



## Your Facilitator today - Tamie Matthews

- ▶ Having spent a lifetime working in 3-5 star branded properties around the world, Tamie's passion is helping hoteliers across Asia Pacific **upskill** their knowledge, understanding and skills in pricing, revenue management, distribution, sales & marketing.
- ▶ Tamie and the team at RevenYou manage pricing, distribution, sales & marketing for a variety of properties all around the country. As we work with industry insiders daily, we're always up to date on the issues facing the industry, which allows us a unique opportunity to develop strategies tailored to the people managing properties, based on the latest **best practice**. You learn from our team's collective experience and expertise
- ▶ Tamie is solutions driven and brings with her a wealth of knowledge and practical experience in how to increase profit margins by using what is available for free or at very little cost
- ▶ She trained as a teacher at University, therefore she focuses on making learning entertaining and interactive

# Goals

01

Why we  
create  
packages

02

What you  
can  
package

03

Pricing your  
packages

04

Distributing  
your  
package

# The Theory

Why do we package?

# Promotion v Package

- ▶ A promotion is a variation on prices that already exist in your pricing structure
  - ▶ Stay 2, save 20%
  - ▶ Stay 3, save 30%
  - ▶ BOGOF
  - ▶ Prepay, save 10%
- ▶ A package is the act of combining a number of services together for one price
  - ▶ Accommodation + transportation
  - ▶ Accommodation + local activity
  - ▶ Accommodation + food or beverage
  - ▶ Wine + Dinner
  - ▶ Breakfast + champagne
  - ▶ Massage + Facial + Lunch

## PACKAGE INCLUDES

Pamper your pup with all of their favorite things while giving back to the Pet Alliance of Greater Orlando.

- Two night stay in a Classic Room
- Specialty Dog Bowl
- A variety of Dog Treats and Toys
  - Includes Pet Fee
- Donation to Pet Alliance of Greater Orlando

Starting at \$249.00 per night, plus tax

Based upon availability



BOOK NOW

V.I.P. ONLY

# Why: Inspire

- ▶ Inspire repeat visitation
- ▶ Create the dream
- ▶ Story telling
- ▶ Extend length of stay
- ▶ Decrease cancellations
- ▶ Community Partnerships
- ▶ Convenience
- ▶ Increase ADR
- ▶ Value add
- ▶ Avoid discounting



# Why: Website Content

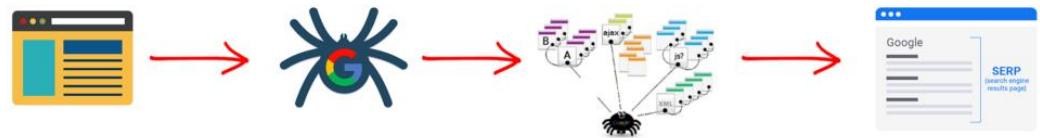


We were invited by **Woodland Park Zoo** to feed the giraffes! During the spring/summer the Zoo offers twice daily **giraffe feedings** to the public, among other daily activities. Participants are invited to take turns feeding leaves to each giraffe, which they grab and eat up with their crazy, long tongues that twirl up into their mouths. We were lucky to get a private meeting with these beauties and some one-on-one time from the Zoo staff that gave us the low down on all things giraffe and zoo related. Keep posted on all the latest zoo happenings [here](#). **Woodland Park Zoo** is a short drive or bus ride from the **Inn at the Market**, ask our Front Desk staff the best way to get there.

- ▶ Creating a package with a local attraction will give you something to talk about
- ▶ Packages create a reason to return to the area
- ▶ Collaboration with local attractions creates potential for:
  - ▶ Backlinks
  - ▶ Social Media
  - ▶ SEO

# Why: SEO

## How SEO works



You publish a website/article

Search engine spiders crawl your site and understand what the page is about

Your site is indexed under relevant categories and search terms

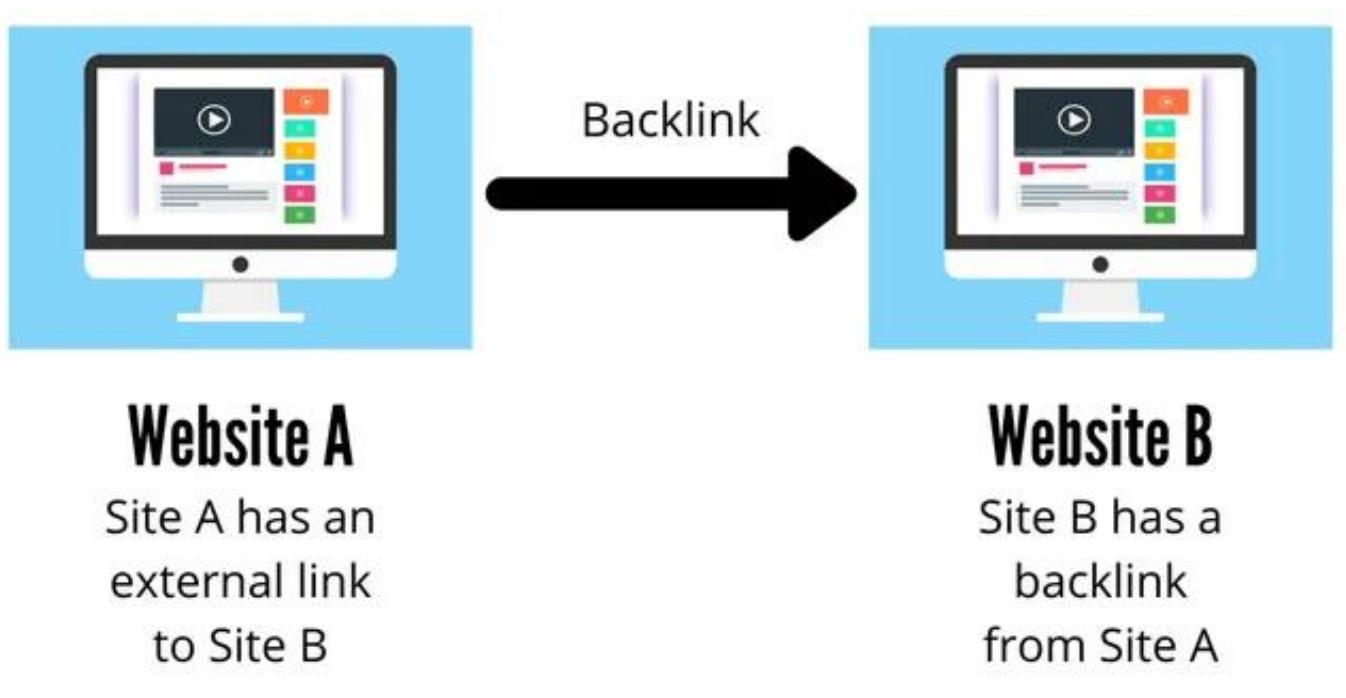
Next time when a user searches and it matches the topic of your content, your website will rank on #1 SERP

*The process of getting traffic from free, organic, editorial, or natural search results in search engines.*

*It aims to improve your website's position in search results pages. Remember, the higher the website is listed, the more people will see it.*

# Why: Backlinks

- ▶ Links between your website and other reputable websites
- ▶ More links = better ranking
- ▶ For example:
  - ▶ Social Media
  - ▶ Blogs
  - ▶ Packages
  - ▶ ATDW
  - ▶ Yarra Ranges Tourism
  - ▶ Local Suppliers



# Why: Reviews that count

## **"How come everybody here is so nice?"**

Reviewed 4 weeks ago

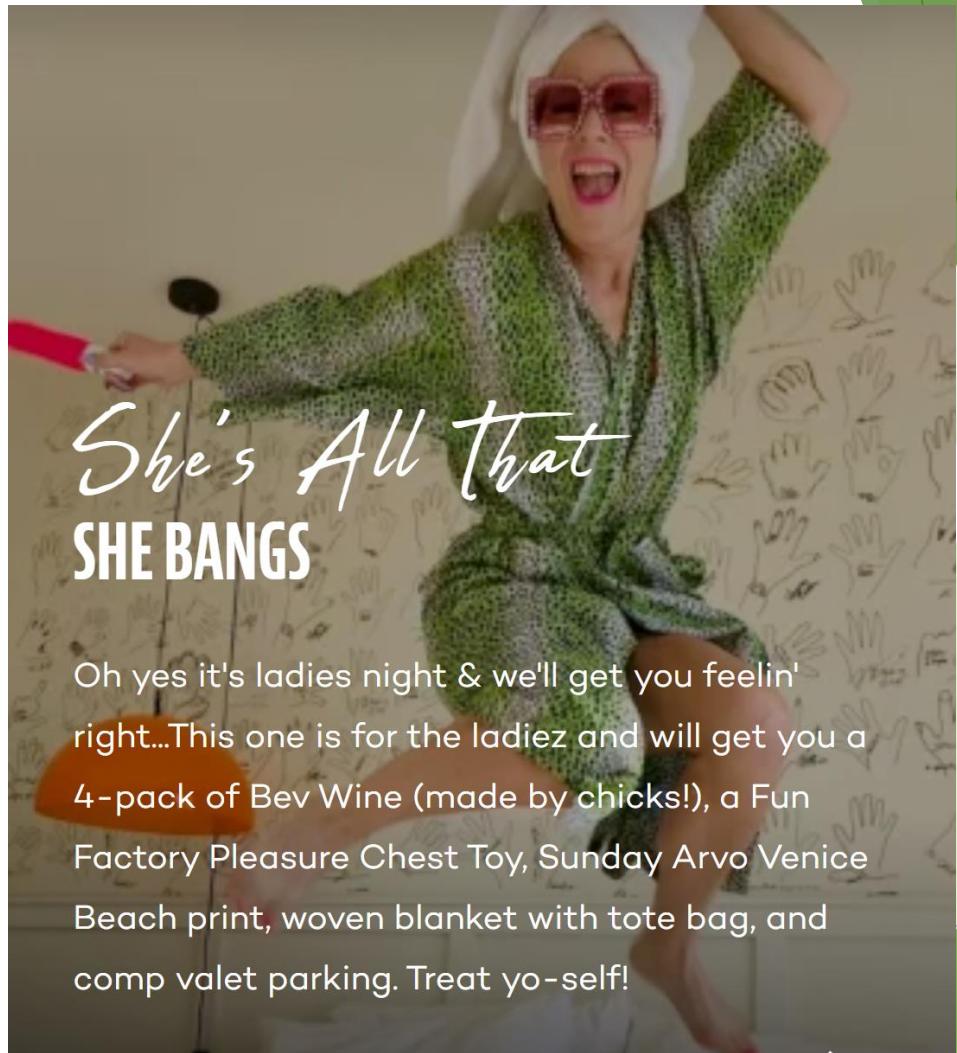
Lots of small things add up to the best imaginable hotel stay. A glass of wine for the late arrival after a very long drive. Someone in the elevator lobby to make sure the key card-operated elevator experience works smoothly. Advice on less expensive alternatives to the hotel's valet parking. Never making you feel like you're asking for too much, and dealing with complaints rapidly and thoroughly. Looking really glad to see us. And of course the goldfish.

Everyone is so nice because we have the best guests! And we've figured out what makes every guest happy: coffee in the morning, wine in the evening, and a friendly fish to come home to. Honestly, where are just there to help with whatever you need.

Thanks for the love!

Jessica

- ▶ Customers will review the really good or really bad. If the experience is adequate, they leave no words.
- ▶ Majority of shoppers read between 1-10 reviews before purchasing
- ▶ 98% of customers will read reviews before they make a purchase
- ▶ A perfect score is suspicious
- ▶ A range of 4.2-4.6 is deemed good
- ▶ Respond to educate your next guests
- ▶ Ask for more reviews - it takes 12 good reviews to counterbalance 1 bad



## What?

- ▶ Pre-arranged combination of two or more components bundled together and offered for sale at an inclusive price.
- ▶ When offered by a hotel this tends to be a combination of accommodation and an experience at a hotel or destination.
  - ▶ Culture
  - ▶ Food
  - ▶ Attractions

# Who?



- ▶ Create partnerships with local suppliers that enhance your brand and potential marketing reach
- ▶ Our customers are our CEOs, they have the power to build us up or destroy in a moment
- ▶ Stand for something



Vivid Sydney, the iconic festival of lights, music and ideas, is returning bigger and brighter than ever!

To celebrate, Ovolo is turning up its lights at Woolloomooloo and unveiling a VIP Vivid package, including an exclusive harbour tour onboard its luxury bridge deck cruiser, [Suellen](#)!

Feel vibrant and take in all of the lights as you enjoy a range of cocktails and indulge on a decadent selection of gourmet canapés onboard.

Running from **27th May to 18th June**, the 90-minute cruise will pass dazzling displays at iconic locations around the harbour including Sydney Harbour Bridge, Sydney Opera House, Fort Denison, Garden Island and Cockatoo Island.

Packages range from \$899 on Sunday through to Thursday and from \$1,079 on Friday and Saturday, inclusive of the cruise and accommodation for two people, offering to select from two departure times daily.

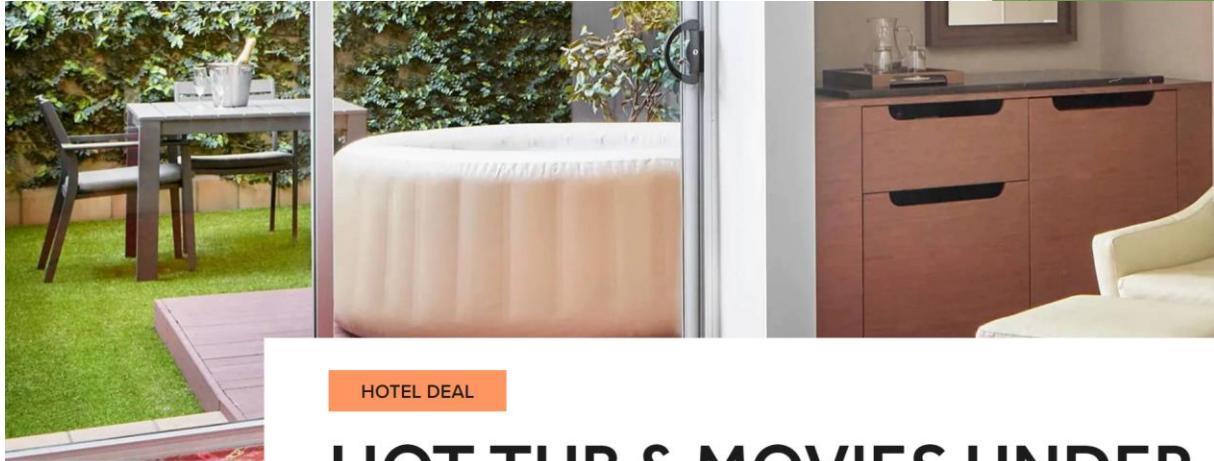
Find out more about [The Suellen Cruiser here](#).

## When?

- ▶ Off peak
  - ▶ Inspire
  - ▶ Value for money
  - ▶ Reason to travel
  - ▶ Reason to return
  - ▶ #takeanotsopublicholiday
  
- ▶ Peak
  - ▶ Increase ADR
  - ▶ Standout
  - ▶ Marketing potential



# How?



## HOT TUB & MOVIES UNDER THE STARS

### Need to Know

- Bottle of Sparkling Wine upon arrival
- Private courtyard with hot tub outdoor movie theatre
- Late check-out 12pm
- Promotional Code: ZJ0 [What's this?](#)
- Valid Stay Dates: February 15, 2022 - December 31, 2022

1. Identify your audience
  - ▶ Research
  - ▶ Choose the right partner
  - ▶ Consider hotel add-ons
  - ▶ Decide your GOALS
  - ▶ Know your COSTS, determine your PROFIT margins
2. Create a Plan
  - ▶ Which distribution platforms
  - ▶ Budgets
  - ▶ Contracts or agreements
  - ▶ Responsibilities
  - ▶ Marketing collateral
3. Build it
  - ▶ PMS
  - ▶ Channel Manager
  - ▶ Booking Engine
  - ▶ Distribution partners
  - ▶ Website
4. Test it
  - ▶ Create a test booking then cancel it
  - ▶ Train your staff then retrain them
5. Launch
6. Analyse and review



# Where?

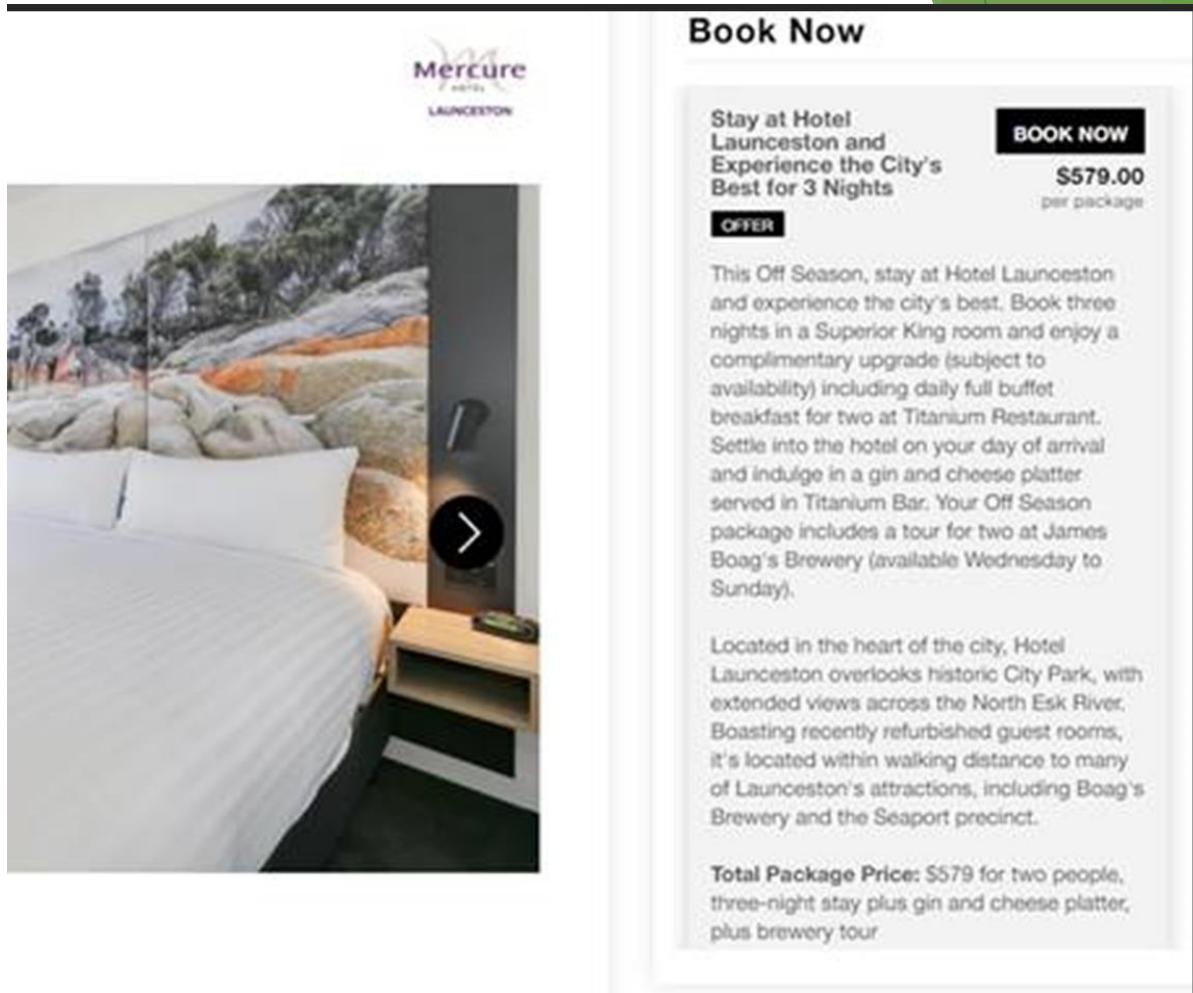


AUSTRALIAN  
**TOURISM DATA**  
WAREHOUSE



- ▶ Your own website
  - ▶ Special Offers
  - ▶ Booking Engine
  - ▶ Pop up boxes
  - ▶ Banners
  - ▶ Newsletters
- ▶ Social media
  - ▶ Hashtags
  - ▶ Link to partner
- ▶ ATDW
  - ▶ Yarra Ranges Tourism
  - ▶ Visit Victoria
  - ▶ Destination Influencers
- ▶ Paid Advertising
  - ▶ Print & Television
  - ▶ Social Media
  - ▶ Google Adwords
  - ▶ Influencer





**Book Now**

**Mercure**  
LAUNCESTON

**Stay at Hotel Launceston and Experience the City's Best for 3 Nights**

**BOOK NOW**  
\$579.00  
per package

**OFFER**

This Off Season, stay at Hotel Launceston and experience the city's best. Book three nights in a Superior King room and enjoy a complimentary upgrade (subject to availability) including daily full buffet breakfast for two at Titanium Restaurant. Settle into the hotel on your day of arrival and indulge in a gin and cheese platter served in Titanium Bar. Your Off Season package includes a tour for two at James Boag's Brewery (available Wednesday to Sunday).

Located in the heart of the city, Hotel Launceston overlooks historic City Park, with extended views across the North Esk River. Boasting recently refurbished guest rooms, it's located within walking distance to many of Launceston's attractions, including Boag's Brewery and the Seaport precinct.

**Total Package Price:** \$579 for two people, three-night stay plus gin and cheese platter, plus brewery tour.

# Goals

- ▶ Shift volume
- ▶ Increase ADR
- ▶ Increase LOS (Length of Stay)
- ▶ New market segments

OR

- ▶ SEO
- ▶ Backlinks
- ▶ Social Media
- ▶ Recent & Relevant Content
- ▶ Inspire
- ▶ Community relationships

# Add internal items



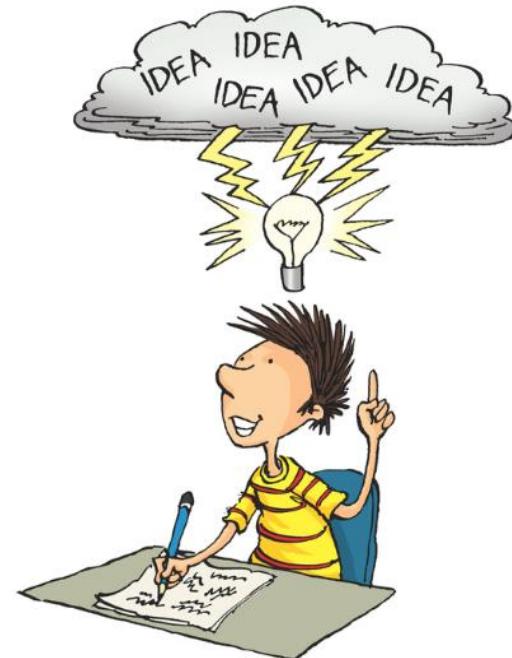
- ▶ What can you include?
  - ▶ Licenses & Laws
  - ▶ Time Management
  - ▶ Low Stress
  - ▶ Easy peasy lemon squeezy
- ▶ ROI



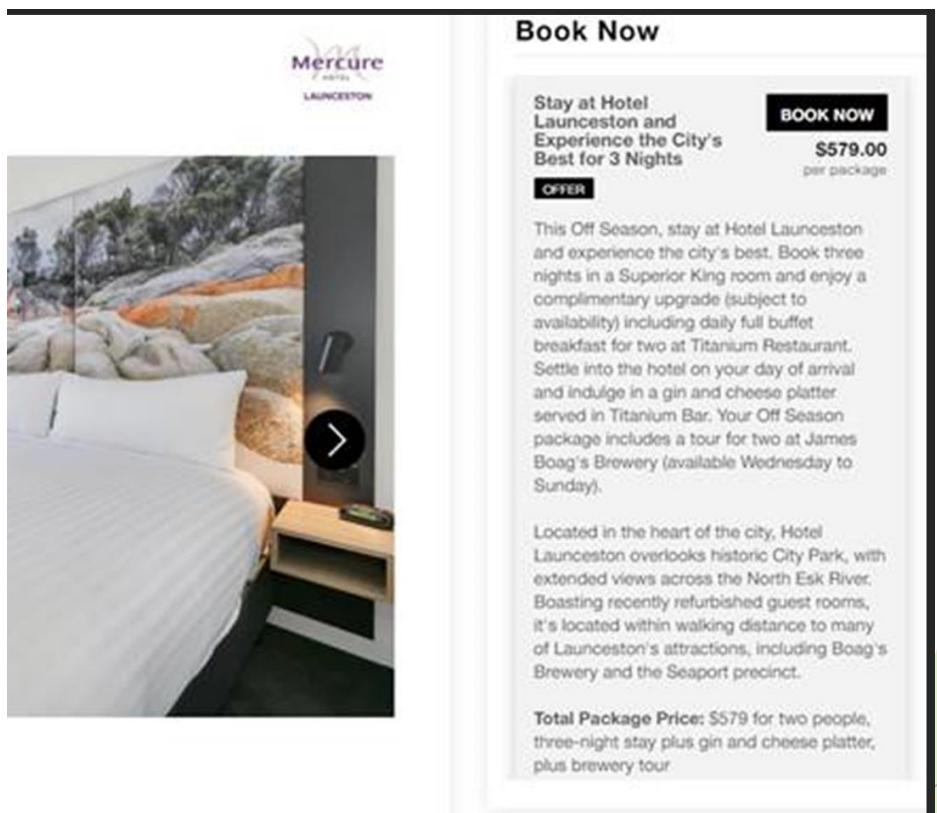
Dare to be different  
The world is full of ordinary

# Let's Brainstorm

- ▶ Who can we partner with?
  - ▶ Nothing to random
  - ▶ Nothing to odd
  - ▶ Nothing to strange



# Using your packages?



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**Mercure**  
LAUNCESTON

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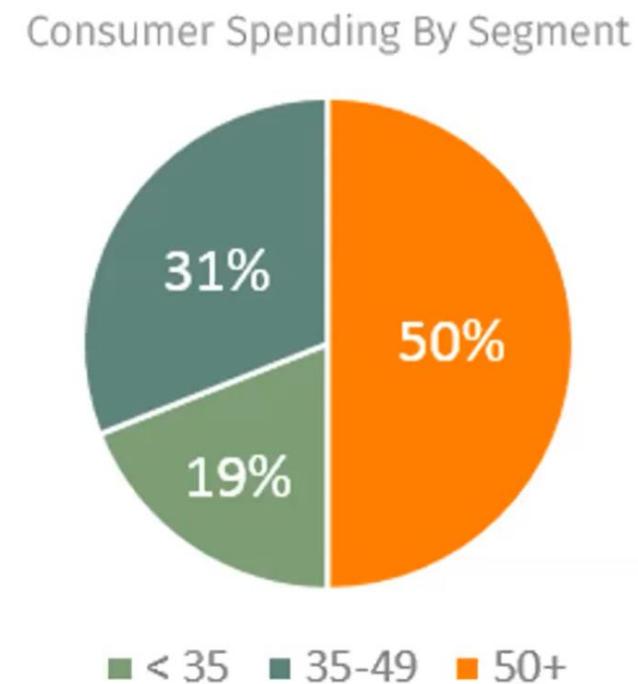
# Who are your customers?

Define your customers so you can market to them



# Baby Boomers - health, wealth and quality

- ▶ Aged 57-75
- ▶ Grew up in the 60s
  - ▶ Woodstock
  - ▶ Pill
  - ▶ Sex, Drugs and Rock n Roll
- ▶ Tech savvy: they were part of the change from typewrite to word processor to computer to internet
- ▶ Travelled before the internet
- ▶ Love the internet, spend hours researching because they have time
- ▶ They are on social media
- ▶ Their grandkids are the most important thing to them
- ▶ Getting it right Airbnb
- ▶ Do not call them old



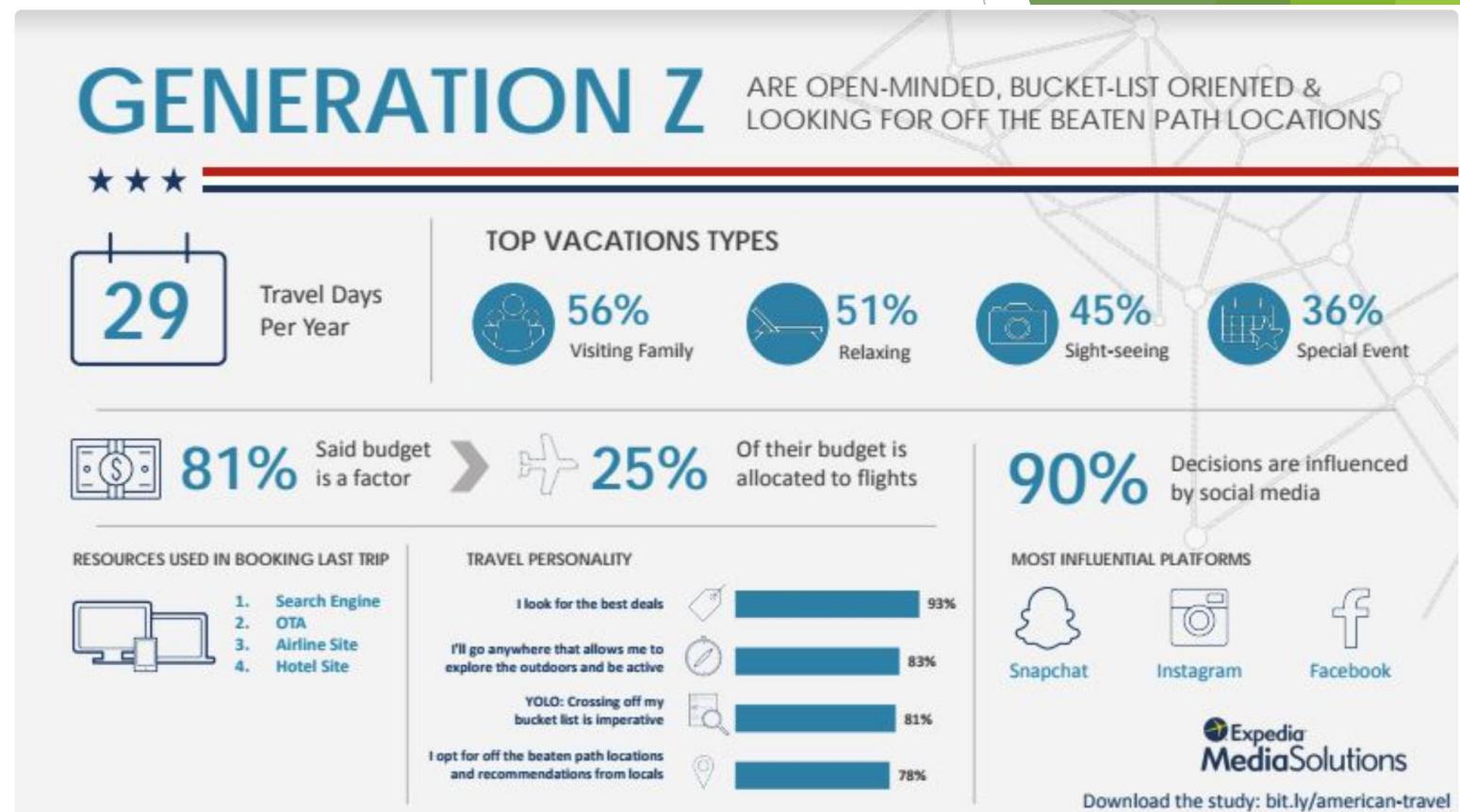
# Millennials - grew up with technology

- ▶ Born 1981-96
- ▶ Aged 26 - 41
- ▶ They have children in private schools
- ▶ They have mortgages
- ▶ They have student loans
- ▶ Travel for work and pleasure
- ▶ Focused on experiences
- ▶ Digital detox
- ▶ Purchase based on “doing good”
- ▶ Love Facebook
- ▶ Equality

Comparison point	Millennials	Baby Boomers
Percentage of population	14.4%	26%
Household wealth	\$268,800	\$1,075,033 (53%)
Time to travel	Limited to leave / work	Unlimited
Spent on accommodation last trip	\$675	\$1540
Accommodation	Seeks affordable	3-4 star
Airfares	Basic fares	Willing to pay for flexibility and value
Life-stage	Having families Middle management Career	Travel dreams 30 years Retirement New careers
When they travel	Seeking the ideal Instagram shot shot	Seeking immersive transformative travel experiences
Advertising	500% more spent on advertising than boomers	10% of advertising spend

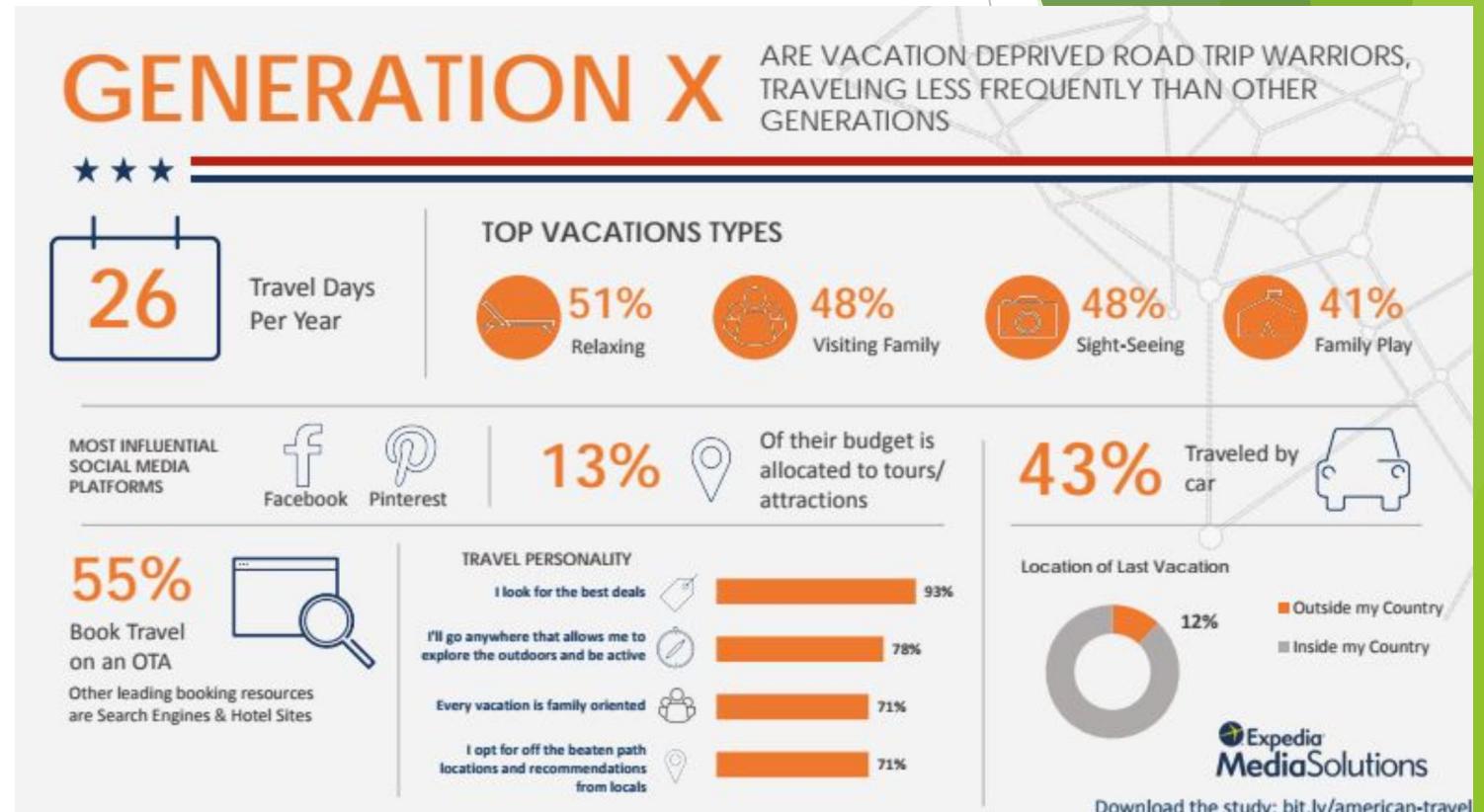
# Gen Z - born digital

- ▶ Born 1997 - 2012
- ▶ Aged 9 - 24
- ▶ Grew up with technology, it is simply a part of their life
- ▶ Communicate with their thumbs
- ▶ Children of Millennials
- ▶ Influence the decisions on when and where to travel
- ▶ Ethnically diverse
- ▶ Community minded
- ▶ Instagram and TicTok



# Gen X - The Forgotten Generation

- ▶ Born 1965 - 1980
- ▶ Aged 42 - 57
- ▶ Children are starting to leave home
- ▶ Far more independence
- ▶ Latchkey kids, children of divorce
- ▶ Cynical: 9/11, GFC, Pandemic ...
- ▶ Research, analyse and gather more data
- ▶ Helicopter parents of Gen Z
- ▶ Busy
- ▶ Love a bargain



# Customer market segments

## The Juggling Jones's

**Life stage:** Have school age children, working in professional roles  
e.g. teachers, speech pathologists, senior public servants



**Age:** 40

**Income:** \$100K - \$250K

**Vehicles:** 4WDs, SUVs

**Interests:** Kids' education, their careers, sports, kids sport, health and fitness, holidays, wine and spirits, cafes, shopping, TV series online, fishing, light adventure activities

**Favourite music:** Queen

**Media:** The Project, FM radio stations, Facebook, Instagram, Pinterest, Online news

**Path to purchase:** Word of mouth friends and family, Facebook, Instagram---Google and Facebook---Facebook and TripAdvisor for evaluation --- Operator website for booking



**Challenges and pain points:** Nothing for kids to do, poor service, poor organisation, value for money



**Showstoppers:** Poor service and lack of responsiveness

**What our business offers them that they value:** Brag-ability, quality service and facilities, private entertainment and relaxation with friends, local attractions and experiences, cafes, nature walks, family will walk away feeling more connected, have had new experiences, made new memories

- ▶ Define your customers
  - ▶ Who are they?
  - ▶ Where do they come from?
  - ▶ Age
  - ▶ Income
  - ▶ Social Group
  - ▶ Values
  - ▶ Desires
- ▶ Give them a name & persona
- ▶ Talk about them
- ▶ Get the data
- ▶ Analyse it
- ▶ Review often



# Activity: Market Segments

- ▶ Brainstorm the different types of customers who come to your area?
- ▶ What segments do they represent?
- ▶ How has their behaviour changed post covid?
- ▶ What do they want, value and need?
- ▶ What activities do they do when visiting your region?
- ▶ Who do they travel with?
- ▶ When do they travel?
- ▶ What motivates them?



# Let's sort

- ▶ Take each idea and sort it into the different market segments
- ▶ Where do you see overlaps?
- ▶ Where can you reuse?
- ▶ Can one inclusion apply to many different groups of people?
- ▶ What would be better in a blog or on social media?
- ▶ What is too much work?

A photograph of two flutes of champagne with a thick head of foam, positioned next to a small pile of dark, wrinkled dates. The background is a plain, light color.

# Internal items

- ▶ What can you include?
  - ▶ Licenses & Laws
- ▶ Easy peasy lemon squeezy
- ▶ ROI
- ▶ Time Management
- ▶ Low Stress

# Creating your Package

Building it out



# Operational considerations

- ▶ What are your goals?
- ▶ How many do you expect to sell?
- ▶ How many do you want to sell?
- ▶ How many can you sell?

- ▶ Is it easy to deliver well?
- ▶ Is it repeatable?
- ▶ Can any staff member deliver?
- ▶ Is it cost effective?





# Agreements

- ▶ When working with other suppliers:
  - ▶ Invoicing
  - ▶ Discounts / pricing visibility
  - ▶ Shared marketing
  - ▶ Social media
  - ▶ Collateral
  - ▶ Logos
  - ▶ Bookings
  - ▶ Time slots
  - ▶ Famils
  - ▶ Expectations v reality

# Cost v Profit

- ▶ How much will each INCLUDED item COST you to prepare and deliver?
  - ▶ Breakfast sells at \$25
  - ▶ Breakfast costs you \$7.50
  - ▶ Tickets sell at \$45
  - ▶ You pay \$35
  - ▶ Wine sells at \$25 on your menu
  - ▶ You pay \$4
  - ▶ Wages

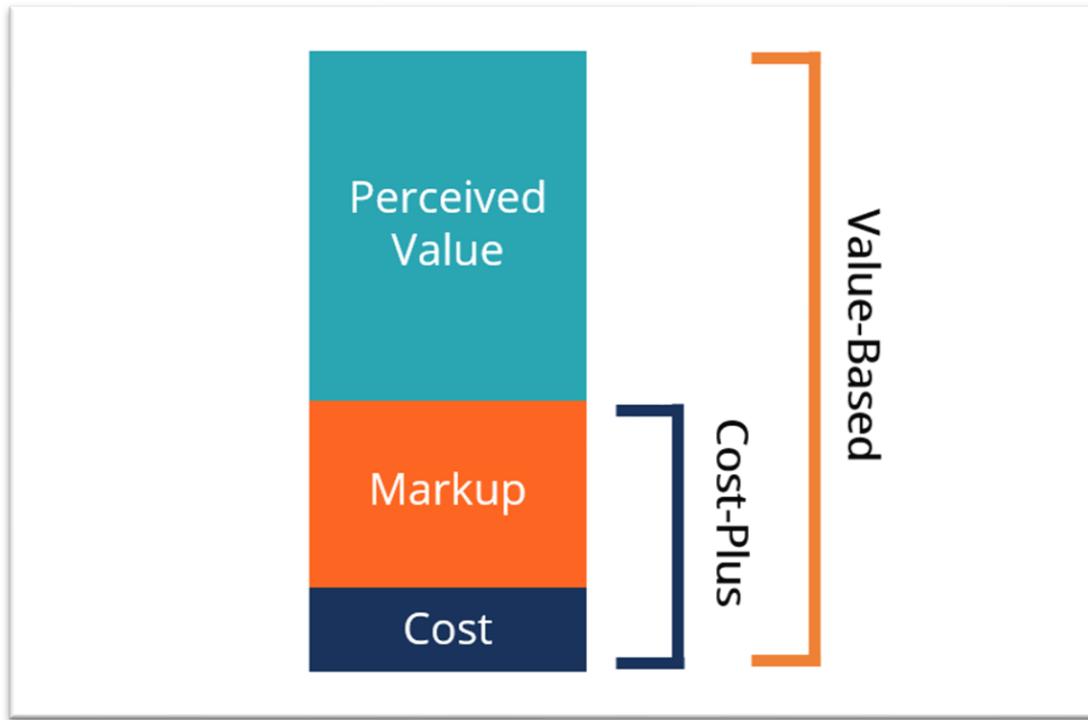


## Package Costing Sheet

<b>Goal</b>	Attract customers over off peak times					
	Zoo accommodation is a key search term, piggy back on that					
	Spa is quiet - focus on selling additional treatments					
	Upgraded room types produce great reviews - need more reviews					
<b>Unique Selling Points</b>	Located directly across the road from the zoo - save on car parking					
	Spa recently reopened with a fabulous renovation					
	Upgraded rooms have amazing views of the zoo at night					
<b>Package Name</b>	Wimbledon Common Zoo Stay					
<b>Description</b>	The wombles of Wimbledon Common are back at the Zoo this winter and cannot wait to see you. Book two nights with us and receive complimentary tickets for two to the zoo. Each booking receives a complimentary upgrade on arrival so you can watch for wombles from your own private balcony overlooking the zoo. A fully cooked breakfast is included each day and a complimentary foot massage is included for all guests with sore feet after a wonderful day exploring the zoo.					
<b>Included Guests</b>	2					
<b>Included Nights</b>	2					
<b>Conditions</b>	Stay 2 consecutive nights, Sunday to Thursday, book a minimum of 48 hours in advance, 48 hour cancellation policy, available from 1 April - 30 September 2023					
<b>Commissionable</b>	10%	15%	20%	N/A		
<b>Inclusions</b>		<b>Cost Price</b>	<b>Selling Price</b>	<b>Package Price</b>		
2 Nights Accommodation		\$150.00	\$280.00	\$250.00		
Complimentary Upgrade		\$5.00	\$30.00	\$10.00		
Breakfast		\$30.00	\$100.00	\$50.00		
Foot massage after the zoo day (\$45pp)		\$40.00	\$90.00	\$50.00		
Tickets to Zoo (\$36pp)		\$60.00	\$72.00	\$70.00		
<b>TOTAL</b>		<b>\$285.00</b>	<b>\$572.00</b>	<b>\$430.00</b>		
<b>Profit Margin</b>			51%			

## Pricing

- ▶ Terms and Conditions
  - ▶ Are you pre-ordering specific perishable items?
- ▶ Pricing of each inclusion
- ▶ Margin
- ▶ Commission
  - ▶ Nett excludes commission
  - ▶ Gross includes commission
- ▶ Don't forget labour costs if they will be excessive



# Pricing

The price your customer will pay is a reflection of the value you create.



# The Practical Bit

Building it

Setting it live

Reviewing it



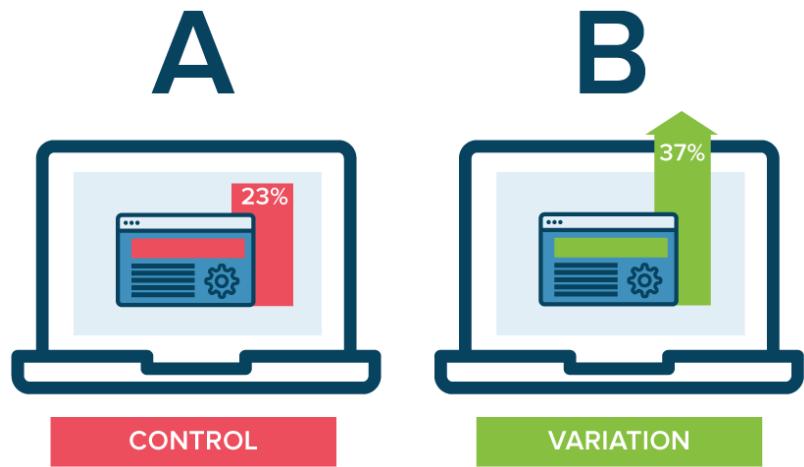
# Launch

- ▶ SOP - Standard Operating Procedure
- ▶ Training for all staff
- ▶ Photography
- ▶ Channels - cost of acquisition
- ▶ Channels - target demographic
- ▶ Channels - functionality
- ▶ PMS + Channel Manager + Channel

When creating any collateral, consider how you can reuse it a minimum of 3 times (Social Media, Newsletters, Website, ATDW etc)



# Test



- ▶ Photography
- ▶ Descriptions
- ▶ Subject headers
- ▶ Channels
- ▶ Marketing spend
- ▶ Analytics
- ▶ Google
- ▶ OTAs



# Benchmark

- ▶ Before v after launch
- ▶ Customer reviews
- ▶ Staff reviews
- ▶ GOPPAR
- ▶ Conversion rates
- ▶ Website visitation
- ▶ Social media

Check conversion on all rate plans, you may not be taking bookings on the package but on other rates. That is still a conversion.



# Relaunch

- ▶ Don't stop testing
- ▶ Don't stop analyzing
- ▶ Don't stop planning next
- ▶ Don't stop benchmarking
- ▶ Don't stop

Think Seasonality and be prepared to change your packaging twice a year. You need to know what will achieve the best results for your business.



# Action Plan

- ▶ What do you need to do asap?
- ▶ What can you delegate?
- ▶ What can you outsource?
- ▶ What do you need to do 1<sup>st</sup>, 2<sup>nd</sup>
- ▶ What is a reasonable timeline?
- ▶ Set SMART Goals
  - ▶ Specific
  - ▶ Measurable
  - ▶ Attainable
  - ▶ Relevant
  - ▶ Time-based



# RevenYou

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