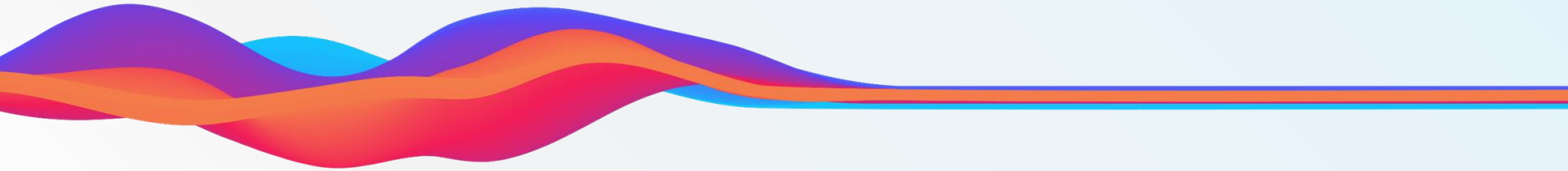




The
ALEXANDER HOTEL
Collection

Maximizing direct bookings: 4 proven strategies for hotels



John Mullen

Sr. Territory Sales Manager
Revinatē



Elliott Wakefield

Group Marketing Director
The Alexander Hotel Collection



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#1 CRM Marketing Platform for Hospitality

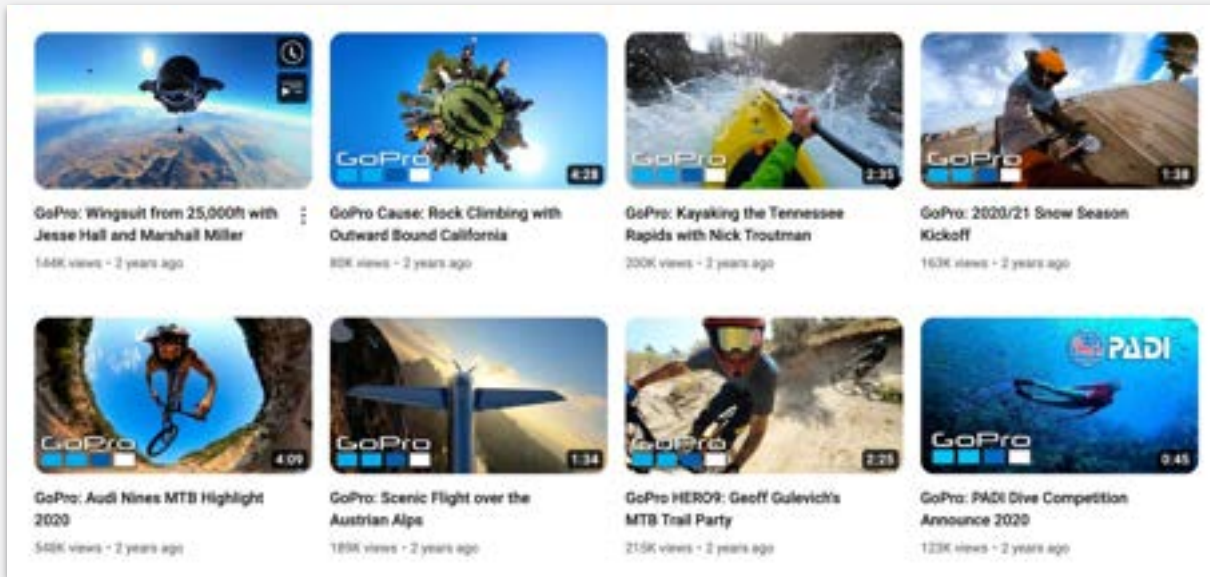
A boldly beautiful Collection of privately owned four & five star Country House Hotels, Spas & Restaurants in Surrey, West Sussex & Kent



Collection

REVINATE

The **digital transformation** accelerated by ten years during the pandemic and today's travelers are *at least three times more tech- and digitally savvy.*



A great example:
GoPro's UGC Strategy

Increasing government privacy regulations
and privacy moves by Google & Co.
underscore the importance of **first-party
and direct relationships with guests.**



AGENDA

01

First party is
the key to
direct
bookings

02

Orchestrate
omni-channel
guest
communication

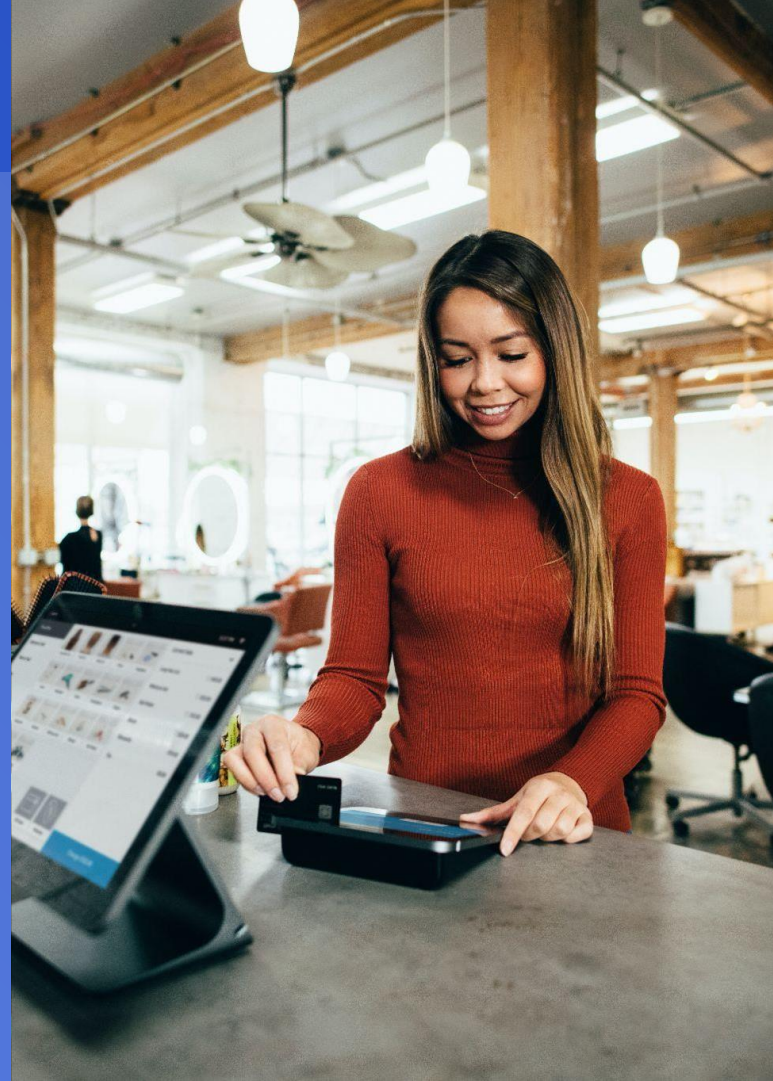
03

Acquisition
funnels

04

OTAs – The
balancing act

Why is first-party data the key to direct bookings?



Your most valuable assets are your guests



Relationship-driven data enables **better analysis and understanding** of your guests



Securing & protecting your guests sensitive data **builds brand trust and reputation**



Activating guest data through low-cost, high margin direct channels **drives revenue growth**

ACTIVATE YOUR MOST VALUABLE ASSET TO DRIVE DIRECT REVENUE

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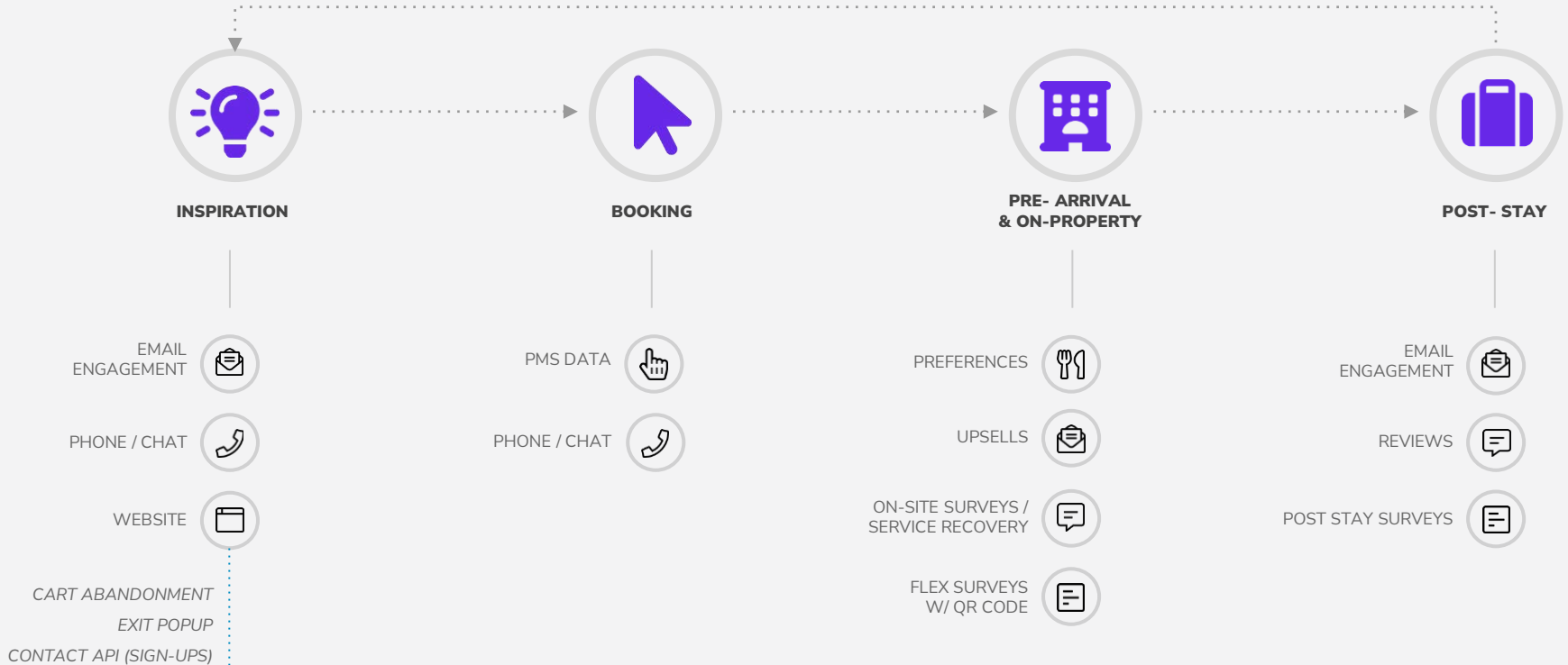
 REVINATE

How to get your data in order?



Collect data wherever you can

Gather guest data throughout the full journey into a single source database

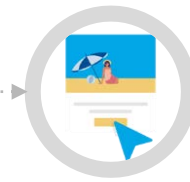


Activate data across the guest journey

Create a complete digital guest journey that scales direct revenue results



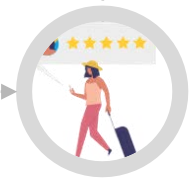
INSPIRATION



BOOKING



PRE- ARRIVAL
& ON-PROPERTY



POST- STAY

- We Miss You
- Stay Anniversary
- Birthdays
- Qualification
- Drip Campaigns
- Cart Abandonment
- Not Booked, Lead Follow up, Lapsed Leads
- Seasonal/Holidays
- Flash Sales
- Loyalty
- Staycations
- Newsletters

- Confirmation (*PMS dependent*)
- Cancellation (*PMS dependent*)
- Modification (*PMS dependent*)
- Pre-Arrival Letters
- Pre-Arrival Upgrades

Automated

One-Time

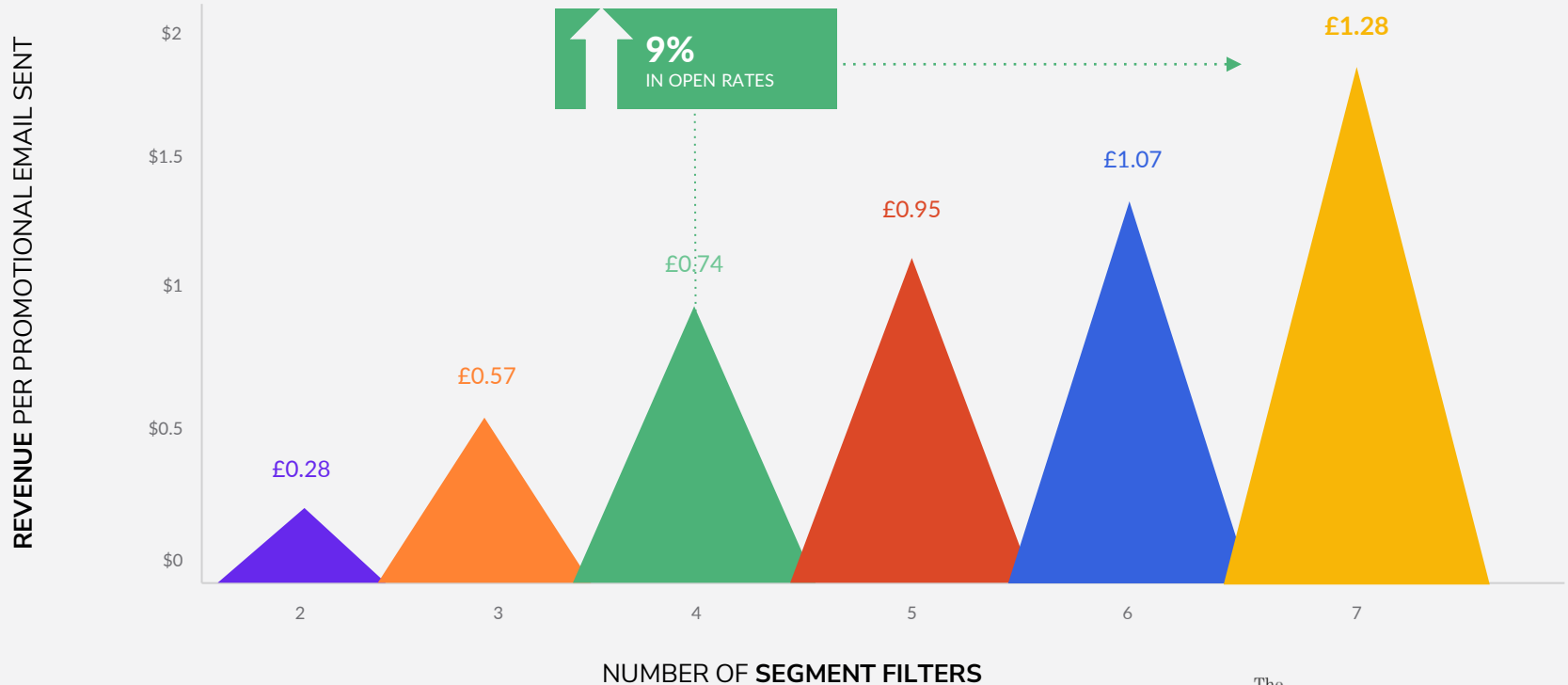
- Welcome Note
- On-property Promotions
- Ancillary Revenue
- Updates/Announcements
- Surveys (in-stay)

Guest Feedback

- OTA Win-Back
- Direct Win-Back
- Thank You Note
- Loyalty (stays, nights, or spend)
- Surveys (post-stay)
 - *TripAdvisor*
 - *Google*

Leverage Segmentation to Increase Engagement

Personalization and ROI go hand in hand



* Analysis based on 500M emails sent
* Normalised to USD

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REVINATE

Orchestrate omni-channel guest communication



Make the most out of your guest data

RESERVATION SOURCE

Booking channel
Booking date
Booking lead time

TRANSACTIONS

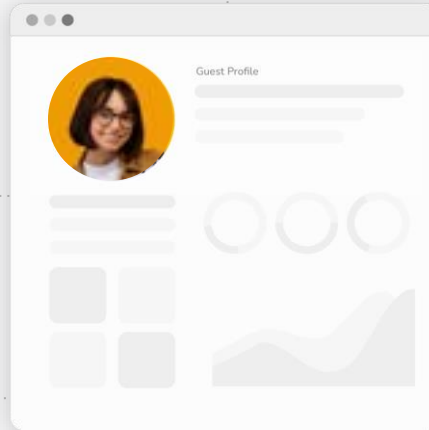
Transaction spend
Transaction data
Transaction vendors

DEMOGRAPHICS

Birthday
Age
Gender
Location
Language
Family

STAY DATA

Check-in / out dates
Length of stay
Rate Code
Room rate / type
Market
Number of properties visited
Day of the week
Upsell rate suggestions



FEEDBACK

Pre-arrival
In-stay
Post-stay
Anonymous surveys
NPS

CUSTOM FIELDS

e.g. Hobbies
e.g. Anniversaries

GUEST STATUS

Future stay
Arriving
On-property
Has past stays
Departing
Cancelled

STAY HISTORY

Total room spend
Total # of nights
Total # of stays
Loyalty Tier

PREFERENCES

On-property interests
Dietary restrictions
Wine preference
Pets
Reasons for booking

Optimizing omni-channel campaigns

Test offers, messages, visuals and targeting before deploying budget across all channels



Email



Paid Social



Website

Chris & Mary

OMNICHANNEL GUEST JOURNEY



50%





Booking Started on Website



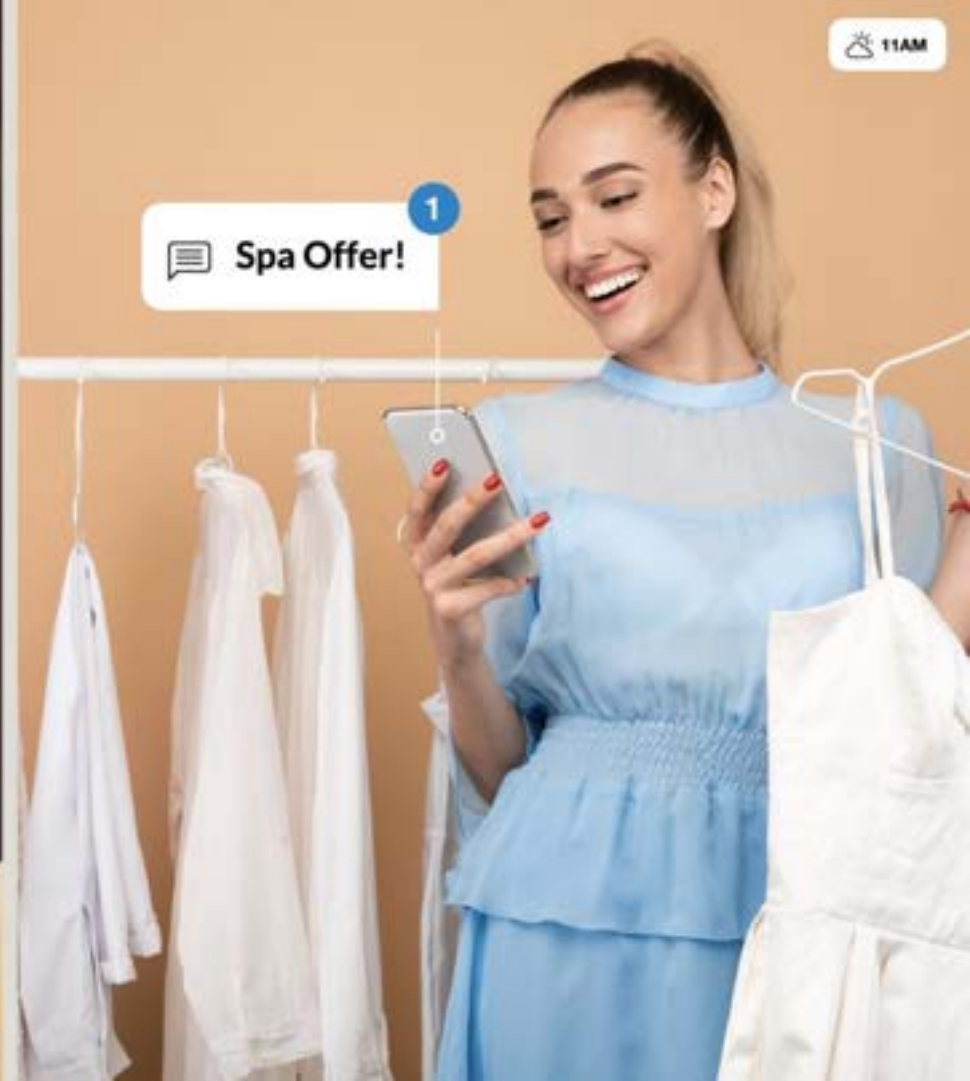


Thanks for calling.
May we message
you a spa invitation?

1



Spa Offer!



Michelin star restaurant

Property: Great Fosters

CAMPAIGN FOCUS

Announcing the newly awarded Michelin Star restaurant + invite guests to the restaurant

SUBJECT LINE

A Michelin-star is awarded to The Tudor Pass at Great Fosters ☆

SEGMENTS

- Local
- Not from OTAs
- Not from agents

AVG OPEN RATE

44%


AVG CTR

1.3%


REVENUE

£189,288

[View In Browser](#)





CELEBRATING



HUGE CONGRATULATIONS TO THE TUDOR PASS TEAM!

TONIGHT THE MICHELIN GUIDE AWARDED THE TUDOR PASS AT GREAT FOSTERS A MICHELIN STAR, JUST 6 MONTHS AFTER OPENING.

THIS IS A TREMENDOUS ACHIEVEMENT FOR HEAD CHEF ALEX PAYNE & HIS TEAM AND REFLECTS THE TALENT, DEDICATION & PASSION THEY SHARE.




CELEBRATE WITH A GLASS OF RIDGEVIEW

RAISE A GLASS WITH OUR COMPLIMENTS TO CELEBRATE OUR STAR ALL DINEERS WILL RECEIVE A COMPLIMENTARY GLASS OF RIDGEVIEW WHEN DINING FROM THE SIGNATURE MENU BEFORE APRIL 30TH WITH JUST SEVEN TABLES. THE TUDOR PASS IS AN INTIMATE EXPERIENCE, AND SELLS OUT QUICKLY - SO BOOK NOW!

BOOK YOUR TABLE NOW

TTP




CELEBRATE IN STYLE WITH A BOTTLE OF RIDGEVIEW

OUR GASTRONOMIC BREAK. OUR INSPIRING GASTRONOMIC PACKAGE INCLUDES ALEX'S FOCUSSER, TASTING MENU, A LUSCIOUS DESSERT & ENGLISH BREAKFAST THE NEXT DAY. FOR STAYS UNTIL APRIL 30TH, WE'LL ALSO INCLUDE A BOTTLE OF RIDGEVIEW BLOOMSBURY TO TAKE HOME & CELEBRATE THE CELEBRATIONS.

BOOK YOUR STAY NOW

TTP



DON'T JUST TAKE OUR WORD FOR IT!

"IT'S A TRICAL, EPICUREAN MAGIC! READ WHAT VISCUANT VIVES DE CHATEAUX FROM LUXURY EXCELLENCE MAGAZINE THOUGHT ABOUT HIS RECENT EVENING IN THE TUDOR PASS WHEN HE VISIT ED LAST MONTH. BRAVO ALEX & TEAM, WE'RE SO PROUD OF YOU ALL!"


READ THE REVIEW

TTP

We hope you experience the magic of the Tudor Pass for yourself very soon!

The AMC Team

[#alexanderhospitals](#) | [@alexanderhospitals](#)



Alexander Hotels, Turves Hill, East Grinstead, West Sussex, England, RH10 9GD
Lovers Letters Ltd trading as Alexander Hotels
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We appreciate your marketing contribution to our subscribers.

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Mother's day gifts

Property: Alexander House

CAMPAIGN FOCUS

Provide options for guests to celebrate mother's day at the property

SUBJECT LINE

Mother's Day Gift Guide - Our Top Picks

SEGMENTS

- Exclude future stays
- Not from OTAs
- Subscribed to Mother's day offers and updates

AVG OPEN RATE

43%

AVG CTR

0.7%

REVENUE/

£15,845

BOOK A SPA BOOK A TABLE BOOK A STAY

BROWNIE POINTS HERE...

Mother's Day Gifting
Show Mum you care this Mother's Day with one of our gorgeous gift vouchers for an exceptional experience at our House & Spa.

Beautifully Presented
Choose our signature box & ribbon to make a statement this Mother's Day with your gift experience - sure to make Mum smile!

SMILES THIS WAY

YOU'RE SO SWEET!

SERENE DREAMS

TOP PICK: AFTERNOON TEA
An afternoon tea after all! Light as air tea, fluffy scones & elegant pastries you'll earn (chocolate?) brownie points!

TOP PICK: SUMMER SERENITY
A gift to look forward to, our Summer Serenity Day is available to use later this year in the summer, with £200 of treatment credits for Mum & 25% off!

Be Sweetest: Gift from £42
A tray of sweet treats to pick from so you can gift for Mum. From chamomile teas to our Buckle there's something for everyone!

TREAT MUM TO TEA

OFF YOUR SECOND GIFT THIS MARCH!!

ONE FOR THEM, ONE FOR YOU...

Alexander House & Spa
100% GUEST SATISFACTION GUARANTEED

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Acquisition - What's in your toolbox?



Holistic Acquisition Strategy

Existing Customers - Inspiring



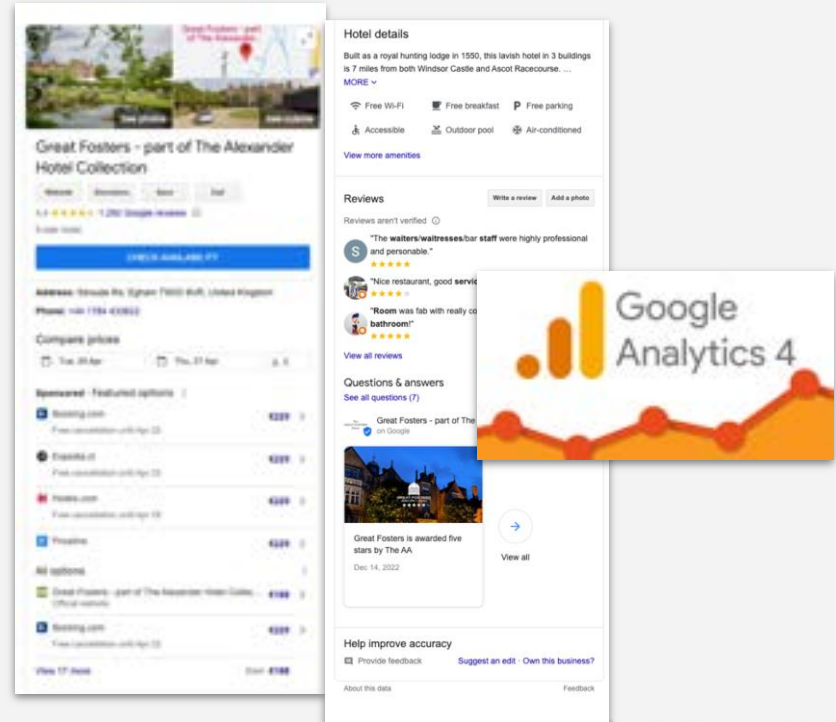
WE MISS YOU ROOM REV.

170K

EDM TOTAL ROOM REV.

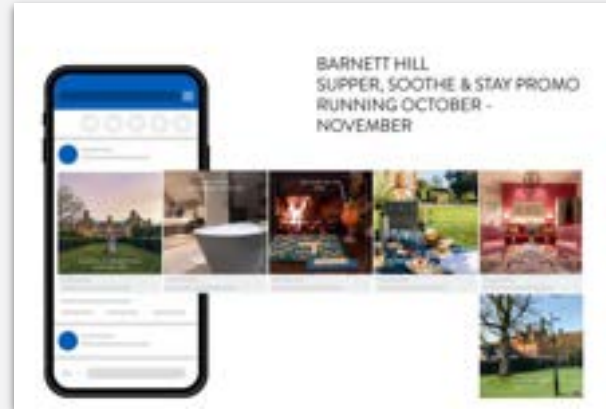
2.5M

New Customers - Discovery
Tools: GHA, GA4 measurement



Holistic acquisition strategy

Oldie but goodie!



Holistic acquisition strategy: Partnerships / Storytelling



Collection

Holistic acquisition strategy: Gift Vouchers

GIFT VOUCHER SALES
Collection Wide



ALEXANDER HOTEL
Collection

REVINATE

OTAs - The balancing act



OTAs

Your introducers and referrers.
Are you in a toxic relationship?



EUROPEAN AV. OTA SHARE

30%

PRESSED BY OTAS?

55%

CHANNEL PRICE INCREASES?

26%

OTAs

Tools - GHA (Meta Search), Bring Backs, Memberships, Apps, and more...

15%

Save 15% on your next direct booking, using the code 'OTAWBAHS' at alexanderhotels.co.uk

PLUS...

FREE BREAKFAST

UPGRADE PRIORITY

#alexandermoments | 01342 714 914

META SEARCH AD SHARE

64%

GHA META MARKET SHARE

67%

...Don't forget travel agents

4 Proven strategies for hotels



First-party data is crucial in a cookieless world. This is the key to sending highly personalised and segmented offers.



Omni-channel guests communication



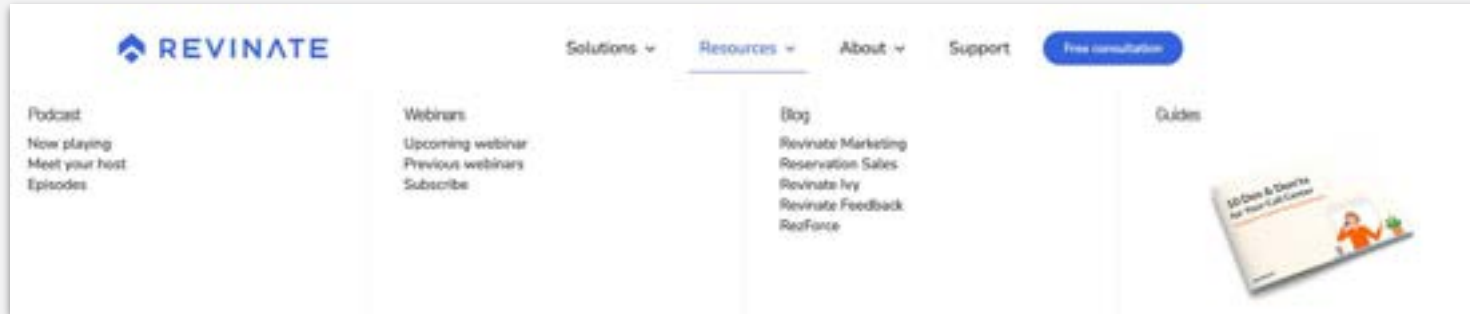
Don't put all your eggs in one basket - acquisition channels



All things in balance - your relationship with OTAs and the evolving space

Resource library

Get in-depth research, expert-written guides, stories of customer success, and more



Scan our Resource Library here

Thank you.



Let's continue the conversations!



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