

LUCANDA.

Improving Your Hotel Business Strategy



Improving your Hotel's Business Strategy for the Future!

Hoteliers must try to predict the future and plan new ways of running their hotels by questioning;

- How will guest booking behaviour change in the future?
- Which trends would stick through and which ones would pop up in the future?
- How much are they willing to invest in new marketing tactics?

Essential Hotel Sales Strategies For The Future

Direct
Bookings

Group
Bookings

Cross
Promotional
Sales

Destination
Marketing

Guest
Reward
Strategies

Revenue
Management
Strategies

Essential Hotel Sales Strategies For The Future

Direct Bookings are the stepping stone for achieving **better liquidity** at your hotel.

Revenue management focuses on selling in **large quantities** and requires hoteliers to arrange prices according to **seasonality**.

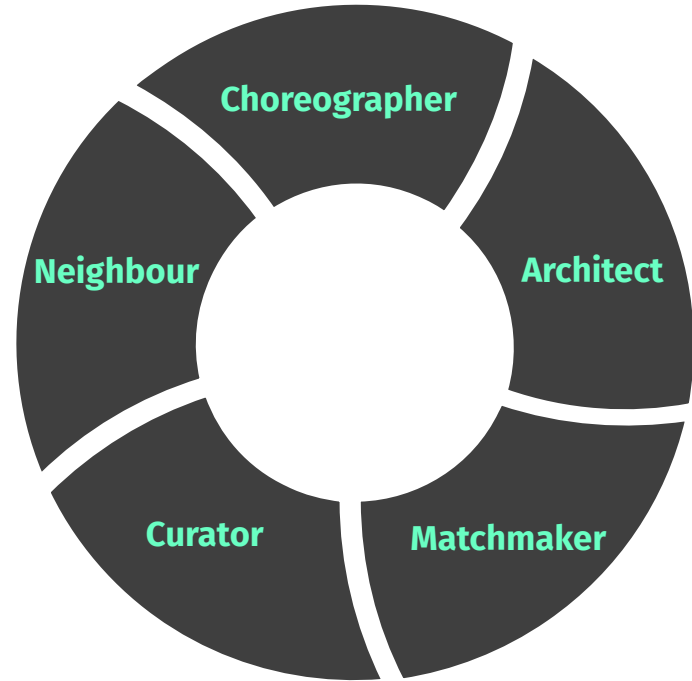
It is crucial for hotels to **cross promote** with any events within their vicinity. **Group bookings** should be targeted to increase room sales with such event promotions.

Essential Hotel Sales Strategies For The Future

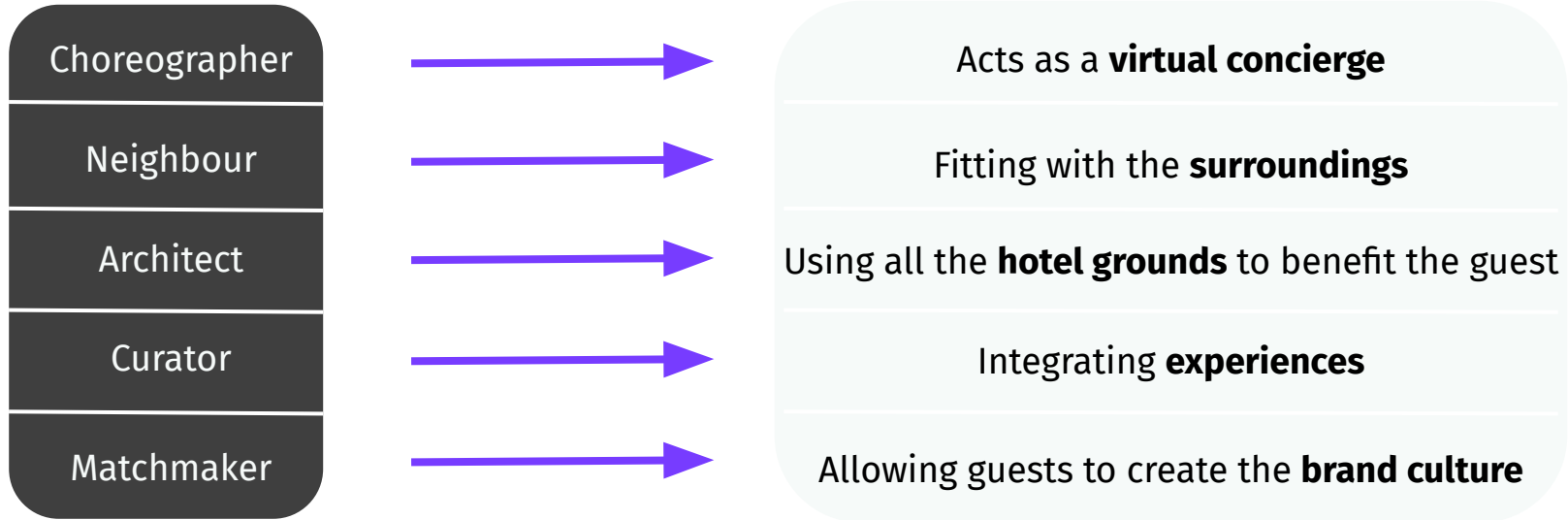
Being rewarded is highly valued, mostly by millennials. Having the **best loyalty program** might give your hotel the cutting edge.

Working with **local businesses** will help your hotel. Local tourism businesses should work with hotels to **promote their locality**.

5 Key Strategies to Think About!



The 5 Key Strategies



Future Guest Booking Behaviour

Online Booking Market grew by **10% each year since 2014**

Total Hotels Sales Revenue will hit **\$817 Billion** in 2020

148.3 million online bookings are made each year

Mobile bookings to **rise to 60%** by 2021

Jump starting your hotel's marketing

Having a proper marketing strategy in place will ensure that your hotel can have a leverage over competitors. Key marketing strategies to consider and implement are:

- **Leverage technology** to help support guest experience
- Make use of **social media**
- Best **loyalty program** on the market
- **Partner** with top local businesses
- Turn guests into **brand advocates**

“As a general rule of thumb, hotels should spend around 5 percent of their total revenue on marketing to maintain their current position. Hotels looking to grow or gain greater market share should budget a higher percentage—usually around 10 percent.”

The beauty of Solo Travel is the **ability of being unique.**

How will you be unique?



Get in touch:

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LUCANDA.

We're your Partner

We don't just want a new client, we
want a **partnership.**

