

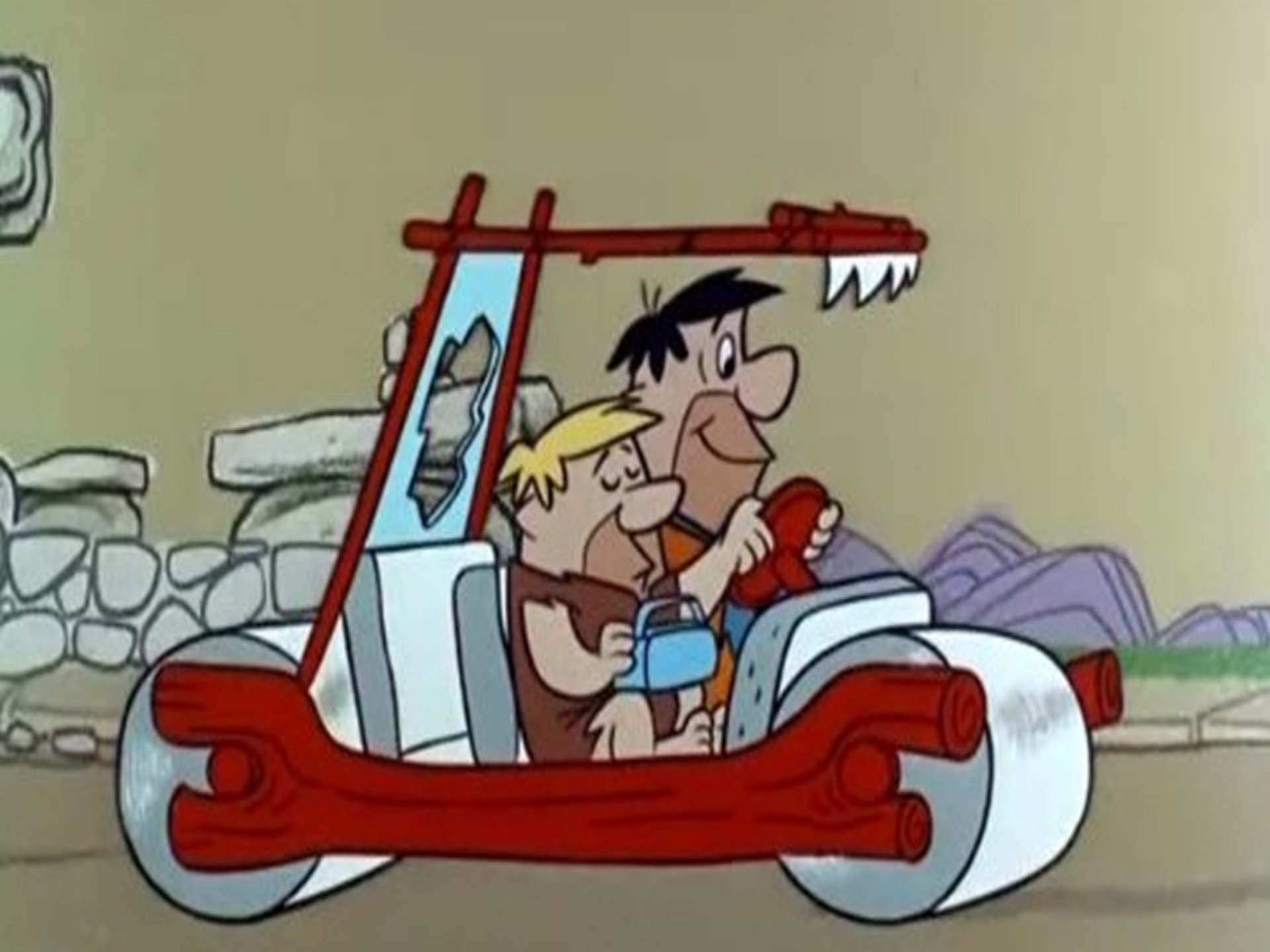
# *Get more corporate reservations*

## *Find new ways to increase revenue*

### Agenda

- Background – Fredrik Blomgren
- Inodi Hotel Consulting
- Who are your corporate clients?
- How to get more information and revenue from existing guests?
- Company agreements – Sales and booking channels
- Availability and content
- Getting more personalized
- Summary





## ***My Background***

- 30 years experience from the travel industry
- Guide and destination manager - Fritidsresor around the Mediterranean
- Sales Manager - Sabena Belgium Airlines
- Director of Sales - Forte Hotels & Le Meridien in Scandinavia
- Director of Sales - Netbook/Hotelzon
- Hotel manager - Hotell Fars Hatt

**The last 15 years have I had my own business - Inodi Hotel Representation, working with GDS representation for hotels.**

# Inodi Hotel Representation

- INODI HOTEL REPRESENTATION works with GDS distribution for individual hotels and hotel chains, representing over 250 hotels in Sweden, Denmark, Finland, Norway, Germany Singapore and South America
- Our user-friendly system connects to all major Channel Manager systems. Independent solution and attractive business module with *no fixed fees*
- As GDS specialists we act to simplify the complicated world of GDS to hotels with a high degree of personal and fast service to our hotels
- Help the hotels increase number of reservations and revenue
- Take care of all GDS related issues – make life easier for the hotels



# Corporate guest at your hotel

## Who are your corporate guests?

- Main segment of company/type of guest who stay in your hotel
- Why does corporate guest choose your hotel? Main Reasons?
- How much information do you have about your corporate guests and companies?
- How do they make reservation?



## Question:

Except location and rates, What are the most important features and services for most corporate guests?

- Good bed (+ good pillows are important for me...)
- No disturbing noise in the room at night
- Fast and reliable WIFI
- Information about parking
- Good breakfast
- Personal service
- Safebox

Some hotels have problem to communicate or offer this product/services in good way



# How to get more information and revenue from existing guests?

- Motivate the staff to a higher degree in Sales and to increase revenue
- Ask more questions to your existing guest/customers to get more information – leads for new agreements, needs and request that could help you increase revenue
- Upselling to higher roomlevel – Not sell all roomtypes in all booking channels
- What products and services do you like sell?  
F&B, conference etc.
- Improve communication to your corporate guests – pre- and after stay
- At check-out or after - create a simple questionnaire OR just ask some guests what are the main reasons why they stay at your hotel and which features/service they like most and miss



# Company agreements and booking channels

- Rates /company agreement  
Structure of negotiated rates – ongoing follow up on agreements
- How to get new agreements?  
“Old school” sales approach
- Invite prospects companies for a presentation at the hotel + free breakfast
- Booking engine – find ways to motivate guest to book to higher level
- Booking channels





# ***GDS = Corporate reservations***

- GDS – the best guests many hotels think. Why?
- Change non producing agreements
- Use statistics provided by your GDS provider
- Consortia
- Try to work closer with travel agencies
- Swedish Government reservations



- Availability...
- Content and exposure of your hotel on the web and in is social media
- More personalized service
- Guest Reviews  
How do your work with guest reviews?



# Summary

- Knowledge about your guests/customers = Power to improve and adapt/change
- Get more personalized with your guests
- Involve staff to a higher degree
- Measure your activities – use statistics
- Be more pro-active
- Think outside the box



Questions?

THANK YOU VERY MUCH!

