

Why hoteliers need to think like retailers: The future of hotel ecommerce

National Hotel Marketing Conference



Simon Bullingham
Journey Hospitality



Mark Bevan SJS MIH
The Elms

JOURNEY
HOSPITALITY

Simon Bullingham

- CEO & Founder of Journey
- 650 hotel partners and 120 staff
- 20+ years in tech, commerce and marketing
- Passionate about digital success for hoteliers



Tech is an enabler for hoteliers to retain the 'art of hospitality'

A silhouette of a person's head and right arm raised, set against a blurred background with a horizontal light streak. The text "Hands Up" is centered in the image.

Hands Up

How many of you have recently used Apple Pay or Google Pay to buy something online?

How many of you have ever used
Apple Pay or Google Pay
to book a hotel room online?

How many of you have
bought several things online
from the same retailer?

Who's bought a room, spa, table
in one single hotel booking?

How many of you have called
a shop to buy a pair of jeans?

How many of you have called
a hotel to book a stay?

**So why haven't
we kept up?**

A photograph of an airport-style waiting area with rows of black chairs facing a large window. The scene is dimly lit with a blue tint. The text is overlaid in the center.

Customers prefer shopping in every other
retailing sector over travel.

 TRAVELPORT

2023




Consumer behaviours have changed



53%
of consumers buy online daily or weekly

 TRAVELPORT

2023

A hand is shown gripping a steering wheel in a car. The dashboard is illuminated with a futuristic, blue-tinted digital display showing various metrics and a navigation map. The background is a blurred cityscape at night, with light trails from buildings and streetlights, suggesting motion and a modern, high-tech environment.

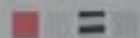
Guests expect the highly digital experience they get in other parts of their lives.



We need to look beyond our industry towards retail for future trends and innovation.

CLASSIC ROOM

~~£150~~ £100



rethink

SELFRIDGES&C^o



DIOR

cocado



MONCLER



81% travellers are looking for more digital service options from their hotel brands.



Source: PwC 2022.

A wide-angle, high-angle shot of a resort pool at sunset. The pool is a long, narrow infinity pool that stretches from the foreground into the distance, where it meets the ocean. The water is calm and reflects the soft, golden light of the setting sun. In the foreground, a person in a white swimsuit is standing in the shallow end of the pool. To the right, there are several thatched-roof buildings, likely part of the resort. In the background, the ocean is visible with a few small boats, and distant mountains rise on the horizon under a hazy sky.

Hotel retailing represents a
USD \$3 trillion opportunity.

Sabre



Say goodbye to brochure websites
and hello to ecommerce

7 Action Points

How you can adopt an ecommerce approach

01

Action 1

Think like a retailer - look beyond our industry for ecommerce best practice



SEFRIDGES & CO

“Be more ‘Selfridges’..”

SEFRIDGES & CO

02

Action 2

**Provide a variety of payment options
including mobile wallets**



03

Action 3

Explore ways technology can be a
solution for the staffing crisis



04

Action 4

Grow direct business for a more profitable distribution strategy



05

Action 5

Forget brochure websites and prioritise conversion with book-through tactics



06

Action 6

Make your booking journey experiential with as many self-service options as possible



3, 2, 1


The average online platform has just three seconds
to make shoppers stay.

07

Action 7

Sell all of your products and services online





Look at your property holistically, instead of top-line room rates, and explore a bottom-line profit orientation.

Case Study

How The Elms adopted an ecommerce approach to transform their commercial performance.

THE ELMS

Start your next experience here

Search & Book

June 2022 July 2022

Calendar showing dates and prices for June and July 2022.

ELMS

SPLENDID ROOM
from £165.00 per night

COMFY ROOM
from £165.00 per night

ELMS

COMFY ROOM

Availability

Check In: Check Out:

Guests:

View Room

Book your stay directly through our website. We'll confirm availability, pricing and more.

ELMS

Opulent Room

Doublet, grand get-togethers at the same time. These classically beautiful rooms are just perfect for some well-deserved time out in the Manchester city countryside.

Room availability calendar

What's included

Check rates and guest reviews

STAY A LITTLE LONGER FOR LESS

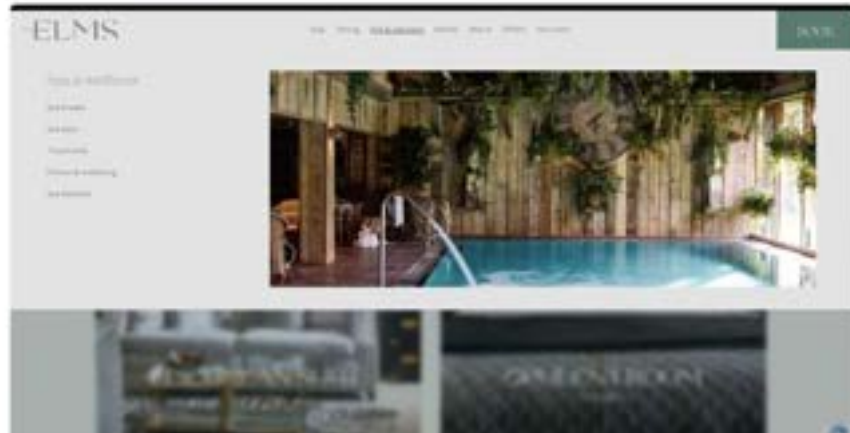
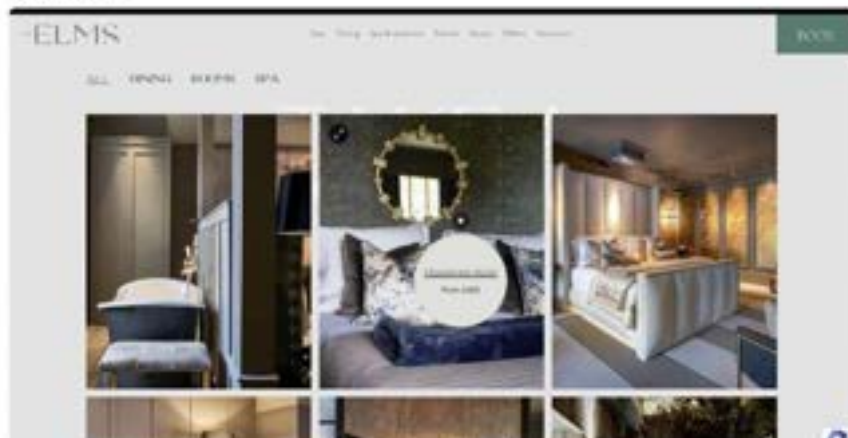
Stay in our beautiful Opulent Room for 3 nights or more and receive 10% off your total booking price.

Opulent Room - 10% off
Check In: Check Out: Guests:

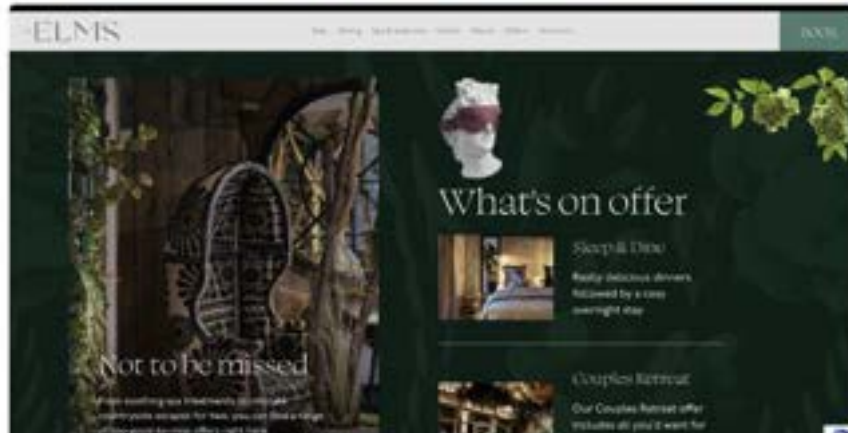
Social Sharing



Buy what you see



Familiar Navigation



Promotional Content

Mark Bevan

SJS MIH

- 20+ years in hospitality
- Expertise in luxury, resort based country hotels
- Including
 - Chester Grosvenor
 - Bishopstrow
 - Chewton Glen (10 yrs) including role of GM
- Currently Managing Director at Gemini Hospitality Group - The Elms & Ombersley Court



“Since launching we've improved our online conversion and increased our average order value. Over a third of our orders are now multi-product, driving our direct revenue.”

THE ELMS

Q&A

Thank you

White Paper:

2023: The future of hotel revenue is ecommerce

Scan this QR code to download

