

The Upsell Playbook

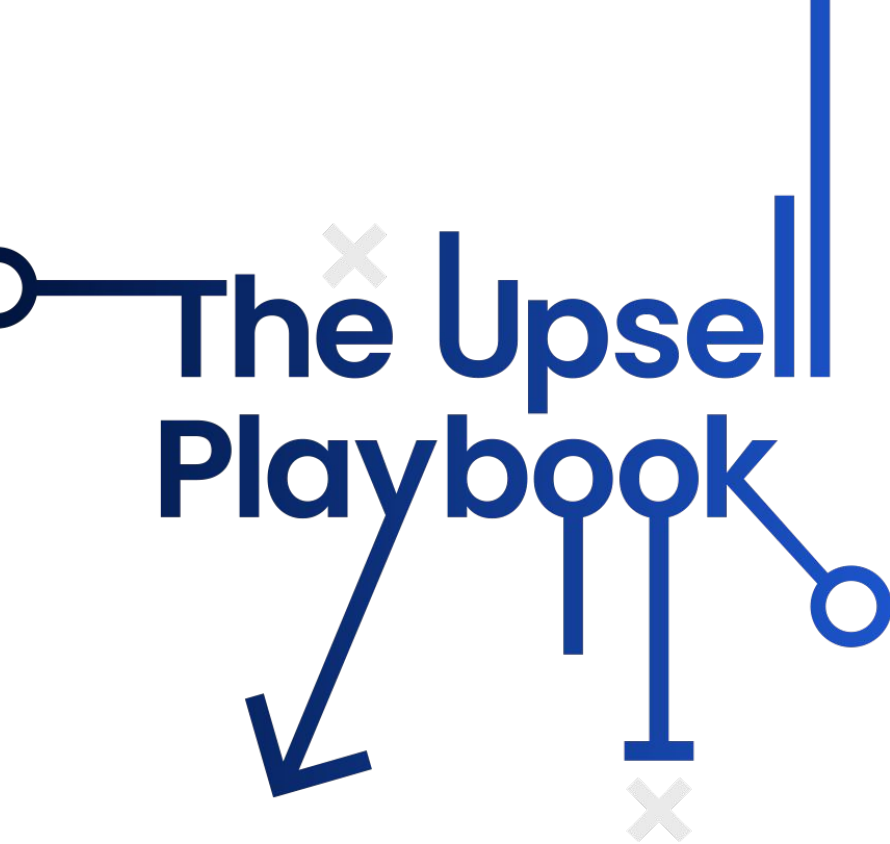
How to use guest engagement software to increase revenue throughout the guest journey



whistle 
for **Cloudbeds**

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The Upsell Playbook

Upsells are often overlooked and diminished as a “nice to have” for hotels to earn some additional revenue. However, the focus with upsells should be to deliver more personalized guest experiences that bring higher guest satisfaction and, ultimately, more revenue.

The key to a successful upsell strategy is understanding your target demographics and inserting meaningful upsell opportunities throughout the entire guest journey, from discovery to post-stay.

Using guest engagement software, lodging businesses can easily incorporate communication touchpoints throughout the [guest journey](#) to reach guests on their preferred channels.

Research shows that engaged guests spend [46% more](#) per year than actively disengaged guests, and over [70% of travelers](#) prefer to communicate with hotels via digital channels.

What is upselling in the hospitality industry?

Upselling is the practice of offering guests additional features or add-ons to enhance their stay for an extra cost. Examples of upselling include higher room categories, late checkout, food & drink packages, parking, and more. Upsells help hotels generate more revenue and add value to the guest experience.

Discovery

Delivering meaningful engagement before guests even book

Reach potential guests who are browsing your website and online profiles with guest engagement software to build meaningful connections and streamline the booking process.


Example

Use live chat on your website to answer guest questions and make it easy for travelers to book through an integrated booking engine. Research shows that customers who use live chat before making a purchase have a [40% increase](#) in conversions.

Hotel Hi! How can we help you today?

Potential Guest Hi – how many guests does your Executive suite sleep?

Hotel Our Executive suite sleeps 4 guests. You can view our availability and rates for this room below!



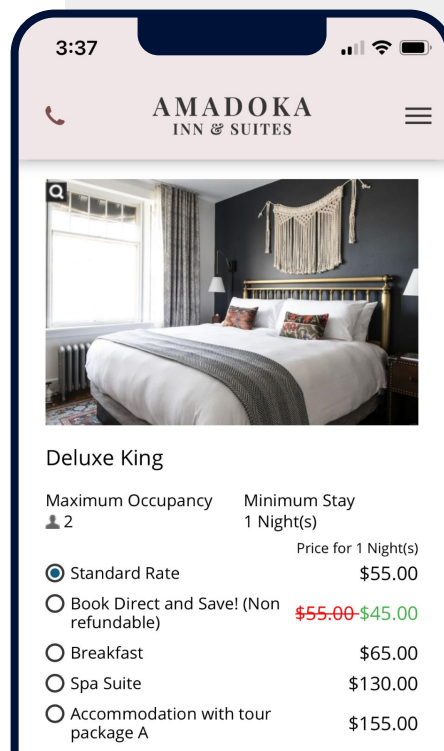
Hotel **Executive Suite \$1099.00**
 Max persons: 4 Available: 4
 The Executive Suite is a stylish one-bedroom suite with king sized bed and pull out queen sofa.

BOOK NOW

Hotel We also have a breakfast add-on available here: <https://cb.whstl.io/> if you'd like to take advantage of our locally-sourced breakfast buffet!

TIP

Don't forget to include upsell opportunities as part of your live chat and ensure your add-ons are included in your booking engine. It never hurts to have a storefront on your website explaining available options. For discovery, the best add-ons include pet fees, parking, early check-in, or breakfast.



Pre-arrival

Connect with your guests before arrival and build incremental revenue

Engage with guests when they are most excited to travel and, therefore, more likely to respond to upsell opportunities. Using guest engagement software, send meaningful upgrades, offers, and add-ons to enhance their stay. With pre-arrival communication, increase guest sentiment before a guest even sets foot on your property.

Example

Send an automated pre-arrival text 2-3 days before check-in with a link to your integrated marketplace that showcases preloaded add-ons and offers.

Hotel

Hey Charlie! We can't wait to welcome you to the Whistle Hotel on Tuesday. We're busy getting ready for your upcoming stay and wanted to see if there was anything you'd like placed in your room upon arrival?

You'll find a full list of our offerings and prices here:

<https://cb.whstl.io/>

Please let us know if you have any questions! We can't wait to see you.

TIP

Consider adding the following options to your marketplace: charcuterie board, sparkling wine, chilled local beer, or rose petal arrangements.

Hotel

Hi Claire! We can't wait to welcome you to the Whistle Hotel on Thursday. Would you like to book a ride from the airport to the hotel? We're here to help make your journey as smooth as possible once you arrive. Tap the link below to book your ride.

<https://cb.whstl.io/>

If you plan to use public transportation, we've put the most direct route from the airport and train stations here: <https://cb.whstl.io/>

Let us know if you have any questions!

Arrival

Create a frictionless check-in experience with relevant upsells

Guests are often exhausted upon arrival and want to get to their rooms as quickly as possible. Research shows that a [5-minute wait](#) at check-in leads to a 50% decrease in guest satisfaction. With guest engagement software you can deliver a frictionless arrival and check-in experience.

Example

Send a digital registration link before arrival so guests can fill in all of their information to make check-in a breeze. Include important details and upsell opportunities like early check-in or room upgrade.

Hotel

Hi Matt,

We can't wait to welcome you to the Whistle Hotel later this afternoon! To streamline your check-in process, we have a digital registration form for you to fill out prior to arrival: <https://cb.whstl.io/>

If you'd like an early check-in or a room upgrade, click here: <https://cb.whstl.io/> to view our options.

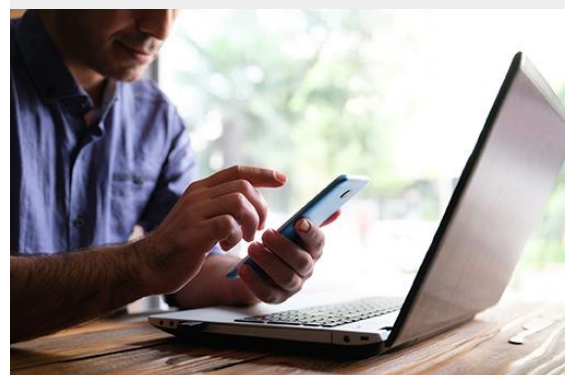
Check-in time: 4:00 pm

Parking information: We have valet parking available here: <https://cb.whstl.io/>, or you can self-park in the parking garage on the left side of the building on levels 2 or 3.

See you soon!

TIP

Guest engagement software makes it easy to digitally send documentation requests and receive e-signatures. With a PMS integration, data from the guest engagement software automatically syncs and fills in pre-populated fields to save time and prevent errors.

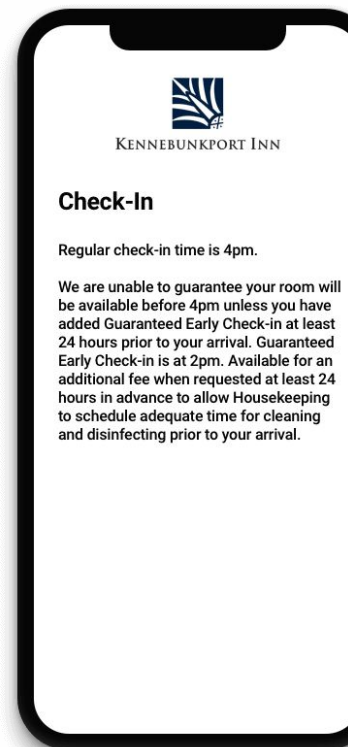
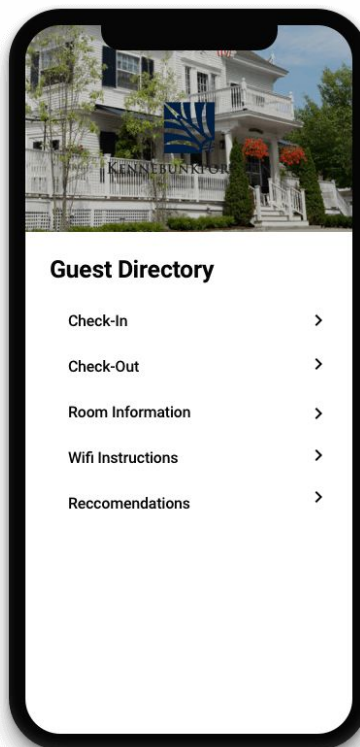
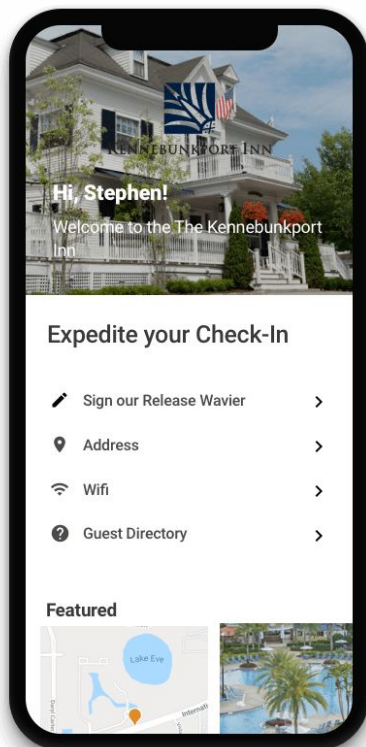


Arrival

Create a frictionless check-in experience with relevant upsells

Example

Replace your printed hotel compendium booklet with a digital guest book that can be accessed at any time to discover important information about your property. Here you can include a section with custom add-ons and upsells for guests to pick and choose from.



TIP

Digital guest books allow guests to sign and submit registration documents, access their digital keys, and read more about the property and surrounding areas – not to mention, provide a space to offer valuable upsell opportunities. Hotels can customize their digital guest books to fit their style and brand.

In-stay

Promote special offers & perform service recovery

[80% of leisure travelers](#) are interested in using mobile phones to request services, and research shows that customers spend an average of [20% more](#) when ordering through self-service technology. Make it easy for guests to take advantage of your property's services and amenities with guest engagement software.

Example

Send guests an automated follow-up text after check-in to ask if their room meets expectations. This is a great opportunity to suggest any upsells or cross-sell opportunities they can use throughout their stay.

Hotel

Hi Lauren, I hope you're enjoying your stay so far! I wanted to check in to see how everything's going and if there's anything we can do to make your stay more comfortable?

If you're interested, you can make a reservation at our award-winning restaurant or book a relaxing massage in our Whistle spa here: <https://cb.whstl.io/>

Don't hesitate to reach out throughout your stay if you need anything. Enjoy!

Example

Have an automated message sent one day before departure to see if guests would like a late check-out or a ride to the airport.

Hotel

Hi Richard,

We can't believe today is your last day with us! We're happy you chose to stay at Whistle Hotel. I wanted to check in to see if you'd like a late check-out tomorrow or a ride to the airport?

You can arrange either of these options here: <https://cb.whstl.io/>

Let me know if there's anything we can do to make your last night more comfortable!



Post-stay

Collect guest feedback and encourage guest loyalty and referrals

Guest engagement doesn't have to end after a guest leaves your property! Use guest engagement software to collect feedback, add reviews to your profiles, and send discount codes for future stays.

Example

A few hours after check-out, send guests a link to a survey to collect feedback. This feedback can help you make improvements to future experiences.

Hotel

Hi Sharon, Thank you so much for staying at the Whistle Hotel!

Your feedback means the world to us – would you be willing to complete a quick survey to let us know how your stay went?

Open survey here:
<https://cb.whstl.io/>

We appreciate your time and wish you safe travels home!

Example

Continue to nurture your relationships with guests by following up periodically (every few months) with discount codes and offers.

Hotel

Hi Dan, I hope you're doing well. We enjoyed having you stay with us at the Whistle Hotel and wanted to invite you back. We're currently offering 20% off rooms booked in the next week.

Book your reservation here:
<https://cb.whstl.io/>

We hope to see you again soon!



Using guest engagement throughout the guest journey





Canalside Inn generates an **additional \$1,583 in monthly revenue** with Whistle for Cloudbeds

The Canalside Inn is an award-winning, pet-friendly, boutique hotel located in downtown Rehoboth Beach, Delaware. Using Whistle for Cloudbeds, the leading guest engagement platform, they offer guests a robust marketplace of upsells, including:

- Early check-in (top-seller!)
- Late check-out (top-seller!)
- Romance rendezvous package
- In-room massages
- Dog walking
- Dog fees (top-seller!)
- Party buses
- Beach party oasis



Canalside Inn’s tactics for upselling include using Whistle for Cloudbeds to:

- 1 Promote offerings on their website’s [storefront](#)
- 2 Send automated messages during pre-arrival, arrival, and in-stay with links to purchase
- 3 Implement staff notifications to update on fulfillment status

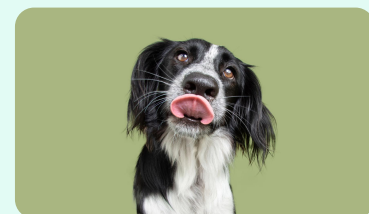
Welcome to Canalside Inn, `{{First name}}`
Please reply with your ETA

Park in front of building, proceed directly to Beach Suite, below ground floor, take steps down, turn right, first door on right.

Enter access code into keypad.

`{{First name}}`, Upgrade your experience at the Canalside Inn.

Early check-in:
<https://cb.whstl.io/>
Let us walk your dog:
<https://cb.whstl.io/>



Their upsell strategy has resulted in:

\$66	\$1,583	20%
Average order value	Additional monthly revenue	Conversion rate

Increasing revenue with meaningful touchpoints

Incorporating upsells throughout the guest journey results in more than just additional revenue for your property. Relevant upsell opportunities enhance the guest experience, increase satisfaction, and encourage customer loyalty. When developing your upsell strategy, don't worry about the number of options to offer; instead – focus on quality. Consider partnering with local businesses, like bike rentals, shuttle services, and wine tours, to expand your offerings without the need to invest in additional amenities.

Using guest engagement software with automated workflows to promote your upsells at the right time in the guest journey will increase the likelihood of conversions and save your staff time. As you build your strategy, measure what upsells are most popular and profitable to drive more revenue and [collect feedback from guests](#) to continually improve your offerings.



Ready to increase revenue through upsells?

[Learn more](#) about Whistle for Cloudbeds, the leading guest engagement software

whistle 
for Cloudbeds