



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS SINGAPORE

Why first-party data is key to Direct Revenue **AT**



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Imagine: Your guests receiving the right message at the right time



Meet Sara



In the summer: she wants a family holiday



In February: She wants romantic valentine's getaway and dinner

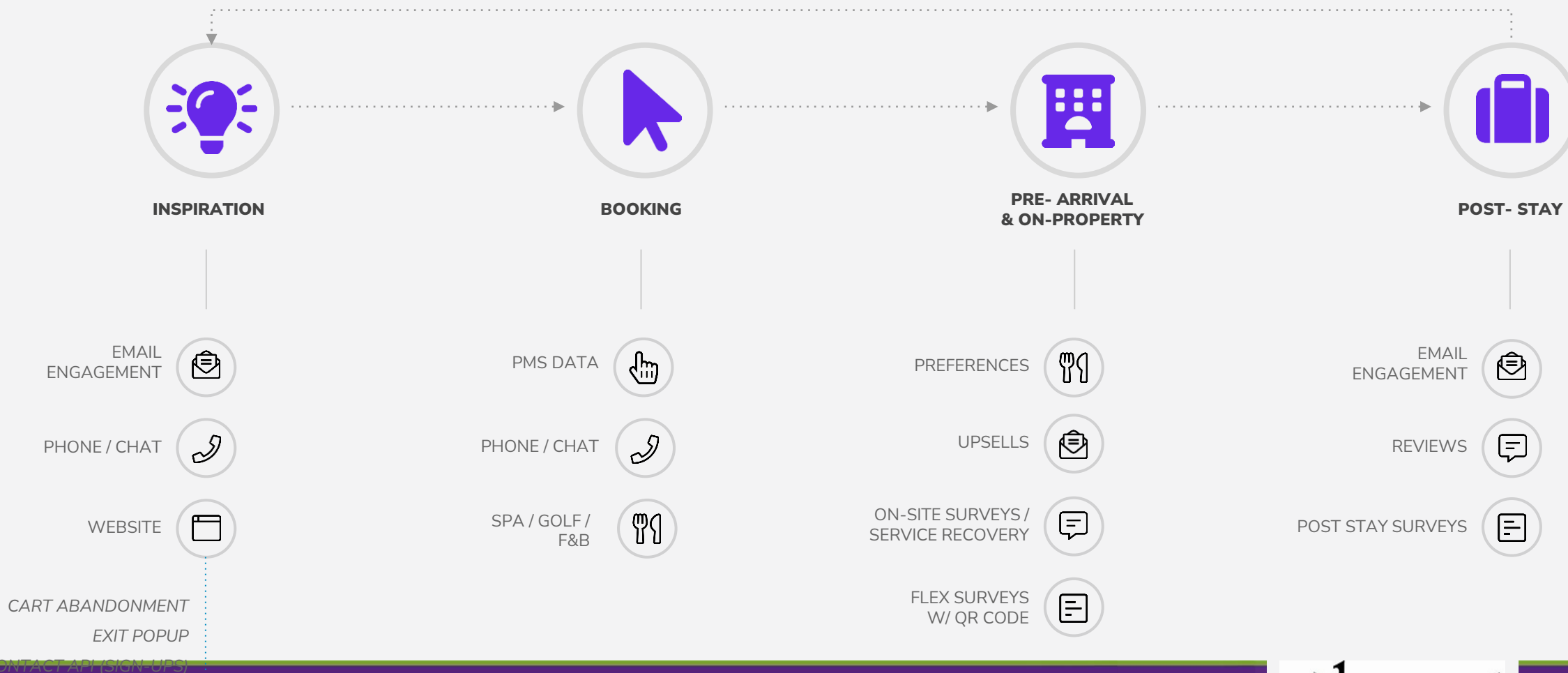
72% of consumers say they now only engage with marketing messages that are personalised and tailored to their interests.

Source: SmartInsights



Collect data wherever you can

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



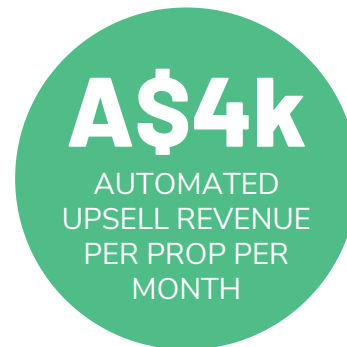
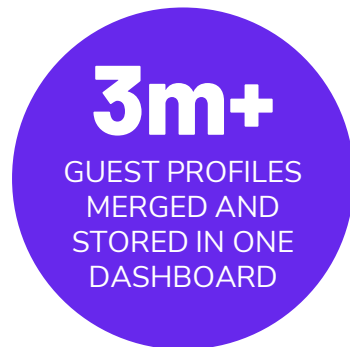
IHG[®]

HOTELS & RESORTS

LOCATION
Australia

PORTFOLIO
Intercontinental
Holiday Inn
Crowne Plaza
Voco
The Regent

BUSINESS OBJECTIVES
Revenue growth
Higher occupancy
Upsell experiences



Solution

IHG Hotels & Resorts used personalization and segmentation for their guest communications to impact the guest journey at every stage with timely and relevant offers. Automation made this process simple, but segmentation made this successful.

Results

IHG Hotels and Resorts had widespread success in Australia with many of their brands outperforming competitors while capturing repeat guests. Upsells have been automated. Even during Covid, and challenging markets, IHG have been able to segment and target guests more effectively to keep occupancies high.

Key takeaway:

It's time to prioritize first-party data collection and activation to boost direct revenue

Ready to start your data collection journey? We are here to help you.



Getting started with hotel data collection and email capture

Direct bookings are 12.5% more profitable than OTA bookings, but having a clean database is key. Learn how you can start gathering and maintaining clean guest data now.

Scan to get the guide now





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Let's continue the conversation in our stand





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