



Members' Meeting

23rd November 2023

Hosted by
Castle Green Hotel

Sponsored by

FOR-SIGHT

Agenda



- Welcome and introductions - Ben Mayou, LDHA Chair
- Engage; Grow; Retain - Matt Willacy, For-Sight
- LDHA Activities update - Clive Wilson and Tracey Cragg
- Tim Farron MP
- AOB
- Round up & Close

Welcome to Castle Green Hotel



- Thank you:
 - Robert Glashan and the Castle Green team for hosting and providing lunch
 - Our sponsors Grapevine (Caterite) for providing a welcome drink
- Welcome:
 - David Sheen - Public Affairs Director, UK Hospitality
 - Matt Willacy - Director of Sales, For-Sight
 - Tim Farron MP
- Apologies & Introductions

Thanks to all our sponsors

FOR-SIGHT

caterite



Guestline

james hallam
Insurance Brokers

FOR-SIGHT

Engage - Grow - Retain

The CRM and Data Strategy Blueprint for Hotels

For-Sight is proud to sponsor the

**LAKE DISTRICT
HOTELS ASSOCIATION**

VOICE

Intros

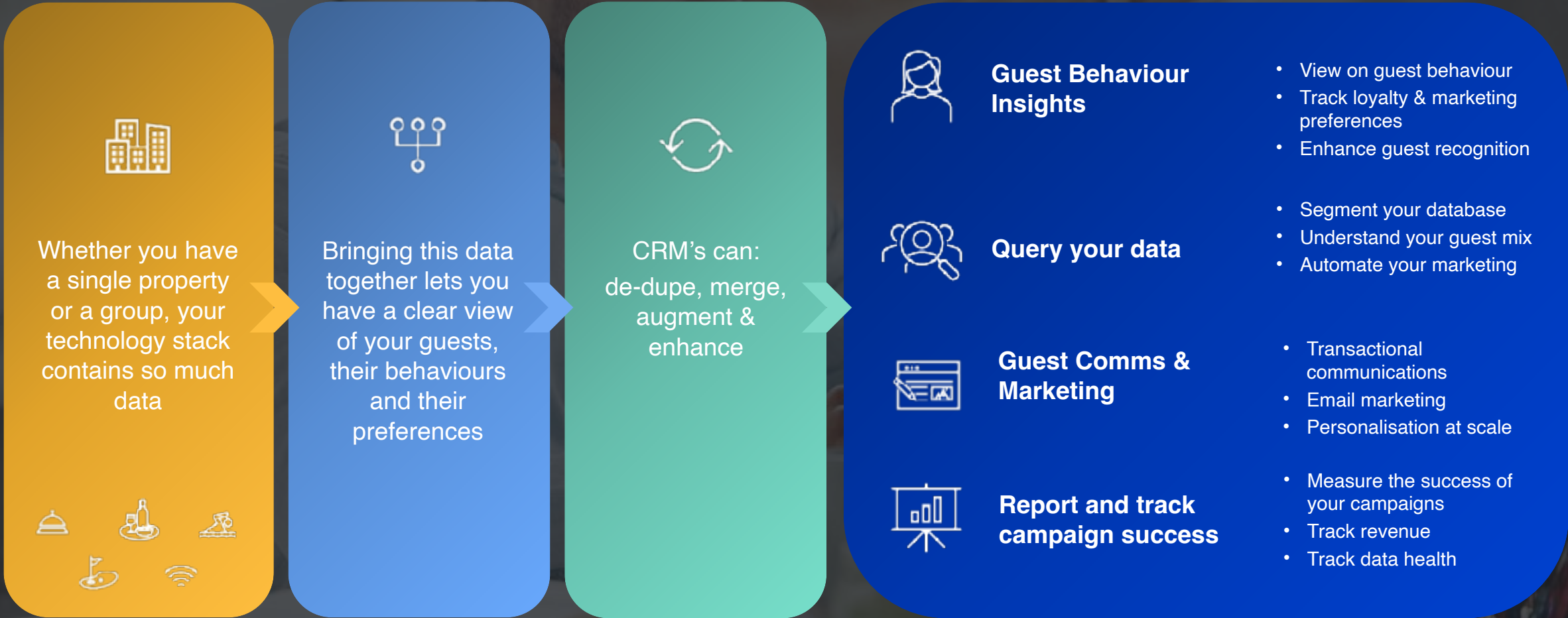


Matt Willacy

Head of Marketing and Sales
For-Sight

Data-Driven Hospitality

Leverage technology to humanise your brand.





Engage



Communication is changing

As demographics change, how people want to receive their communications is also changing.

Baby Boomers

1946-1964

- Prefer telephone.
- Technologically risk adverse.

Gen X

1965-1980

- Email & telephone
- Accustomed to automated / self-service

Millennials

1981-1996

- Digital Natives
- 'Phone-phobic'

Gen Z

1997- ?

- Born digital.
- Device dependent.
- Like face to face as well.

Personalisation Expectation

44%

of Gen Z will provide more personal data to ensure a personalised experience.

44%

Of Gen Z would stop using a website that did not anticipate their needs, wants, or likes.

Why Personalise?

A customer-first / personalised approach will increase customer satisfaction and loyalty.

Address each guest individually understand their expectations and preferences in order to respond as accurately as possible throughout their stay to;

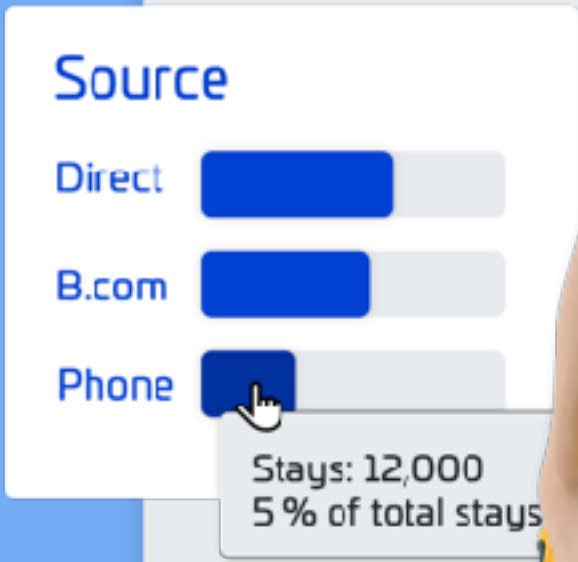
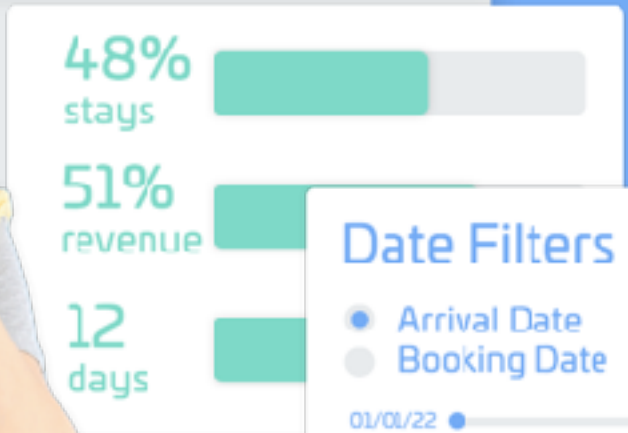
- > Improve satisfaction
- > Enhance reputation
- > Humanise your brand



Moving beyond traditional demographics: a modern approach to understanding your guests



Learn about your Single guests



Date Filters

- Arrival Date
- Booking Date

01/01/22 — 01/08/22

Stay Filters

Location

Room type

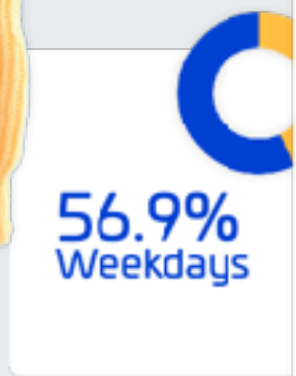
more filters

Contact Stays

RFM Colour

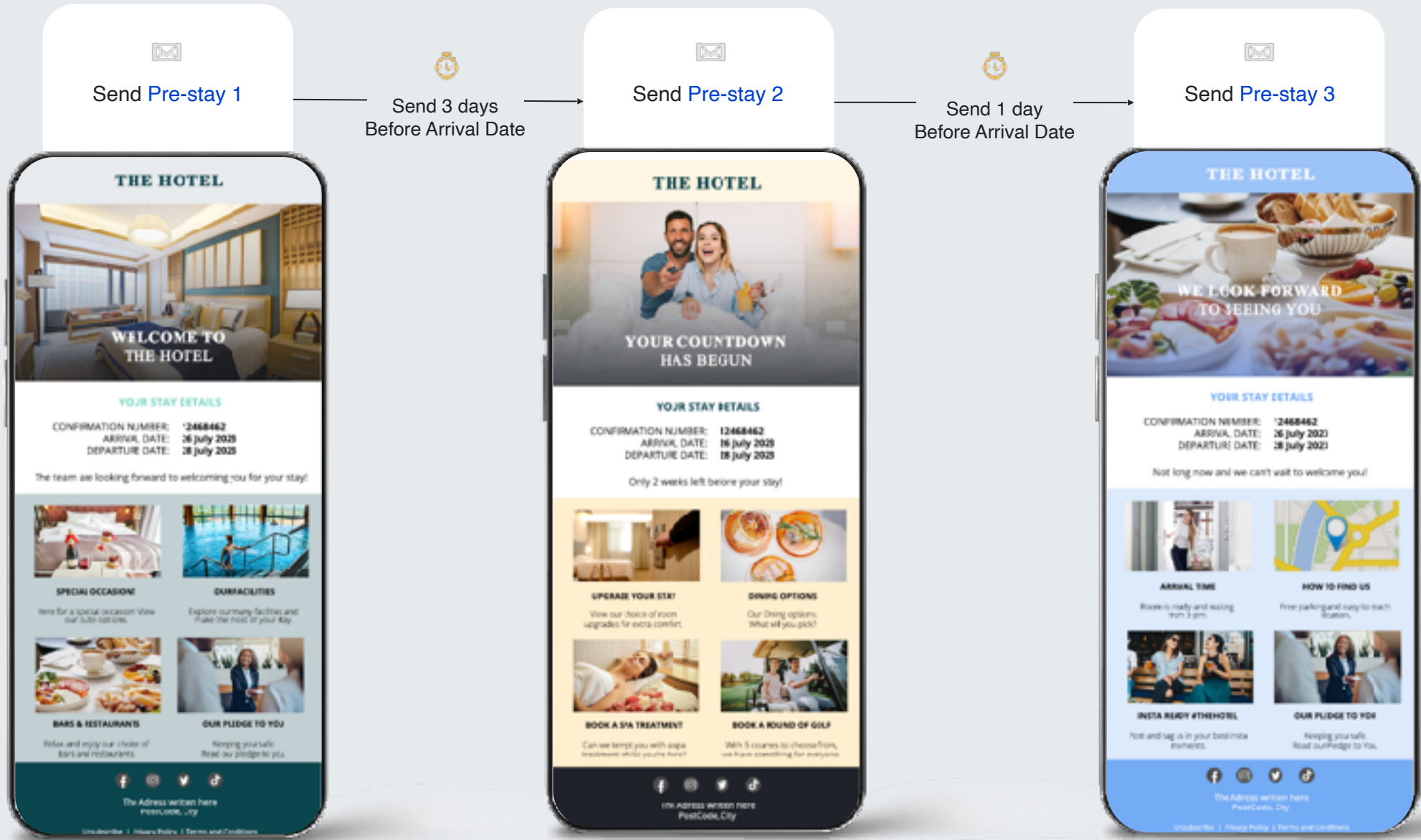
Email marketable

more filters





Before Stay

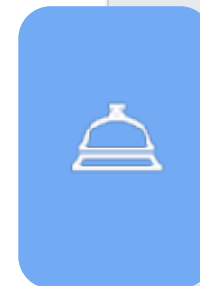


Automate

RULE NAME	RULE	LOCATION(S)	STATUS
Pre-stay 1	Send email 14 days Before Arrival Date at 11:00	The Hotel	<input type="checkbox"/>
Pre-stay 2	Send email 3 days Before Arrival Date at 11:00	The Hotel	<input type="checkbox"/>
Pre-stay 3	Send email 1 day Before Arrival Date at 11:00	The Hotel	<input type="checkbox"/>
Arrival	Send email on Arrival Date at 7:00	The Hotel	<input type="checkbox"/>
On Property	Send email 1 Day After Arrival Date at 9:00	The Hotel	<input type="checkbox"/>
On Property	Send email 1 Day Before Departure Date at 9:00	The Hotel	<input type="checkbox"/>



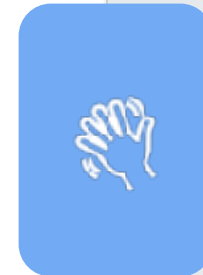
Before Stay



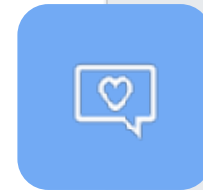
On property

Automate

RULE NAME	RULE	LOCATION(S)	STATUS
Post-stay 1	Send email 1 day After Booking Date at 11:00	The Hotel	<input type="checkbox"/>
Post-stay 2	Send email 2 days After Booking Date at 11:00	The Hotel	<input type="checkbox"/>
Post-stay 3	Send email 4 days After Booking Date at 11:00	The Hotel	<input type="checkbox"/>
Bring Back 1	Send email 5 days After Booking Date at 10:00	The Hotel	<input type="checkbox"/>
Bring Back 2	Send email 20 days After Booking Date at 10:00	The Hotel	<input type="checkbox"/>



After Stay



Bring Back



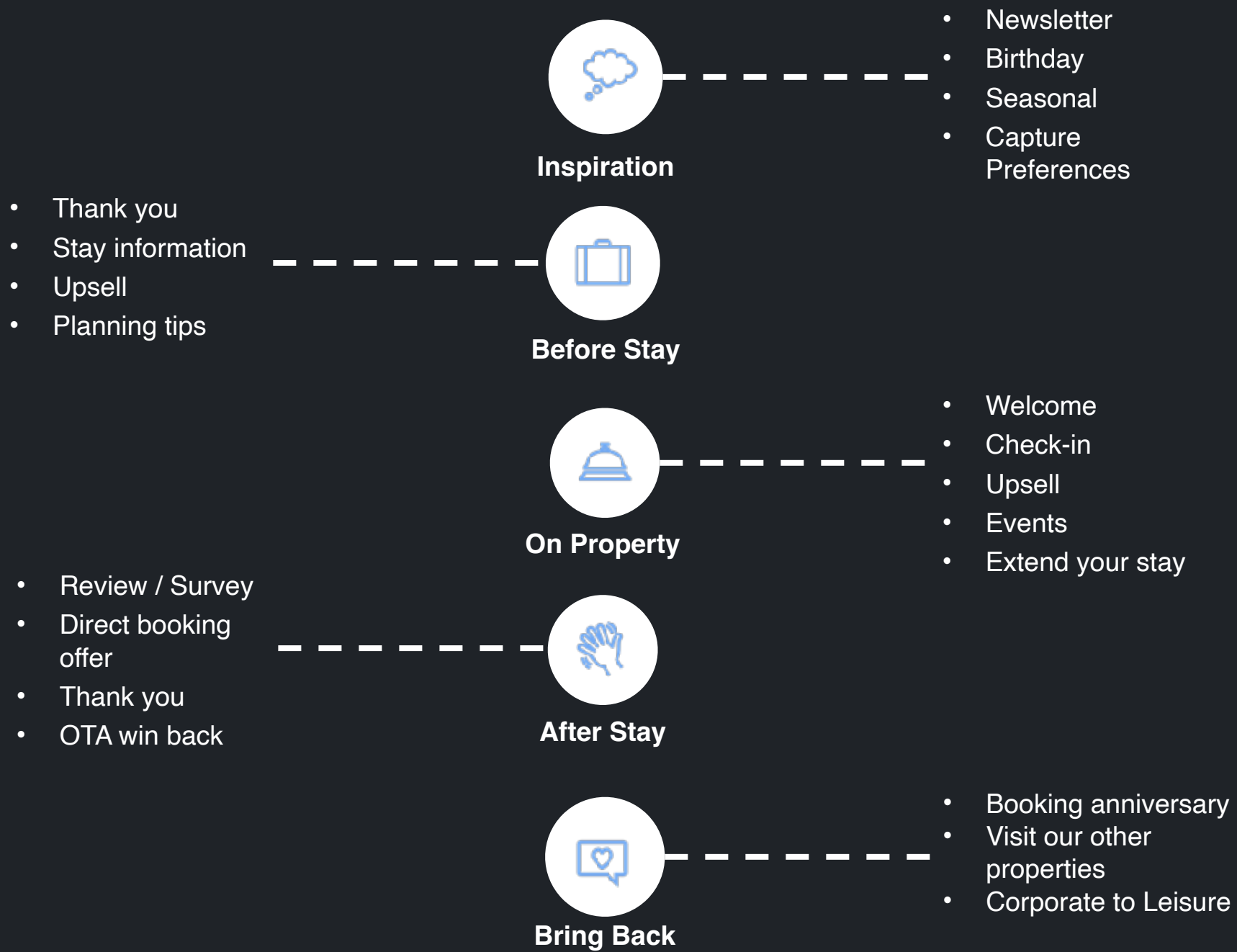
Grow



The Guest Journey

There are many chances to engage with your guests across their journey





Guest Profiles



**The business
traveller always
on the move**



**The family on a
sightseeing
holiday**



**The couple
enjoying a romantic
weekend**

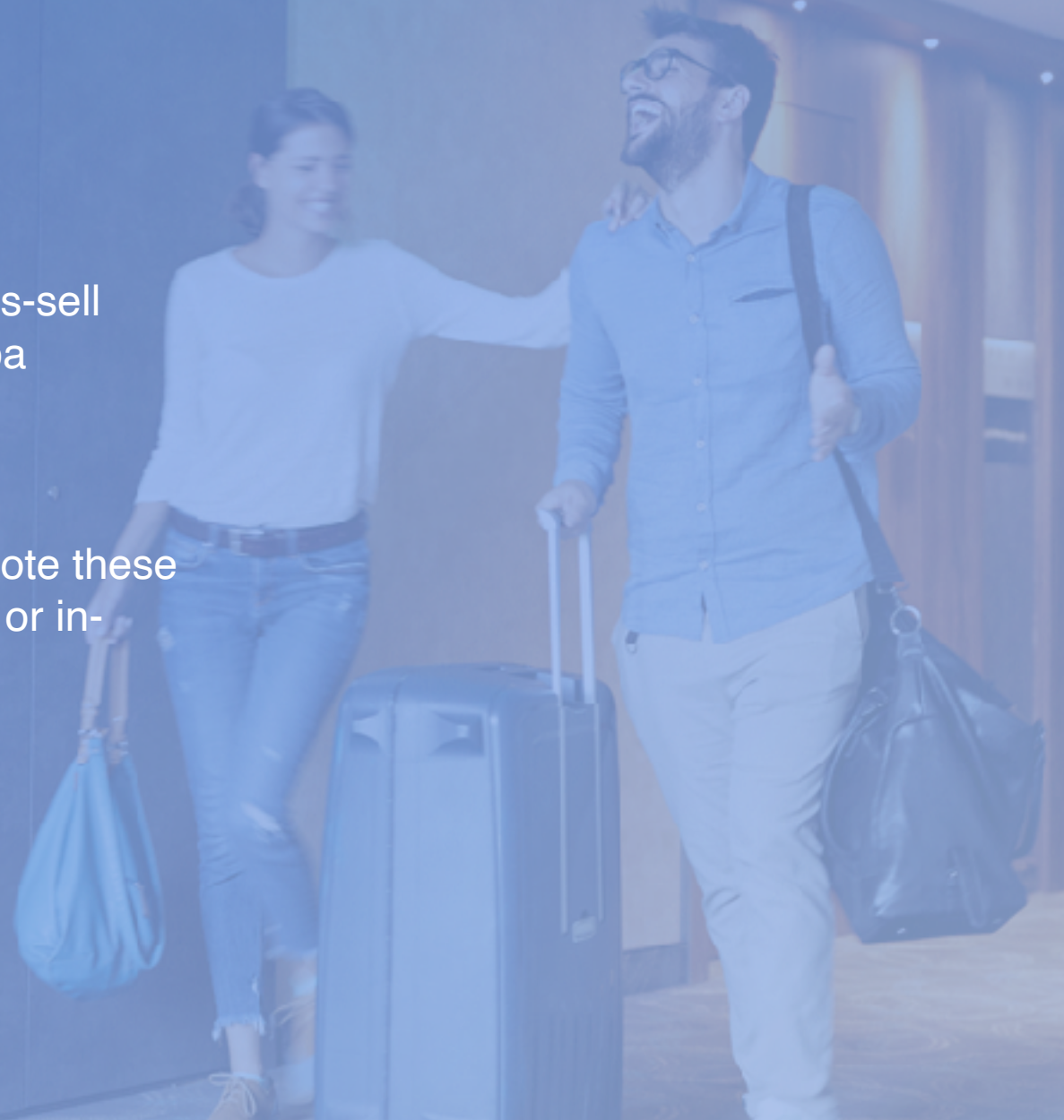


**The parents
visiting their child**

Cross Sell

Use guest data from CRM systems to cross-sell additional products or services, such as spa treatments or room service.

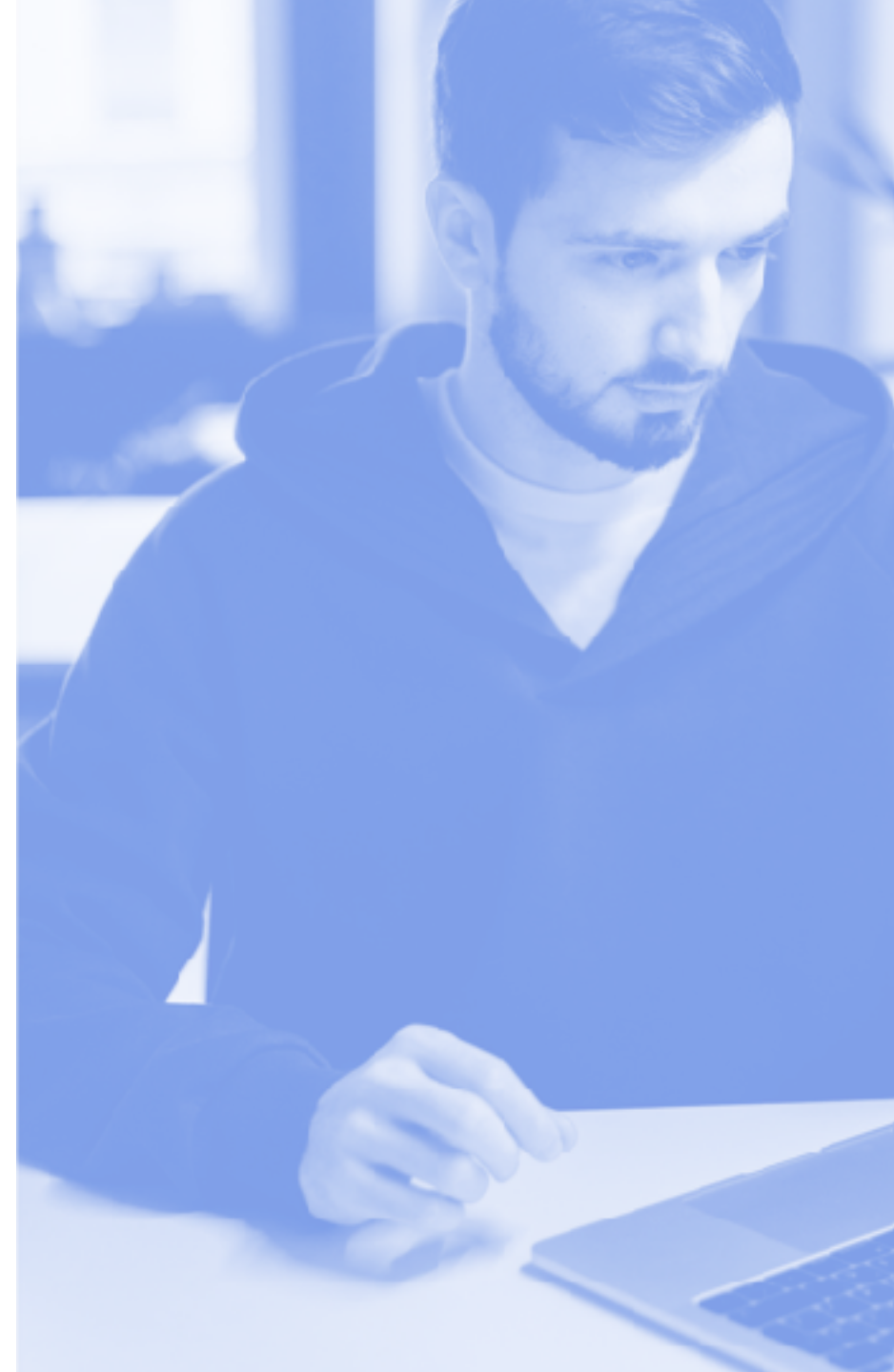
Tailor offers to each guest based on their preferences and past behaviour, and promote these options through targeted email campaigns or in-room messaging.



Personalised Experiences

Use guest data from CRM systems to create personalised experiences that go above and beyond typical hotel offerings.

This could include surprise amenities or customised activities that align with guests' interests and preferences, creating a memorable and unique experience that generates additional revenue and enhances guest satisfaction.



Referral Programs

Use guest data from CRM systems to create referral programs incentivising guests to refer friends and family to your hotel.

Offer rewards such as discounts, free nights, or exclusive perks to encourage guests to spread the word and generate additional revenue through new bookings.



Grow your revenue with targeted communications

Decide whether you're communicating based on time or behaviour:

Time



Behaviour



Define your trigger

Choose an event, i.e. 3 Days before arrival & no dining booked.

Decide on your **guest segment(s)**



Assign rules

Set rules based on behaviour

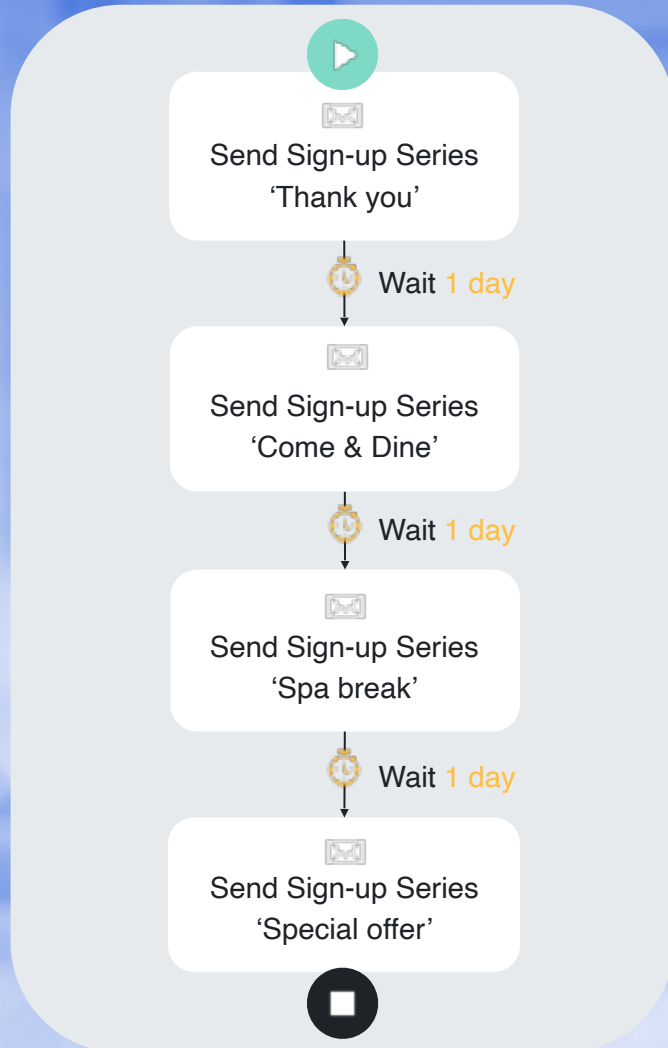
Include **delays** - wait X time before sending next email



Design the content

Make it personal (guests' name, birthday date) – use the data!

Measure your success



Campaign	Total send	% delivered	% unique opens	% unsubscribes	% unique clickers	Click to open rate
Sign-up Series 'Thank You'	3,382	99.57%	87%	0.08%	35%	40%
Sign-up Series 'Come & Dine'	3,379	99.93%	68%	0.06%	17%	19%
Sign-up Series 'Spa break'	3,377	99.92%	66%	0.09%	23%	16%
Sign-up Series 'Special offer'	3,374	99.71%	50%	0.36%	15%	21%

Artificial Intelligence

Artificial intelligence can help you reduce your workload, sparks creativity and uncovers data-driven revenue opportunities.



Generative AI for content

Elevate your copy effortlessly with the support of generative AI to check the grammar, rewrite your copy in a different tone, rephrase, simplify, and even add relevant emojis



Cross-channel creation

You can save time using AI to launch cross-channel campaigns. Use AI to automatically adjust your email into an SMS message.

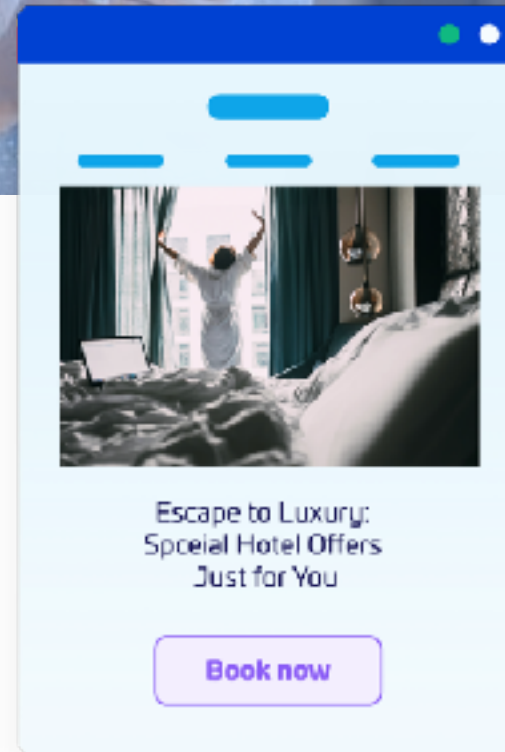
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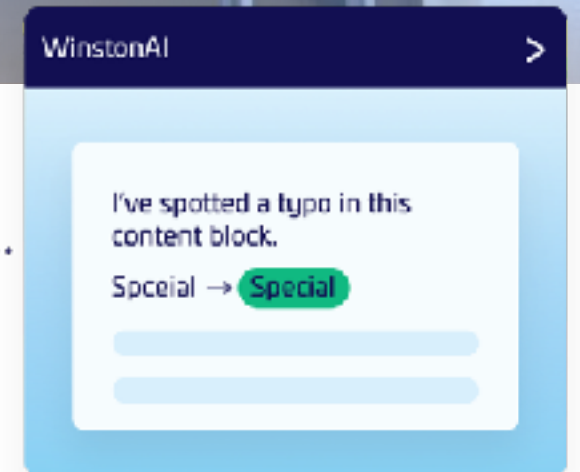


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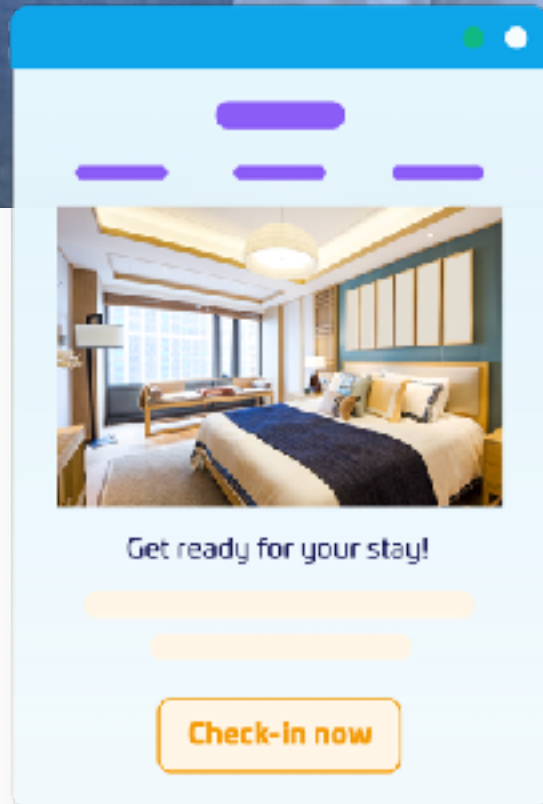


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Retain



1 out of 5 of travellers say they use OTAs (online travel agencies) to book all or part of their travel.

Most OTAs make money by taking a **commission per booking**, which is anywhere **from 5% to upwards of 25%**.

Source: HotelTechReport.com



Reducing OTA Reliance



Get a clear view on 'OTA guests'

Organise your data to give a clear view on OTA email addresses used for booking so you can take action.



Automate marketing bring-back campaigns

Implement email marketing campaigns that are automatically sent to 'OTA guests', after their stay.



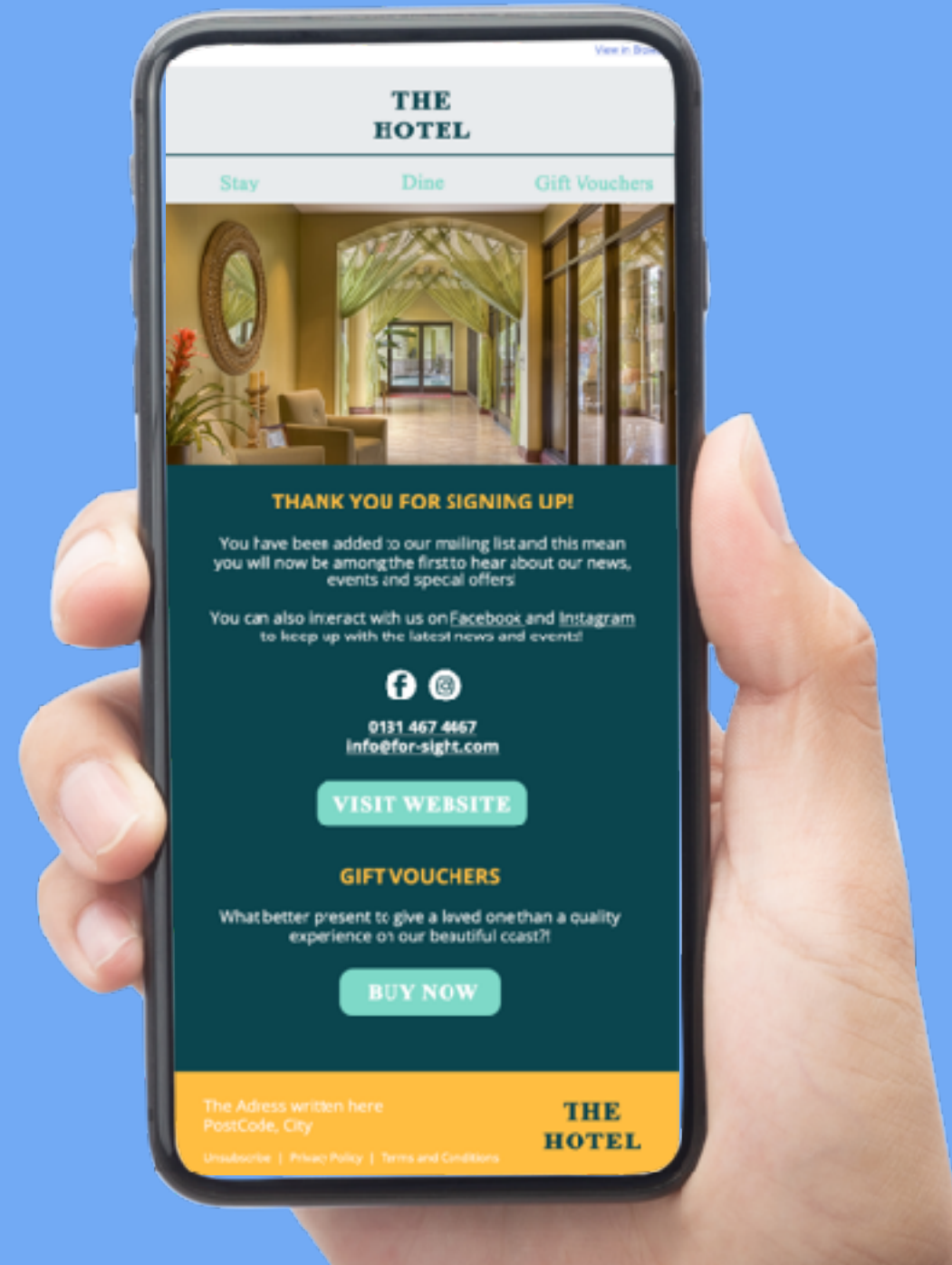
Leverage Additional Technologies

Make use of processes such as online check-in, mobile key and others to collect actionable data.

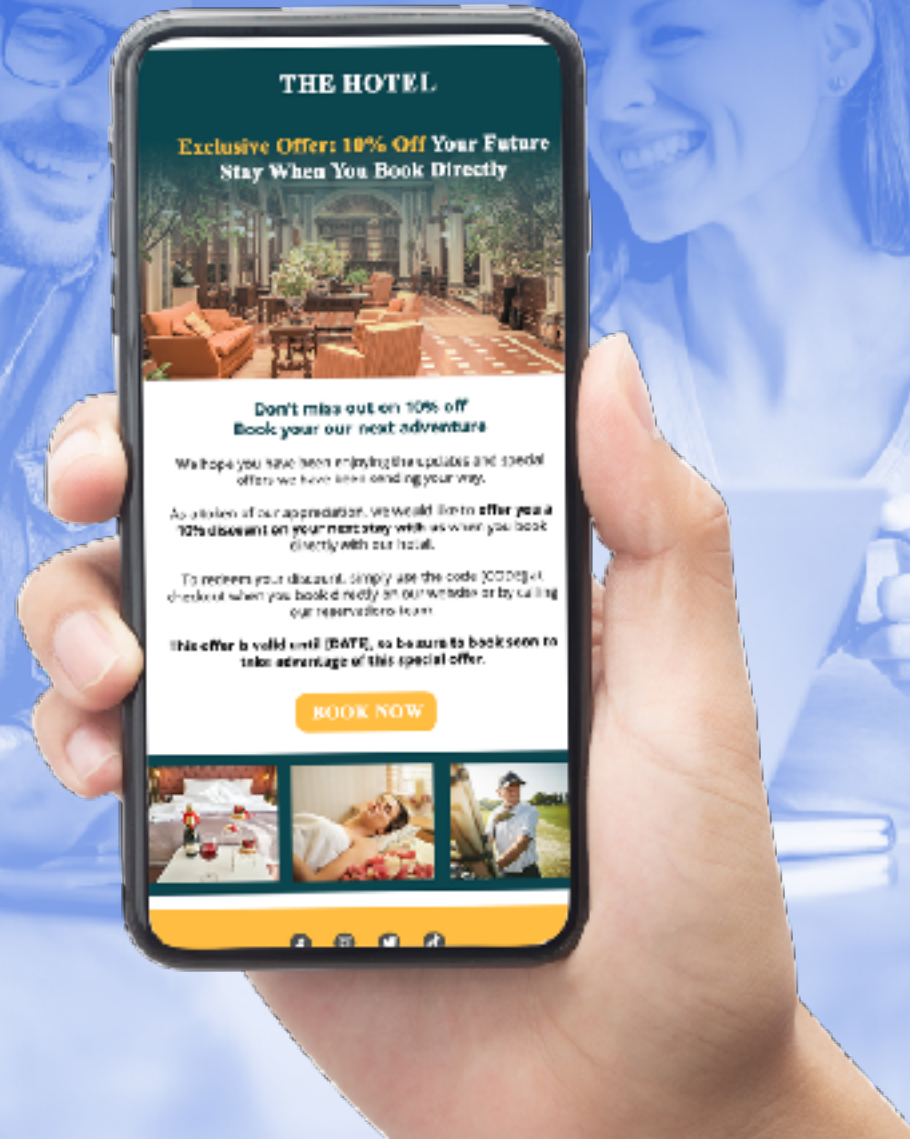
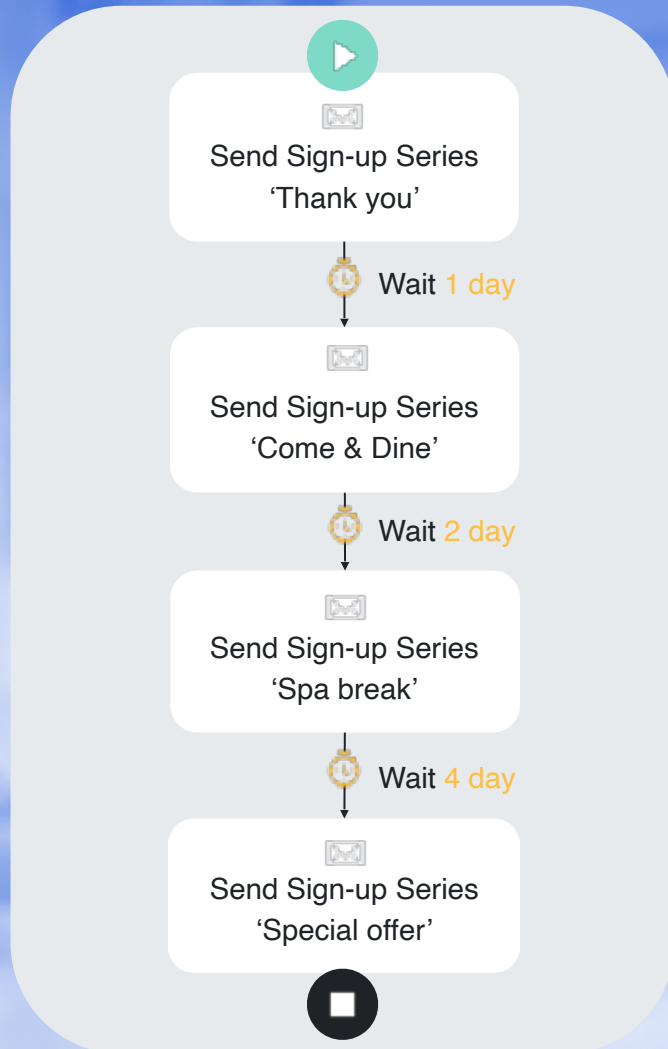
Capturing Guest Data

Sign up to our Newsletter

Receive news updates, new product announcements & special offers. Please see our privacy policy for details on how we use your personal data.



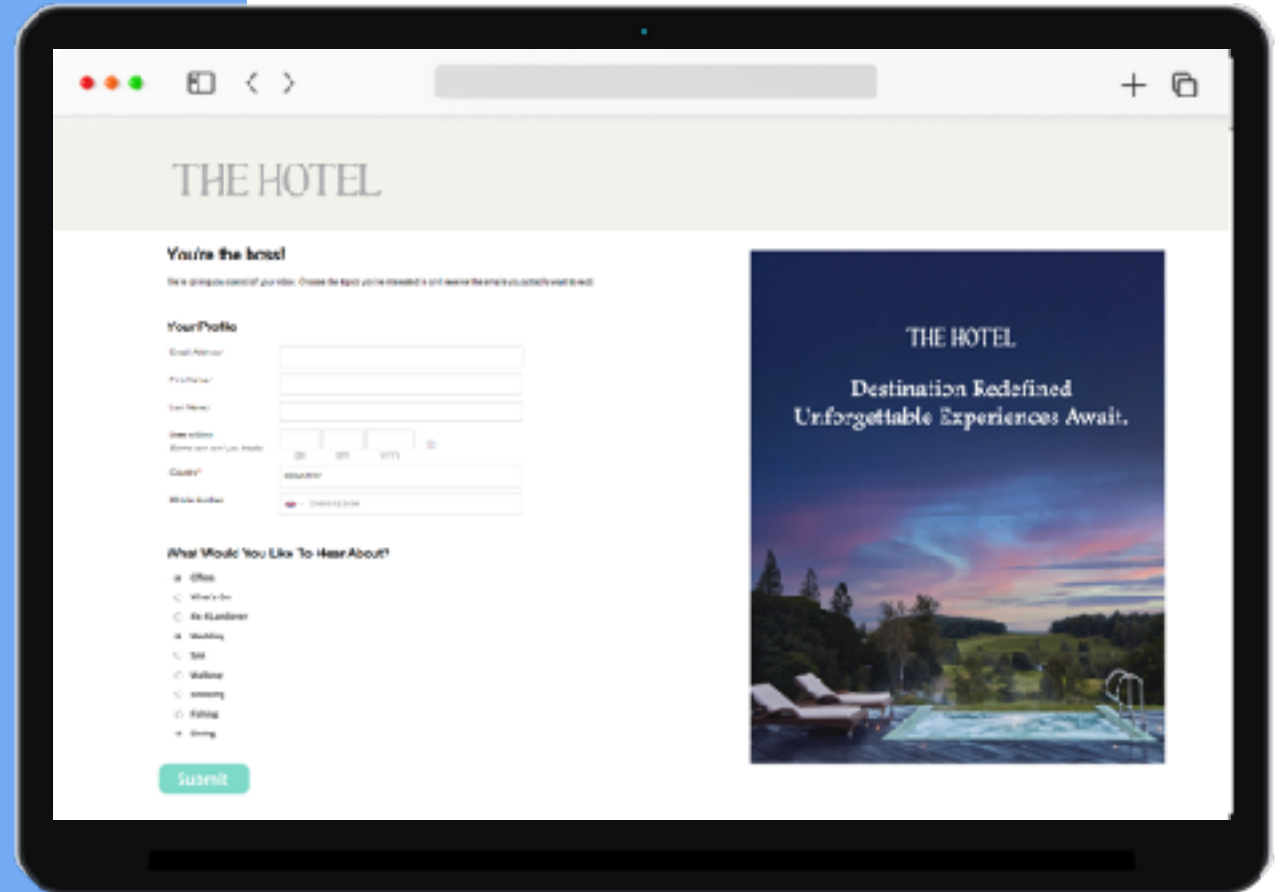
Set-up your automation sequence



Power your personalisation further

Break free from generic, one-size-fits-all communication strategies. Utilise preference centres to capture and harnesses your customers' unique preferences, enabling you to create personalised experiences that deeply resonate with each individual.

If a guest requests to unsubscribe, you can suggest they visit the preference center. There, they can specify their interaction preferences, such as content type and communication frequency, allowing for a more tailored experience.



Soft Opt-In vs. Hard Opt-In

Soft Opt-In:

- If a customer has previously engaged in a transaction or shown interest in a service, they can be approached with marketing for the same or similar services.
- However, they must have had the chance to decline marketing initially and should always have the option to opt out in subsequent communications.

Hard Opt-In:

- This method requires explicit customer consent before sending any marketing communications.
- It's a stringent approach that doesn't rely on assumptions.

Most For-Sight customers predominantly choose the soft opt-in approach within the caveats detailed above.



Loyalty driven by data...



An Asset to Drive Loyalty

74%

of consumers wouldn't care if the brands they used now, vanished. (Havas)

- Understand your guest RFM (Recency, Frequency, Monetary)
- Communicate in a personalised way, using that data, to drive loyalty



FUL. NAME	EMAIL	VALID EMAIL	COLOR	AVAILABLE
John Smith	j-smith1257@aol.com	✓	Platinum	✓
Arsily Mella	arsilymella99@sky.com	✓	Silver	✓
Kara Clerard	kara_gier_and@gmail.com	✓	Silver	✓
Maxence Stou	12421.keno@guest.booking.com	✗	Blue	✗
Arvy Caton	09721_arca@guest.booking.com	✗	Blue	✗
Demetrius Swome	demetriusswome@gmail.com	✓	Silver	✗

Retention Marketing

Use your data to **reward** customer loyalty



Identify



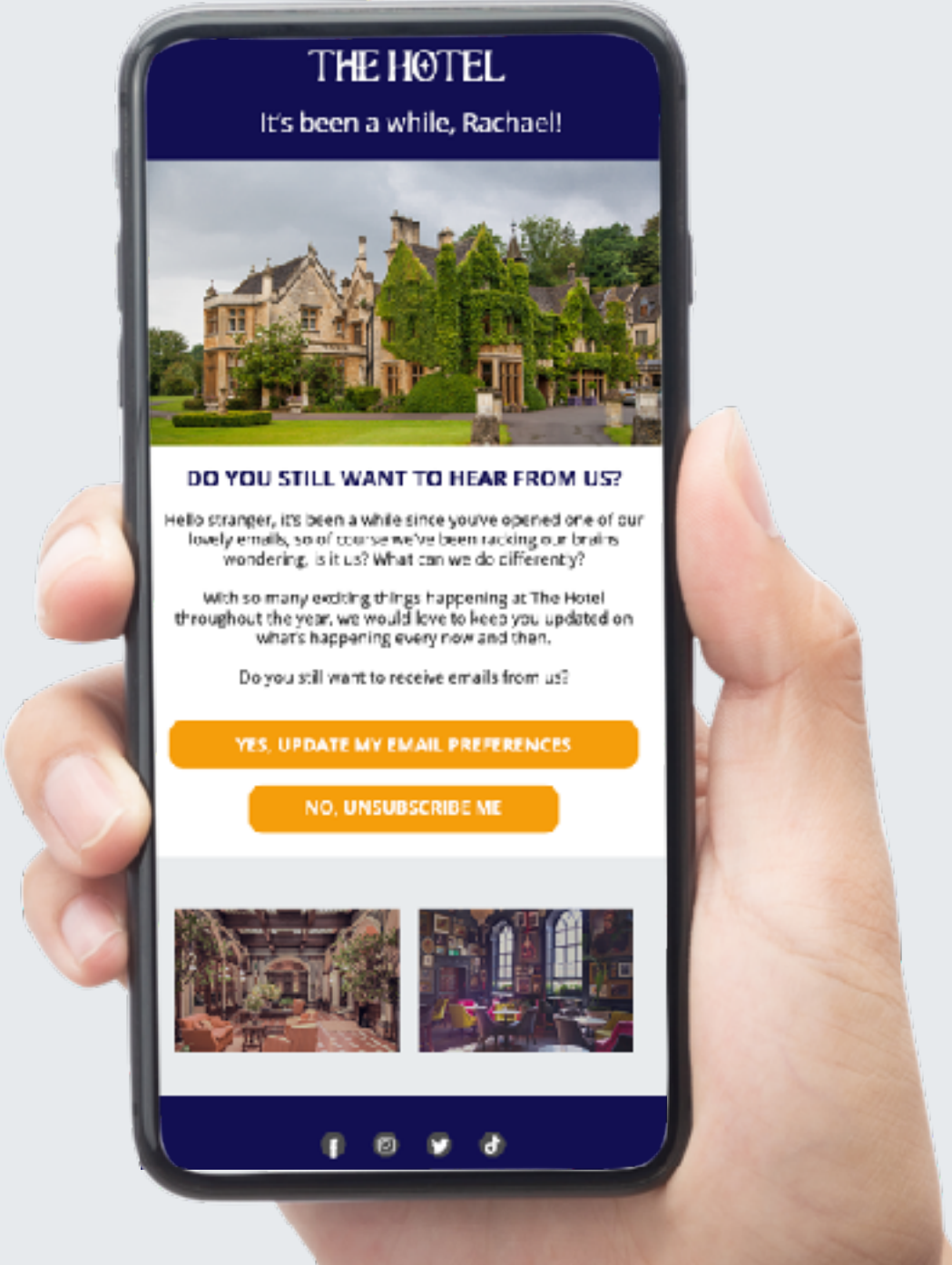
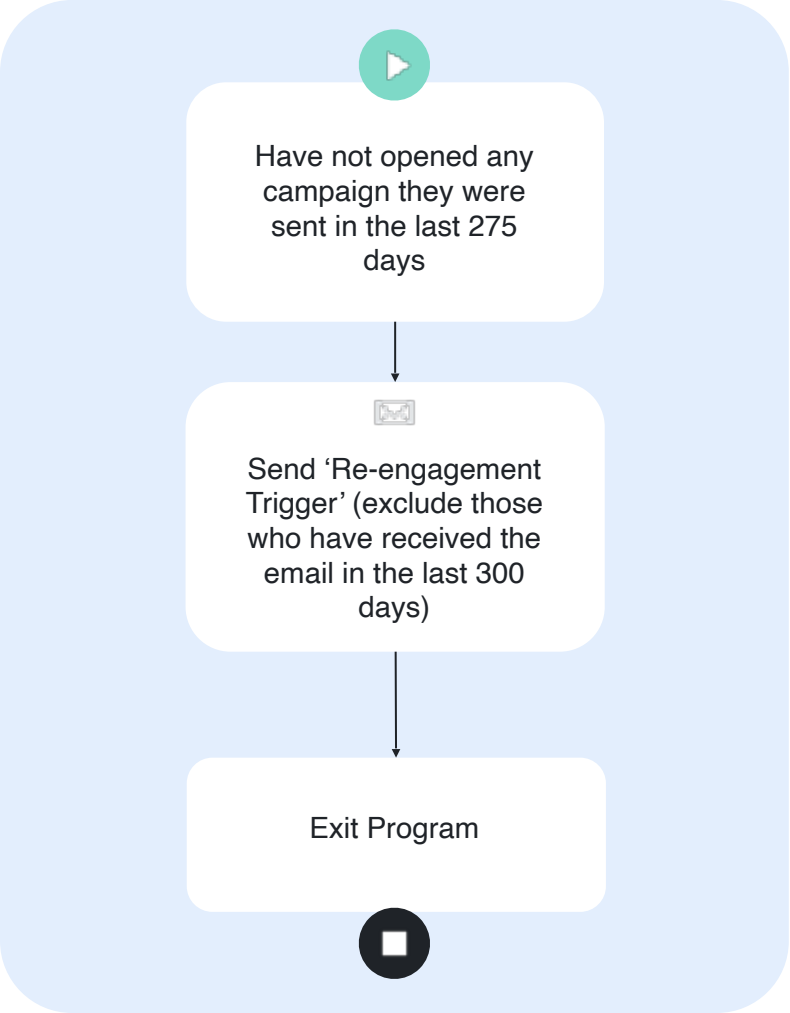
Segment



Recognise & Reward



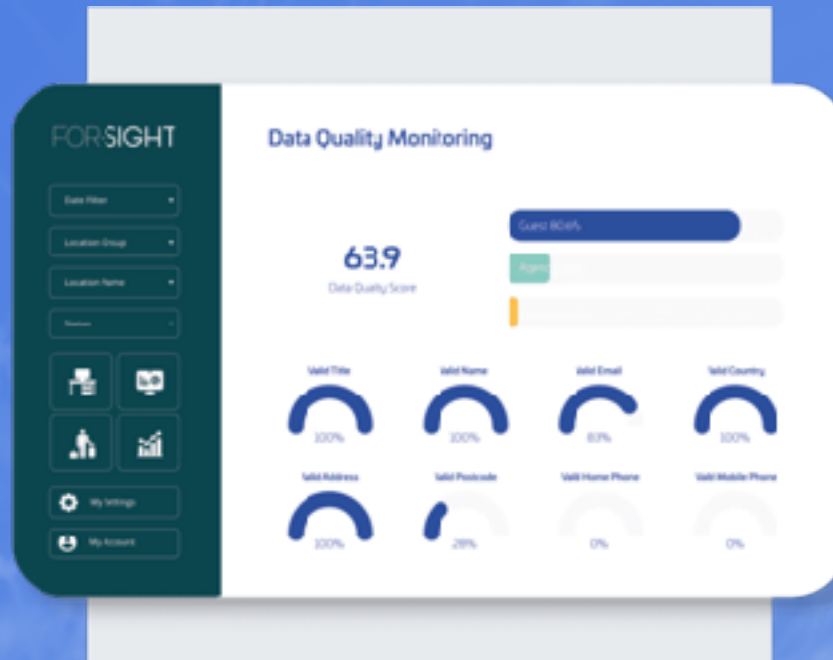
Re-engagement program



The Importance of a CRM and Data Strategy



Best Practices for Hotel Data Collection



Empower your team with the importance of clean data

Create incentive programs

Track the Success of your incentive programs

Technology: Making Guest Data Actionable (and scalable)

- Managing guest profiles and booking data can be overwhelming for hotels
- CRM system serves as a centralised hub for all guest information
- CRM technology integrates different systems for effective management of data.

Data Strategy: More than Just Collecting Customer Data

- CRM is essential for managing customer data and creating personalized marketing campaigns.
- Hotels can use CRM to track guest preferences and behaviour to offer personalized experiences.
- A solid data strategy is crucial and should be aligned with business goals and customer needs.



Data Strategy: More than Just Collecting Customer Data

- Invest in tools and resources for effective data collection and analysis.
- Prioritise data privacy, permissioning and security when handling customer data.
- A well-executed CRM and data strategy can drive bookings and loyalty.



It works!

By leveraging technology and expert marketing strategies, you can achieve significant growth

£ 15k

1,620% ROI

Single seasonal
SPA campaign for
15 days

£ 18k

3,045 % ROI

With 4 emails
Sent over 1 month

£ 320k

1,288 % ROI

With automated
email marketing
over 6 months

+52%

Direct bookings

With automated
email marketing
over 6 months

FOR-SIGHT

UNLOCKING
THE guest
JOURNEY

Thank You

Any Questions?



LDHA Activities Update



Sponsors



- Our current sponsors



- New kids on the block...



- Working groups
- Webinars
- 'Education'

Guestline - Harry Kitchin



2x webinars
Tues 5th Dec 11am
Thurs 7th Dec 2pm

Other connections...

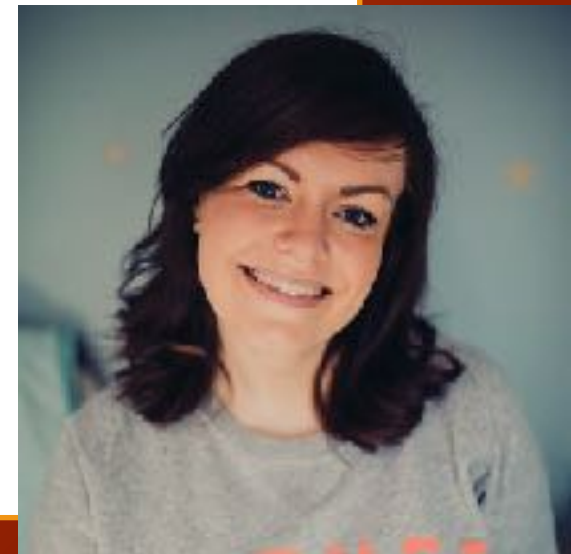


**Hospitality
Action**

UKH
UKHOSPITALITY

Laura Johnson - Hotels & Schools Liaison Manager, for the Hospitality Connect project, a role funded by The Savoy Education Trust.

Collaborating with Hotelier Associations and careers hubs / LEPs in multiple UK regions to launch meaningful partnerships between schools, colleges & hotels to inspire the next generation of hospitality talent.



Schools



- Head teacher conferences (North and South) attended in Oct
- Open evenings offered - teachers invited via Judith Gore, Cumbria Primary Heads Association (PHA) Executive Officer
- North Lakes went ahead (Lakeside postponed until Feb)
 - Attended by 6 primary schools
 - North Lakes Hotel and Rothay Garden
 - Also CLEP; CT; Centre for Leadership Partnership (Bright Stars)
- Next steps - partner school with hotel and develop relationship

Colleges



- Student visits to experience the Lake District as a Tourist Destination - a chance to show the opportunities available not too far from home
- Work placements for Travel & Tourism; Catering; Hospitality; Beauty
- Student 'careers conference' - demonstrating the variety of roles within the visitor economy, and opportunities these can lead to including continued education at local colleges or UoC.

Apprenticeships



- Increased engagement with colleges has boosted the enquiries with University of Cumbria for their Chartered Manager Degree Apprenticeship (CMDA) Visitor Economy Pathway
 - Who supports this already?
 - Who would support it for the right employee?

Surveys



- Salary Survey
 - Report returned to 17 hotels that participated - thank you
- Next Occupancy survey scheduled for 1st March to see how things are looking for Spring/Summer 24

Introducing Roger...



Tim Farron
Liberal Democrat MP for
Westmorland and Lonsdale



AOB



Next Events



- UKH Northern Committee - Wed 29th November (11am Zoom)
- GUESTLINE 'GuestVoucher' WEBINAR - Tues 5th & Thurs 7th December
- UKH HR Directors Expert Group - Thurs 7th December
- LDHA PEOPLE GROUP - Wed 24th January
- RIGHT REVENUE - Wed 31st January (TBC)
- **LDHA MEMBERS' MEETING - Wed 28th February**



Thank you to Robert & the
Castle Green Team

Thanks to our sponsors today:

FOR-SIGHT