

How to Manage Your Hotel's Revenue Strategy During a Crisis

In times of uncertainty, it's critical for hoteliers to focus on building trust with customers and future guests through compassion and flexibility.



The travel industry is facing unprecedented challenges. Hotels are struggling with falling occupancy rates, while travelers are canceling trips to increase social distancing. Everyone is asking the same question:

“What can I do to get through this?”

READ OUR 5 STRATEGIES FOR MAINTAINING CRITICAL GUEST RELATIONSHIPS AND KEEPING YOUR OVERALL REVENUE STRATEGY INTACT

TAKE AN HONEST LOOK AT YOUR MARKET

- _ How is my competitive set reacting?
- _ Who is changing their rates and by how much?
- _ Are competitors shifting their distribution strategy in obvious ways?
- _ Are hotels around me closing and for how long?
- _ What is my competitive set sharing with their guests about their operational procedures?



FLEX YOUR CANCELLATION POLICY

- _ Create a cancellation or rate plan that has flexibility, in addition to your advance purchase rate plans.
- _ Give future guests the ability to switch their reservations to a later date, but don't wait for them to contact you.
- _ Proactively reach out to guests to keep them from outright cancelling trips. This mentality applies to group business too.

FOR GROUP CANCELLATIONS OR CHANGES:

- _ Are groups looking to rebook for later dates?
- _ Have you considered turning cancelled group bookings into a credit for a future date to entice them to keep their business with you?

SUPPORT YOUR CALL CENTER AND RESERVATIONS STAFF

Create a FAQ document or resource center for staff to have quick access to answer additional guest questions such as:

- _ What if I want to cancel my reservation?
- _ What if I am cancelling my reservation beyond the cancellation refund window?
- _ What are you doing to ramp up safety and security at the hotel?
- _ Are there any changes in hours of operation for services like housekeeping or the front desk?

“What are your guest room cleaning procedures?”

- _ What are you doing to ensure cleanliness in public areas?
- _ What facilities or F&B outlets will I still have access to at the property?
- _ Can I check-in or check-out without going to the front desk?

TREAT ALL COMMUNICATIONS AS AN OPPORTUNITY TO SHOW COMPASSION

Think about meaningful ways to:

- _ Show sympathy towards their decision to cancel.
- _ Emphasize your concern for their health.
- _ Create loyalty by offering to turn the cancelled reservation into a credit for a later stay.

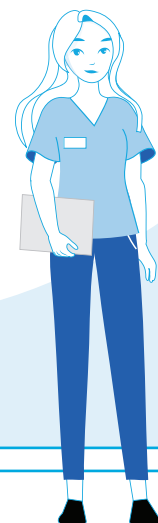
PUT YOUR OPERATIONAL PROCEDURES AND ANY CHANGES CENTER STAGE ON YOUR WEBSITE

Proactively share the steps you are taking to ensure a superior guest experience:

- _ Public area cleaning procedures
- _ Guest room cleaning procedures
- _ Any changes in the check-in and check-out experience
- _ Cancellation and re-booking policy changes
- _ Safety and security program and procedure descriptions
- _ Links to state, local, and business partner resources that may also be of help
- _ Changes in hours of operation or accessibility

GUARD YOUR RATES AND SHIFT BOOKING CHANNELS

- _ First and foremost, make sure you are being flexible and offering special rates to any first responders (healthcare, law enforcement, etc.) that may be travelling to your city.
- _ Look at what your competitive set is doing and make adjustments to your ADR to stay competitive and remain flexible.
- _ Ensure that Brand.com rates meet or beat the competition on metasearch by examining rate parity metrics, diagnosing the internal or external causes of disparity, and taking appropriate action to resolve them.



DEVELOP A RECOVERY STRATEGY

When the travel and hospitality industries stabilize, how are you going to regain revenue momentum? Take some time to think about your revenue recovery goals and consider the following:

- _ Stay connected with travelers both transient and group based. Keep building the relationships and trust, and stay top of mind so that you are the trusted partner to work with once travel recovers.
- _ Offering special packages during a recovery could go a long way, and loyalty is going to become critical to keep revenue strong while the market recovers.
- _ Think of new ways to offer experiences and stays that appeal to people within a short drive. Leveraging geotargeted media and ads can help ensure you are targeting the right audience.
- _ Plan to circle back with groups that cancelled and have not yet rebooked to secure their business.
- _ Stay in the know with city wide events, activities, and conferences for when they start to rebook.

Having the right long-term recovery strategy prepared means having the right level of confidence in your future. Focus on sustainability and be ready to make any adjustments that keep you competitive and flexible. Contact Amadeus today if you need help maximizing your revenue strategy or have any questions about how to manage your future goals.

Let's
shape the future
of hospitality

Find out more

For further information, visit amadeus-hospitality.com
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