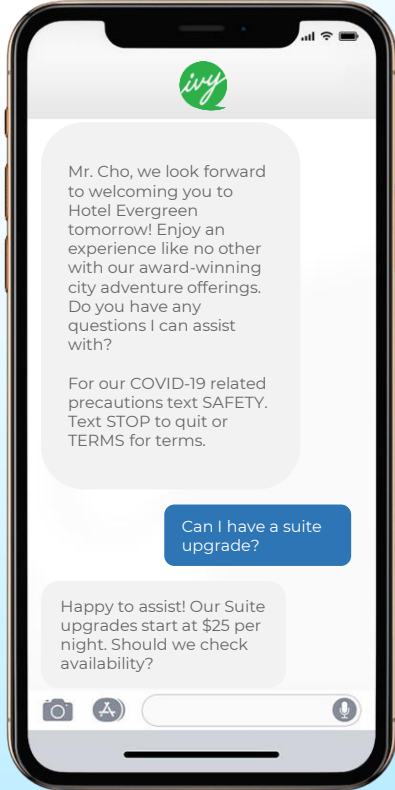
WELCOME



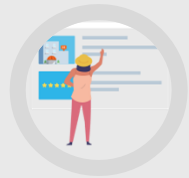
IN STAY



CHECK OUT



HOSPITALITY'S LEAKY BUCKET SYNDROME



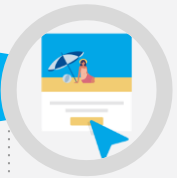
RESEARCH
& PLANNING

100
Enter Your Site

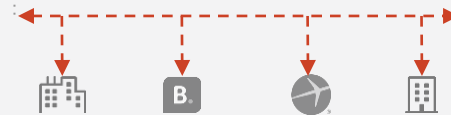
42
Consider Booking

16
Begin Booking

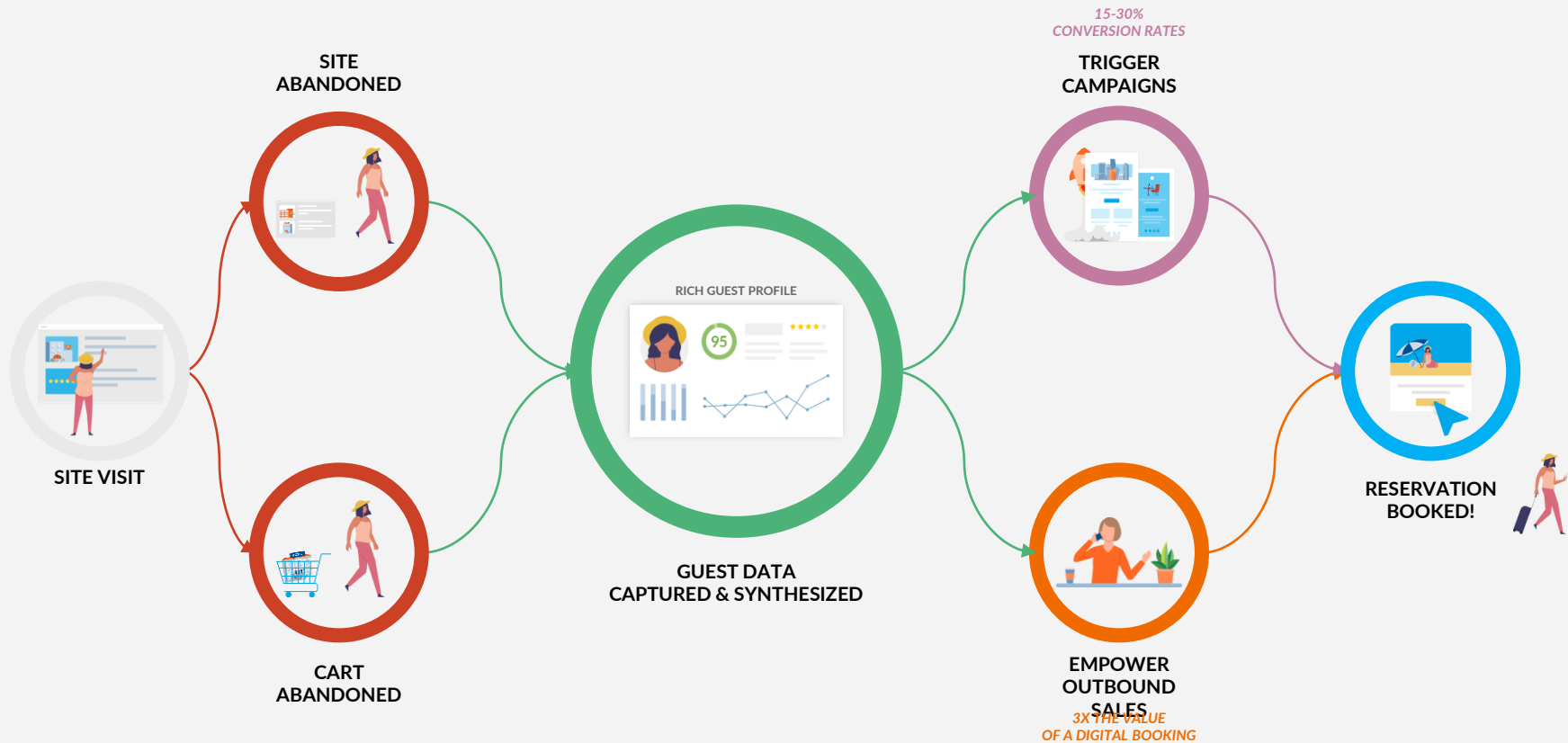
2.4
Book



85%
ABANDON THE BOOKING
ENGINE



AUTOMATE WEBSITE AND CART ABANDONMENT TRIGGER CAMPAIGNS



WEBSITE & CART ABANDONMENT RETURN



Abandonment campaigns convert at 15-30%

Making this your highest converting investment.

Save 20-25% On OTA Commission

At £190/ADR and 2 night stay, that's £37-£45 saved per booking.

Save On The Cost To Acquire New Leads

Industry average is £40-£55 per lead. Automating this equals the cost of only 7-9 leads.

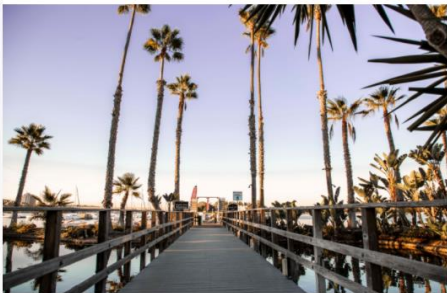
10K Contacts = Over 100K In New Revenue Per Year

Using \$250/ADR and 2 night stay, you're looking at a 16X ROI or higher

TRIGGER CAMPAIGNS | CUSTOMER EXAMPLE

We'd love to have you back!

Paradise Point
San Diego's Island Resort



Your Adventure Awaits...

Thank you for your interest in Paradise Point. Your safety and wellbeing are our utmost priority and we're excited to share our resort has fully re-opened including The Spa & Salon, hot tubs, and all restaurants.

Whether your pastime of choice is lounging by the pool, an exhilarating Jet Ski adventure, or a casual bike ride along the bay, Paradise Point Resort & Spa offers a multitude of recreational activities for all ages.

When you're ready to travel, we'll be here and look forward to welcoming you with warm hospitality.

Arrival:
1/1/1900

Guests: 0 Adult
0 Children

[COMPLETE YOUR BOOKING](#)



This email was sent to: bjermicki@naviscrm.com

[Unsubscribe](#) | [Update Profile](#) | [View Online](#)

This email was sent by: Paradise Point Resort & Spa
1404 Vacation Road San Diego, CA United States 92109

We'd love to have you back!

Paradise Point
San Diego's Island Resort



Receive A \$20 Resort Credit

Be our guest! We look forward to seeing you at our award-winning San Diego island resort. With so many things to see and do, you will talking about your visit for years to come.

Arrival:
1/1/1900

Guests: 0 Adult
0 Children

[COMPLETE YOUR BOOKING](#)

Details & Policies: Valid for new reservations only. Based on availability. Normal arrival/departure restrictions apply. Cannot be combined with any other offers or specials.



This email was sent to: bjermicki@naviscrm.com

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This email was sent by: Paradise Point Resort & Spa
1404 Vacation Road San Diego, CA United States 92109

We'd love to have you back!

Paradise Point
San Diego's Island Resort



Just A Kind Reminder...

Third time's a charm; don't let this offer get away! Book your stay now and receive a **\$20 Resort Credit** to spend on surf lessons, waterfront dining, award-winning treatments at The Spa at Paradise Point, poolside drinks, beach cruiser rentals, and other island fun in the sun.

Arrival:
1/1/1900

Guests: 0 Adult
0 Children

[COMPLETE YOUR BOOKING](#)

Details & Policies: Valid for new reservations only. Based on availability. Normal arrival/departure restrictions apply. Cannot be combined with any other offers or specials.



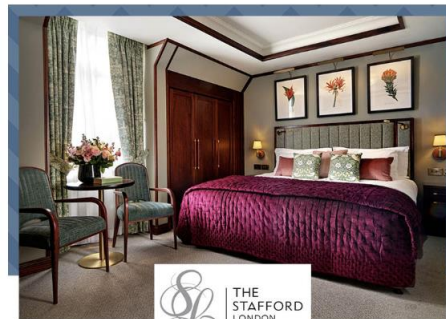
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This email was sent by: Paradise Point Resort & Spa
1404 Vacation Road San Diego, CA United States 92109

PROMOTIONAL OFFER | THE STAFFORD LONDON

[View in Browser](#)



Luxury Escape at the The Stafford London

Whether you're looking for a weekend, family, or romantic break away to the city, The Stafford London is the perfect place to explore the delights of London. Located in the heart of historic St James's, Mayfair, and just minutes from London's iconic landmarks and vibrant West End, there's always something new to discover. Take a look at our selection of luxurious offers and plan your stay with us below.

[Find Out More](#)



Valentine's Day Wine Tasting Event
Do something a little different this Valentine's Day here at The Stafford London, and experience an exquisite wine tasting event in our 380-year-old wine cellars. Journey around the world with five sparkling wines chosen specifically by our Sommelier, and enjoy with a selection of canapes. Tickets are priced at £70 per person, and arrival is at 6.30pm.

[Find Out More](#)



Romantic Dinner in The Game Bird
Whether it's a romantic dinner for two, or an elegant night out with friends, join us in The Game Bird this Valentine's Day. Indulge in our selection of oysters, succulent Venison Wellington for two, served with mead-glazed Heritage carrots, celeriac & potato gratin. Finish with something sweet and discover our selection of desserts created by Executive Head Chef Jozef Rogulski, and celebrated Michelin-starred chef Lisa Goodwin-Allen.

[Book Now](#)

CAMPAIGN

One-time promotional offer

SUBJECT LINE

Luxury Escape at The Stafford London!

SEGMENT

Including F&B, corporate and travel agents contact lists

AVG OPEN RATE

36.4%

AVG CTR

3.3%

Campaign Start

Jan 2022

Revenue

£150k



CAMPAIGN
OTA WINBACK

SUBJECT LINE
Save 10% on your next stay...

PREVIEW TEXT
And the great news is there are 20 fantastic properties to choose from.

AVG OPEN RATE

37%

AVG CTR

2.6%

Reservation

39

Revenue

£7.5k

Dear Tim,

We very much hope you enjoyed your visit to Beverley and your stay at The Beverley Arms.

We'd like to **offer you 10% discount on a future stay with us** or at any of our sister properties when you book direct. Just pop **DIRECT10** into the promotion code box when you book online and your 10% saving will be applied.

To book visit - www.houseofdanielthwaites.co.uk

Did you know we're part of The House of Daniel Thwaites?

We have 20 highly individual characterful properties, which stretch from the northern Lake District right down to the south coast in Hampshire.

www.houseofdanielthwaites.co.uk

We hope to welcome you back soon.

Chantell Dickinson, General Manager

Valid for 6 months after the date of receiving this email and can be used for one booking for a stay at any House of Daniel Thwaites property.

Discount applies to Fully Flexible or Advance Purchase Bed and Breakfast rates when booked on the property website.

The **DIRECT10** promotion code cannot be used in conjunction with any other offer or promotion.

The Beverley Arms | 25 North Bar Within, Beverley, HU17 8DD, United Kingdom

Tel: 01482 296999



Unsubscribe from our marketing emails

PRE ARRIVAL WITH UPSELLS | GRAND HOTEL EASTBOURNE - ELITE HOTELS

CAMPAIGN

PRE ARRIVAL + UPSELL

SUBJECT LINE

Ms Jenny Pearce, Upgrade Your Stay...

AVG OPEN RATE



76%

AVG CTR

48%

Upsells Revenue

£13.k



We look forward to welcoming you!

ARRIVAL DATE	DEPARTURE DATE
19 March 2016	20 March 2016

Dear Ms Jenny Pearce,

It is not long before your arrival and we are very much looking forward to welcoming you to The Grand Hotel, Eastbourne.

Please be advised that your room will be ready by 4.00pm on your day of arrival so that we can ensure it is prepared to the highest possible housekeeping and hygiene standards.

If you would like to enhance your stay with us, then there are a couple of treats below that you might like to take a look at...

[Treat yourself](#)

AHEAD OF YOUR STAY

Whilst there are no longer any Government Covid-19 restrictions in place, you can rest assured that we will continue to operate in as safe and secure way as possible.

Please be aware that we are a cashless hotel, with payments taken via credit or debit card only.

During busy periods you may be asked to book your preferred breakfast time and/or swim time.

[Find Out More](#)

Don't forget to book...



RDEN RESTAURANT

It, despite its high ratings, possesses a surprisingly which is both inviting and formal.

[Book a Table](#)



THE MIRABELLE RESTAURANT

Since the day it opened its doors, the Mirabelle Restaurant has garnered numerous awards, accolades and critical notices from the UK's top food writers.

[Book a Table](#)

al attractions / Places of Interest

action opening times and availability are subject to alteration without notice.

Please visit their website for full details.

Beachy Head Countryside & Visitor Centre

Beachy Head with its iconic, dramatic white chalk cliffs is the 'eastern gateway' to the South Downs National Park, and it is from here that the famous South Downs Way stretches the entire 99 miles (159km) length of the Park to Winchester in Hampshire.


[Find out more](#)

Drusilla's Zoo

Situated just 6 miles from Eastbourne, Drusilla's Zoo Park is a fantastic day out for the whole family. It is up there in the Top Tours Attractions in East Sussex and widely regarded as the best small Zoo in the country.

[Find out more](#)


WEBSITE SIGN-UP AUTOMATED DRIP | HILL OF OAKS



HILL OF OAKS
WINDERMERE

WELCOME TO THE FAMILY

You're about to start receiving tailored holiday ideas and offers just for you.



Thank you for signing up Hayley. You're about to start receiving tailored holiday suggestions and offers just for you.

Whilst you're waiting, we've put together some ideas below to get you excited for that next break away.

[Take a look](#)



Glamping Pods



Woodland Cottages

View In Browser



HILL OF OAKS
WINDERMERE

TIME TO PLAN YOUR WINDERMERE ESCAPE



Hi Hayley,

We know coming up with holiday plans can be a little daunting, so we've put together a few suggestions to get you started.

[Click below to start planning your Windermere escape.](#)


[Plan your stay](#)



Glamping Pods
Heated spacious interiors




Lakeside Apartments
Stunning view of Windermere



HILL OF OAKS
WINDERMERE

AWARD WINNING HOLIDAYS



Hi Hayley,

Award winning holidays are right on your doorstep. See where your next break away could take you...

[Take a look](#)



Get back to nature
Walking trails, wildlife, and more


Get back to nature with a wildlife walk, take a boat out on Windermere, or simply sit back and watch the world go by from your doorstep.

Hidden treasures
Rejuvenate, relax and refresh

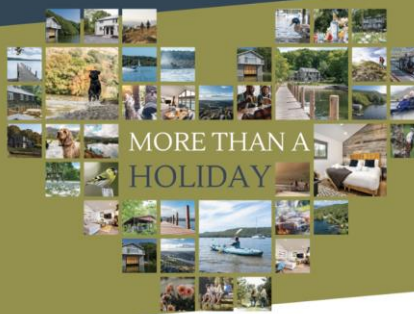
Discover the benefits of the great outdoors with fresh air, a host of walking trails to choose from, and an escape from the bustling crowds.

Your way
Tailored holidays to suit you

Our holidays come in all shapes and sizes. From safari tents to lake view apartments, we're confident you'll find something you love.



HILL OF OAKS
WINDERMERE



MORE THAN A HOLIDAY

Hello Hayley,

It's no secret that taking a few days out can do wonders for your health.

We pride ourselves on our relaxing breaks away which are so much more than just a holiday.

[Take a look](#)

P.S. No need to worry, when you look through us you'll always get the best rates so you can get to relaxing straight away.



Subject Line: Welcome to the family, Steven!

OR: 78.8%
CTR: 16.3%
£: 5,146.00

Email Conversion Rates

0.20% Conversion rate in the UKI

0.15% Average global conversion rate



Automated Campaign

41.5% Open Rate & 7% CTR in the UKI

33.8% Open Rate & 6% CTR Average global conversion rate



2021 Hotel Marketing Benchmark Report



SCAN THE CODE TO
VIEW THE REPORT



Even with limited staff, it's possible to ...

- Give guests a personalised, intimate experience
- Inform and over-deliver
- Drive ancillary revenue without human involvement
- Find new revenue streams
- Keep staff happy with new technology and fewer menial tasks

REVINATE

revinate.com

