



MENTOR PROGRAMME

Foundation Level



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Introduction

Building a business is like building a house – strong foundations are essential and creating a strong foundation means understanding all elements of your business. Whether you have recently purchased an accommodation business for the first time, are new to your position within the business or simply needing a refresher, the Foundation Level of our Mentor Programme will provide you with the fundamentals of running an accommodation business.

Rev Masterclass: Google My Business

With a FREE Google My Business profile, you are showcasing what makes your accommodation experience unique to your future guests; ensures your current guests can easily find, and connect with you – and how they can become positive advocates for your business into the future.

- Claim your business listing and ensure it is optimised - what information should you feature about your accommodation experience.
- How to create an Image Gallery that is inspiring, differentiates you from your competitors and encourages bookings.
- Positive word of mouth advocacy through guest reviews is vital. How to encourage your guests to provide a review, and how to respond - whether they are positive or negative.
- Don't 'set and forget' – regularly check, update and refresh.

Rev Masterclass: Online Travel Agent (OTA) Listings

Online Travel Agents are an essential distribution partner within your sales strategy. How effective they can be for your business is determined by the investment you make in establishing your property listing – a 100% property score is key!

- Establishing your listing, ensuring all information areas are fully completed.
- The importance of great photography to sell your experience - what resolution photos should be; portrait v's landscape and ensuring your image gallery best reflect the true guest experience.
- Not all OTA listings are set up the same with some more detailed in the information they request - it's not a 'cut and paste'.
- Don't 'set and forget' – regularly check, update and refresh.

Recommended Follow Up Masterclass: OTA's are not the Enemy

Rev Masterclass: OTA's are not the Enemy

Online Travel Agents are a valuable marketing tool for your business, enabling you to have a presence in markets that you might, otherwise, not have the time, resources, knowledge or available sales and marketing budget that allow you to be active in.

They are not the enemy – but ensuring you maximise your accommodation listing to the benefit of your business is an important, and ongoing investment in your business.

- How to decide which OTA's your business should be listed on?
- Positive word of mouth advocacy through guest reviews is vital. Discover the best techniques to apply when responding - whether they are positive or negative. How to apply the learnings from guest feedback within your business as part of your continuous improvement strategy.
- Quality analytics and data help you make informed decisions in your business – how to interpret, and apply, the FREE data that OTA's provide you with.
- Ranking your property against your competitors – why do we do it and how to use this information within your business.

Recommended Follow Up Masterclasses: Creating a Rate Strategy that Delivers Profits; Creating Your Competitor Set; Rate Parity

Additional Component: Meeting with your Market Manager

- Why should you meet with your Market Manager?
- What questions to ask?
- Establish goals – minimum expectations for your meeting.



Rev Masterclass: Creating a Rate Strategy that Delivers Profits

Your rate strategy should be flexible enough to incorporate the two essential elements of any successful business – increased sales that delivers market share growth whilst maintaining a healthy profit margin. Pricing your accommodation experience correctly can be complex – you need to know your audience - what are their reasons for travel; what is happening in your local area that will contribute to demand; be aware of your competitors and what they are doing and have a comprehensive understanding of your operational costs.

- What are the operational costs of delivering your experience - how much do you need to charge to cover these?
- Seasonal trends – midweek v's weekend; winter v's summer – increasing rates during your high demand periods; whilst offering rate and package incentives to encourage visitation during lower occupancy periods.
- Maximising peak travel periods - analysing your lead time booking data, complemented by visitation trends and events in your region, create a rate strategy for the next one–two years that is reviewed regularly within your revenue meetings.
- How to use sales restrictions including minimum night stays, closing off room types and rolling rooms over within your revenue strategy - when to use them without compromising your high demand periods and allowing you to effectively manage your staffing resources.

Recommended Follow Up Masterclasses: Creating Your Competitor Set; Rate Parity

Rev Masterclass: Rate Parity

Rate parity is essential to your business. A clear and concise rate strategy ensures your accommodation experience is correctly positioned in the market - across all distribution channels. It minimises confusion for your guests and your sales partners will be requiring it to ensure they're not at risk of losing a booking to a competitor. Due to the complexities of the current distribution channel model, it is an area of your revenue management that requires regular monitoring; and ensuring you have strong relationships with your distribution channel partners in place.

- How to maintain control of your own rate strategy across third party sales platforms.
- How much time should you invest in monitoring rate parity?
- What resources are available to assist you when there are rate parity issues?
- The importance of resolving rate parity issues as quickly as possible; and if you cannot, what other solutions can you implement.
- Revenue Health Checks – if you're unable to retain a revenue management consultant on a permanent basis, bringing them into undertake regular health checks can be a great investment for your business.

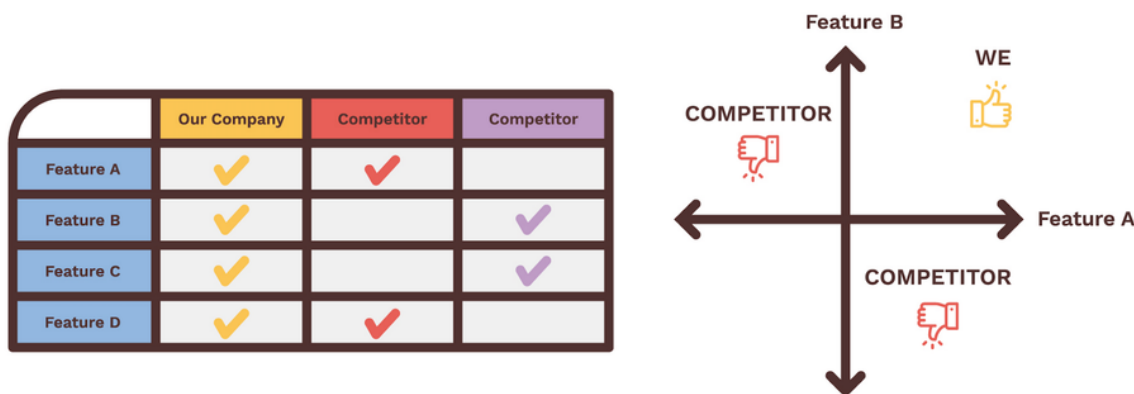
Rev Masterclass: Creating Your Competitor Set

Knowing who is in your competitor set is a vital component of your sales and marketing strategy. A competitive set is used for benchmarking purposes, market analysis, determining your businesses strengths and weaknesses; whilst assisting in the development of your unique sales positioning and rate strategies. Your competitor set is not created based on one element – it can be developed using a unique selection criteria for each of your market segments and can include location, size, leisure and business facilities, style of accommodation etc.,

- Who are your competitors – creating a competitor set.
- Analysing your competitors – what are their strengths and weaknesses.
- Monitoring your competitor set – directly via their own marketing activities; and benchmarking them using the FREE analytical tools OTA's provide, together with industry platforms such as STR.
- Gathering competitor information from your guests can provide invaluable information – whilst also building a relationship with them. Develop a selection of open questions that you can ask you guests throughout the booking journey.
- Get to know your competitors – particularly when based in regional areas where you can often find yourself collaborating with each other to attract larger groups; or help with overflow during peak periods.
- Don't 'set and forget' – regularly monitor if your competitor set is correct; and don't be afraid to select a property that offers a similar experience to you that is not within your region.

Additional Component: Conducting Mystery Calls on Your Competitor and Suppliers

- Prepare your own 'travel story' before you call them to see what they will offer you.
- Stop, start, continue – what is the objective to your business for making a mystery call?
- If fully booked, do they refer your property as an alternative?



Rev Masterclass: The Importance of Accurate Client Data & How to Apply it within your Business

The importance of knowing about your clients – not just their contact details - but when their birthday is, have they stayed with you before, how do they like their morning coffee made etc., enables you to personalise their stay and will set your experience apart from your competitors. Information gained can be used within your audience profiling; and marketing to your existing clients is also much cheaper than identifying, and attracting new clients to your business. Collecting, and continually updating, information about your clients is also an invaluable commercial asset within your business.

- What information to gather - name, contact information, email address, post code
- Segmenting your database – why mass marketing fails
- The legal part – don't just rely on the privacy laws that exist in your country; you need to understand the privacy laws within the countries you welcome guests from; and you also need your guests' permission.
- Staying in touch with your clients – how to create engaging and effective eDM's.
- FREE or low-cost marketing solutions to apply within your business.

Recommended Follow Up Masterclass: Connecting with Your Customers

Rev Masterclass: Connecting with Your Customers

You are operating in a service-based industry and your guests are instrumental in determining how successful your business can be – their experience will influence how they promote your brand to their friends, family and colleagues. It's important to maintain contact with them, show them you care and not just when you need to fill a need period.

- 5 simple emails you can put in place today.
- Be active on social media and reply to their comments and questions – even if you take it offline – communicate that you are doing so, so that your followers can see this.
- Respond to guest reviews – both the positive and not-so-positive ones.
- Tailoring, or customising, your guest engagement improves your relevance and authenticity in their mind.
- Use guest surveys to gain insights and improve your experience – let them know you're listening to them, and how you've implemented their suggestions.

Recommended Follow Up Masterclass: The Importance of Repeat Guests; The Importance of Accurate Client Data & How to Use It

Rev Masterclass: The Importance of Repeat Guests

All guests are valuable to the success of your hotel, and every business needs to continually attract new guests to their property as part of their growth strategy. Retention, and building guest loyalty and trust, is one of the most critical components in building a successful business. Your repeat guests are less costly to attract and are more likely to increase their spend when they next visit; a comprehensive guest history will enable you to tailor their experience – offering other upsell experiences that you know they may like. Most importantly, they become positive brand ambassadors within their community – which is FREE marketing for your business.

- Building a concise guest history; linking it correctly to bookings and acknowledge repeat visitation.
- Encourage direct bookings to your guests through the use of value adds, special offers.
- Create Promotional Codes that they can easily use when rebooking online.
- Thank your guests; stay connected and remembering them when they next visit with a warm welcome.

Rev Masterclass: Hospitality Industry Jargon, Reporting, Formulas & More

Each industry has its own secret language and the accommodation sector is no different. If you are new to the sector, it can be like you've arrived in a foreign country and sometimes, it can be intimidating. This session will take you through the key acronyms you need to know, and when to apply them.

Reporting provides essential data that shows how your business is performing, can assist in future forecasting, developing budgets, writing sales and marketing plans and improve your decision making.

- RevPar, GP, ADR, OCC, TrevPar, STO, ITO, OTA – what does it all mean?
- Reporting requirements in your business – what do you want to track daily, weekly, monthly and year-on-year?
- You have the data, now how to understand it and what to do with it.
- Revenue Meetings – what should these look like; who should come and what follow up is required?

Rev Masterclass: Guest Booking Journey

How guests research, plan and book their travel experiences has changed dramatically – it's now all online – using technology for almost every phase of the travel journey. Understanding how the hotel guest journey works provides valuable insights on how you are marketing your accommodation experience; and also engaging with your guests through the journey builds a relationship, creates consumer confidence and establishes trust. Travellers may not be ready to travel straight away, but by establishing a relationship with them through the dreaming and research phase, you will be 'front and centre' in the minds when they are ready to book.

- How do guests find my hotel – it just doesn't happen magically.
- The five phases of the guest journey – Dreaming & Travel Inspiration; Research & Planning; Booking; Staying; Post Stay / Reviewing.
- Taking ownership of the guest booking journey to increase your direct bookings.
- Understanding guest sentiment – interpreting sentiment tracking reports that are prepared by your regional, state and national tourism bodies.
- Last minute bookings – yes, they do happen! Whilst they may have done their research months ago, a great digital presence is essential to help them to find, and book you when they're just around the corner.
- How do you plan for these last minute scenarios within your business?
- Using analytics and data to understand your booking lead times, pace of booking.

Rev Masterclass: Telephone - Communication is More Than Words

The use of the telephone - in an otherwise impersonal world of email, chatbots and social media – has the benefit of connecting a caller with a human voice. It creates a personal environment giving you the opportunity to engage with your guests, showcase your experience and upsell.

- Presenting a warm welcoming voice
- Converting a sale v's order taking – providing your team with the skills to convert an enquiry
- Building a relationship – what 'open' questions to ask that will assist in gathering information when talking with a potential guest.
- How to upsell, offer to make a restaurant booking or book a spa treatment.
- Identify potential sales leads for future follow up – a leisure guest might work for a company that has regular travel to your region – establish some open questions that can easily identify prospective clients for your sales team.
- Finish the call with a thank you.

Rev Masterclass: Telephone – Guest Reviews

With more and more guests seeking the unsolicited advice of others during their travel research phase, the impact of online reviews has never been more significant to your accommodation business. Approximately 80% of all travellers will read between six – 12 reviews before making their final decision in where to stay. When deciding between properties, the one with the higher rating will, more often than not, be booked; and a higher property rating has more significance over the brand. Four out of five travellers believe that a property that provides a personalised, tailored response to a review cares more about its customers. Whilst it might be time consuming, responding to reviews in a timely way will be one of the best investments you can make in your business.

- Which online channels have a review functionality.
- How to respond to reviews – both positive and negative. Their importance for SEO, reinforcing the positive attributes of your experience, educating your future guests and upselling.
- How to cultivate a constant stream of new guest reviews.
- Which review platforms are the best to use within your own marketing activities. How to use them across your social media, website and other platforms.
- What tools are available to you to assist in managing your guest reviews
 - ReviewPro, Google, OTA's.
- How to use your guest reviews within your continued improvement of the guest experience.

How It Works

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4. You may get homework
5. Each session is designed to help you learn and grow
6. Sessions are delivered by professionals in the field of accommodation
7. Sessions are between 1-2 hours in length
8. No question too random, weird or odd, bring them all to the session
9. If you do not find the session you are looking for above, we can create one for you

Investment

Cost: \$360 per session excluding GST (sessions are prepaid)

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Advanced Level



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Introduction

Building upon the Foundation Level, the Advanced series of masterclasses provides the opportunity to broaden your skills and knowledge base in the essentials of running a successful accommodation business; complemented by a series of specialised masterclasses in the fields of sales, marketing and commercial acumen. Ideally suited for operators wanting to undertake further upskilling; those wanting to better understand the constantly evolving world of marketing and sales distribution; or investing in a member of your team who has recently been promoted within your business and is taking on additional responsibilities.

Rev Masterclass: Revenue Management – how much do I sell my accommodation experience for?

What to sell, when to sell, whom to sell to and for what price? Revenue management is the interpretation, and application, of your business's analytics to ensure you are increasing revenues whilst delivering a profitable return for the business. Successful revenue management is a combination of being analytical and detail driven, complemented by the ability to think strategically while maximising the sales process.

- Developing a rate strategy – dynamic v's static pricing.
- Understanding, and reviewing your competitor set.
(Have you completed Foundation Rev Masterclass: Creating a Competitor Set?)
- Profit & Loss – are you covering your costs?
- Discount v's Value Add? When, why and how to strategically position your rates to ensure you don't devalue your brand; building a business base that you can leverage from; maximising your peak periods whilst delivering business during need periods.
- Tracking the market – how and why?
- Tracking your rates, production, and distribution partners.

Additional Component: Profit v's Loss

- What is the cost of delivering your guest experience – what is your break-even point?
- Am I covering my costs on a daily, weekly and monthly basis? Am I able to draw a salary?
- Should I discount, or value add; incentivise longer lead booking times and average length of stay. How to do this whilst ensuring the business remains profitable.
- RevPAR, ADR, Occupancy, Average LOS, Incremental Guest Spend – key metrics to track in your business, and why.


Rev Masterclass: Creating an Accommodation Package Experience

Creating an accommodation experience provides you with an opportunity to attract new audiences and grow your revenue across the entire business without increasing marketing costs. In this masterclass, you will learn how to develop a range of packages that you can use to drive low season occupancy or fill need periods within in your property; whilst also creating a giftable experience that can be purchased for a special occasion.

- Why do we package – the power of suggestion.
- Who are your customers; what are their reasons for travelling and what are they wanting to experience?
- Discover the different types of packages – seasonal; event based; value added to drive additional spend across your entire business; partnering with other tourism and hospitality operators in your region.
- The Headline Package (attracts attention) v's The Sellable Package
- Pricing for Profit.
- Can your entire business deliver the operational demands of your packages?

Rev Masterclass: The Art of Benchmarking

Best practice benchmarking is the art of comparing your business's performance metrics and business processes against an identified group of operators within your industry sector, or an identified peer group, that you have defined for the purposes of direct comparison. This can be your competitor set, but it can also be other service-based organisations or individuals that you have recognised as being industry leaders in their respective fields. Benchmarking can be undertaken for a one-off event; but is more commonly incorporated within a business's continuous improvement processes to ensure they are continuously seeking to enhance their practices and experiences.

- Interpreting OTA analytics.
 - How to use STR within your business.
 - Social media and Google analytics.
 - Guest Surveys and how to determine your net promoter score (NPS).
 - How to apply the insights you have collected within your property.
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Rev Masterclass: The Global Distribution System (GDS)

The GDS is a computer network system that consolidates products and services between travel industry service providers – predominantly airlines, hotels, car rental companies - and travel agents, retail agencies and online agents, using real time inventory and rates.

- What is the GDS, how does it work and why do we use it?
- GDS Suppliers – which one is the most suited for my accommodation business?
- Commissionable v's nett rates.
- Travel Management Companies and Consortia Rates - what are they, are they relevant to my business and how to participate?
- Lanyon: what is it and how to use it?
- What is the RFP Season; and loading contracted corporate rates?
- The importance of your accommodation listing information, and photos.
- North Star Rating.
- Benchmarking tools for further insight.

Global Distribution System - GDS



Rev Masterclass: Your website is your digital shop front

An excellent business website should be a clear reflection of your company and your values. It provides you with the opportunity to market your business to a global audience – enhancing your brand and reputation whilst increasing your customer engagement. It is your digital shopfront that is open 24/7 – providing your customers with the ability to access, and book, your accommodation experience anytime, anywhere; and which, ultimately, improves your business productivity and efficiencies.

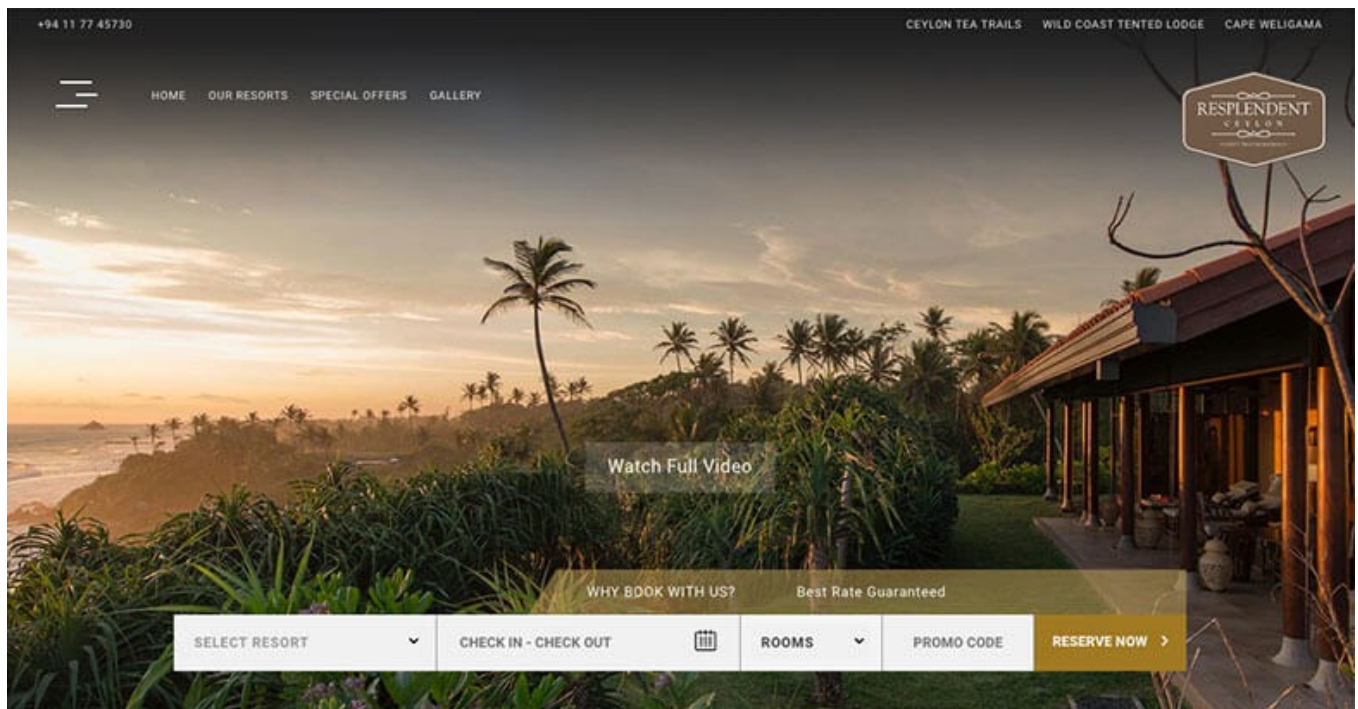
- Have you selected, and registered your domain name? Who is going to host your website?
- Own your website v's renting from a PMS / Channel Manager.
- Questions to ask when sourcing an agency to build your website. How to write a 'scope of works' document.
- Website design – above and below the fold – where key information should be placed. What content should be on your home page.
- Do you have access to the content management system of your website?
- When did you last update, or amend any content on your website?
- Call to Action – does your website have a clear, and easily found CTA?
- Booking button – can this easily be found within seconds of accessing your website?
- Website google rankings – how to influence this within your copy writing – do not be fooled by those who tell you they will get your website on to page 1!
- The importance of internal and external page linking.
- Website booking conversion, and does your website have the capability of selling more than just a room?
- Conduct regular website, and digital health checks.
- The lifespan of a website, and what will it cost to build a new website.

Recommended Follow Up Masterclasses: Social Media 1.01 & 1.02)

Rev Masterclass: Connecting with Your Customers (continue)

Additional Component: The development of immersive and engaging website content that connects you with your customers.

- Still imagery v's video content – both are important in showcasing your business – when, and where to use on your website.
- Portrait v's landscape orientation.
- Styling for a photo shoot is important - small touches like flowers on the table, ensuring the bed linen is ironed or showing a laptop and plunger of coffee. But, always ensure the accuracy of your accommodation experience is reflected visually within your photos - don't promise an experience within your images that you cannot deliver when the guest arrives.
- Do I use people in my photos? If you do decide to use people, ensure you have permission; be aware that ongoing talent usage fees will apply if using paid models and that they reflect your target audience and also showcase diversity.
- Professional photographers are an investment in your business; styling is also important – people want imagery that immerses them within your experience.
- BUT, if you don't have the budget to pay a professional photographer – how to collaborate with amateur photographers and influencers to create an image library; or take quality imagery on your iPhone and edit to look WOW.
- The importance of user generated content – how to encourage your guests to share their imagery, and provide you with permission to use in your own promotional activities.
- The importance of using alternative text on your imagery.



Rev Masterclass: Social Media 1.01

Social media is an essentially, FREE, channel that allows you to immediately connect, and engage with your audience; share content quickly and in real-time; gain valuable insights whilst growing your brand and your business. The ability to share imagery and video content, communicate your unique selling points and events in real-time, and converting guests from the dreaming and research phases to booking a getaway has transformed the way we market our guest experience.

The inclusion of social media within your marketing strategy is important, but it's also essential that you identify which channels complement your business best, and that you have the available staffing resources to invest in, and manage, your digital presence.

- Tik Tok, Twitter, Instagram, Facebook, LinkedIn, YouTube, WeChat, Pinterest and that's not all of them – identifying your key audience(s) will help you to determine which social media channels are best suited for your business?
- Setting up your business social media profile - it's very different to establishing your personal social media presence – writing your business profile, what information about your business should you feature and how to gain permission for user generated content.
- Incorporating Linktr.ee – its entry level platform is FREE - within your profile to drive your audience to multiple locations on your website or to other social media channels.
- If you're creating a presence on both Facebook and Instagram – linking your accounts is important.
- Determine the hashtags that are important to your business to expand your post reach – people follow brands and also hashtags. This can be challenging - you want to include hashtags that best describe your experience, leverage destination marketing campaigns. Create a list that you can alternate between depending on the post.
- Understand the brands you want to tag within your posts – these can be marketing bodies, other business operators, do you have a restaurant that has its own social media presence?
- Building an engaged audience – working with your community of local operators, marketing bodies, aligning with like-minded brands and influencers to establish credibility and create a growing community that wants to follow you, engage with you, and ultimately book your experience.

Recommended Follow Up Masterclasses: Social Media 1.02

Rev Masterclass: Social Media 1.02

Social media is not a 'set and forget' channel – it gives you the opportunity to connect with your followers every time they log on. Your posts should be entertaining, informative and you should maintain a regular presence - your audience is looking for new content from you – this keeps you top of mind for when they're ready to book. Unlike traditional media, social media is a two-way communication street – it provides your audience with the opportunity to speak directly with you.

If you want your audience to stay engaged, you need to stay active and when they're posting or asking questions about you – be timely in your response and in a manner that's appropriate to your brand, tone of voice and messaging.

- Creating a month-by-month social media calendar – this should align with your key messaging and what's happening within your business.
- Remember the 30/30/30/10 rule – inspire, engage, plan, convert.
- How to write an engaging post or story.
- How often should you post and when are the best times to post.
- Reviewing the analytics and applying these learnings within your future social media activity.
- When to take the conversation offline.

Rev Masterclass: What is a Blog & Does Your Business Need One?

A blog, at its most basic, can help your business develop an online presence, provide credibility as an expert in your industry and help drive more leads to your business. From an accommodation perspective, it can also form an integral part of your business' storytelling strategy – showcasing the experiences that guests can undertake whilst staying with you and providing your audience with helpful information and recommendations.

By creating a blog on your website, regular blog posts allow you to rank on search engines based on a variety of keywords that have been incorporated within the post.

- Where to start – how to determine what your blog should be about – do you need multiple blogs within your business.
- What's the difference between Latest News and a blog post?
- Creating blog post content and the frequency of posting.
- Sharing content across multiple channels – use your social media channel to drive people back to your latest blog post.
- Maximising Google – ensuring that your blog posts are incorporating keywords that you will assist in how your website ranks.

Rev Masterclass: EDM's – Email Marketing Campaigns – Are They One & The Same?

An EDM stands for electronic digital mail and whilst the two might appear to be the same, they are not. An email marketing campaign is sending your client database an email that incorporates a series of information messages about your business and, or a campaign or special offers – it's a highly effective way to reach a wide audience with minimal cost and provides a host of data for you to analyse. An EDM uses multiple forms of communication to reinforce the campaign messaging – social media, traditional print and digital advertising. Both will assist in building brand loyalty, and or converting sales for your business.

- How to build your email database and ensure you have permission. Know your local Privacy Act and SPAM laws.
- Personalising and tailoring your email campaign – have you set up tags within your database – allowing you to segment your communications and send information to your clients based on the experiences or services that they are interested in?
- What are the most effective emails – are you wanting to convert, or strengthen the relationship? Conversion: special offers; new packages; we miss you and an offer; holiday packages; competitions.
- Relationship: product updates; industry news; testimonials – guest reviews; recommendations and advice – your latest blog post; upcoming events; promote your social media channels.
- Analysing the data you receive from an email campaign and applying the learnings for future activity – how many people opened your email; how many clicked on the embedded links; what time did they view it; how many bookings did you receive?

Rev Masterclass: The World of Google – How to Rank & Why

For most users in the Western world, Google is the internet – how often have you heard the phrase 'just Google it'? Whilst it's not the internet, it is the most popular search engine covering over 90% of the worldwide market. Its role in how businesses are found in searches means that we need to understand how it works more than any other search platform in the market.

- Google Analytics – do you have this on your website and are you able to easily log in and view the available data?
- How long do people spend on your website; how do they find it; where are they from; what pages do they visit the most or least?
- The role of Google Business Profile (formerly Google My Business).
- Google Tag Manager.
- Backlinks – the importance, and how to create them.

Rev Masterclass: Available MarTech Tools For Your Business

It can become very cost prohibitive for smaller operators to invest in the extensive range of marketing resources available or paying a creative agency for specific marketing projects. The use of free, or relatively low cost, martech tools makes a lot of sense and it can assist in ensuring your marketing budgets are focused on generating revenue growth; and provide your team with the required resources to be both effective in their role and free them up to focus on the guest experience.

- Social Media - interpreting your audience and post analytics using free analytics
- Google My Business data & Google Keyword Planner.
- Canva – have a graphic designer within your business.
- Review Pro – consolidate your guest review platforms into one and gain valuable insights and data.
- STR – benchmark your performance against like properties in your area
- OTA analytics – compare your performance against your chosen competitor set
- Guest Testimonials – how to use these for marketing purposes
- MailChimp, Mailer Lite, Survey Monkey, Hootsuite, Linktr.ee, Pexels

Additional Component: Templates That You May Need in Your Business.

- Enquiry Form: MICE; Groups; Corporate Clients; Weddings
- Rate Agreement: Corporate Client; Inbound and Wholesale
- Contracts: Corporate; Groups; MICE
- Sales Lead: Corporate; Leisure



mailchimp



Hootsuite™



Rev Masterclass: Room Types & Rate Plans (3 Sessions)

1. Naming your Room Types & Rate Plans


2. How to Correctly Position your Room Types & Rate Plans

3. Positioning your Room Types & Rate Plans to be Commercial & Marketable

Names play a critical role in the positioning, and marketability, of your accommodation experience - an unsold room is lost revenue. When naming your rooms and rate plans, they need to be creative to attract the attention of your future guests and or describe the key features and inclusions to encourage reservations – whatever you do, don't use industry terminology that will have no relevance to your guests. Whether you keep it simple and apply the bed type, occupancy or inclusions; use the opportunity to showcase the views that you're surrounded by; or incorporate a bit of WOW factor and use names that are synonymous with your region – you need to ensure your names are accurate and capture the essence of the experience your hotel is selling.

Whilst pictures can tell a thousand words, a few words can change an entire story. Descriptions are a great tool to set your property apart from your competitors and are complementary to your image gallery. Incorporating your unique story within your room and rate plan descriptions is an excellent positioning tool to showcase your property's features and USP's.

Every detail matters, and what a prospective guest sees first is your room name, followed by the rate package – ensure you are providing the prospect of an unforgettable experience and that you are standing out from your competition.

- Why it is important to get this right.
 - Applying the standard conventions.
 - Highlighting your unique selling points (USP's).
 - Ensuring consistency across all platforms – don't confuse the market, or your staff, with different names for different platforms.
 - Using floor plans to showcase your different accommodation types.
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Introduction

The Proficiency Level of masterclasses will provide you with a high level of expertise and understanding in the specialty areas of sales, branding and creating marketing campaigns. They will also enable you to develop and mentor members of your team who are involved in the delivery of your sales and marketing plans.

With the importance of creating a COVIDSafe environment for travellers, our Contactless Masterclass takes you through the guest journey, the current technology available and what measures you need to take into consideration if wanting to apply this within your business. These masterclasses can be started following your completion of the Foundation and Advanced masterclasses or undertaken independently.

Rev Masterclass: Identifying, Understanding and Defining your Guests

Understanding who your audience is, what drives their decision-making process and how to attract them is critical to the success of your accommodation experience. This knowledge is essential in the development of your sales and marketing plans; refining your messaging and your brand to ensure you are speaking directly to your guests – resulting in a more targeted promotion of your experience, a more effective use of your sales team in sourcing new business and ongoing account management and execution of your marketing budget - and, ultimately a higher conversion and revenue growth.

- Who are my current guests and what influences their decision-making process?
- Are you a repeat accommodation experience - the importance of a repeat guest v's one-off stays?
- Who are the guests that are not using me now, but that I want to attract - can I accommodate them?
- Corporate; Leisure – VFR / FIT or Group; MICE - define your source markets and create a strategic plan to attract and manage them.
- What is the 80/20 rule and does this apply within your business?
- Do my marketing activities, and messaging speak directly to my target markets?

Rev Masterclass: What is your Brand? A Hotel is more than just a Bed – it's an Experience.

What is a brand – brands are intangible marketing or business concept that helps shape people's perceptions of a business, product or individual – it is considered to be among a businesses most important, and valuable assets. A brand is not a logo, slogan, motto, or tagline – these are marketing tools that are used to promote your brand and, when used together, create your brand identity.

A successful brand provides a competitive edge, helps you attract and retain your customer base which leads to trust, credibility and brand loyalty.

Successful brands: NIKE; APPLE /Successful Taglines: Just do it; Think Different

- What are you selling, who are your target audiences and how do you make them feel?
- Identifying your unique selling points.
- What are your core values of your business; what is your mission?

Your brand identity:

- Does your logo complement your brand?
- Have you developed a tagline – this is not essential, but if you do, it should be short and memorable.
- What is your tone of voice?
- Do you carry your brand identity throughout all of your marketing activities including guest communications; website; newsletters; advertising; signage; social media?



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Rev Masterclass: Working with Travel Agents

Retail Travel Agents, Travel Management Companies, Inbound Tour Operators and Wholesalers, Destination Management Companies

Not long ago, Travel Agents were considered a thing of the past – the dinosaur of the travel industry that had outlived its use-by-date – with the internet and emergence of OTA's deeming them no longer relevant. Never has a prediction been more wrong and in a COVIDSafe world, the role of travel agents has never been more important as travellers navigate the new world order of travelling with confidence. A good travel agent brings an expert knowledge of all facets of travel, can provide personal recommendations of places to travel to, what to do and where to stay and are able to leverage their contacts and buying power to the benefit of their clients.

They are an essential part of the sales distribution network and, depending on their level of operations, will provide your business with an opportunity to be 'front and centre' to an audience or individual traveller that you would, otherwise, have limited ability to directly market to.

- Understanding how they work – a retail travel agent can also be a wholesaler and an inbound tour operator!
- Understanding the commission structure: Between 10% - 30%.
- Understanding how they book – direct, via an OTA, via an ITO, via a DMC.
- Rate Parity.
- Contracted Nett Rates.
- Dynamic v's static rates.
- Creating marketing materials that are tailored to their travellers' needs.
- Allotments v's live inventory.
- Providing timely responses to enquiries and booking requests.
- Agency guarantees, establishing credit and the payment of commission.



Rev Masterclass: Working with Destination Marketing Bodies

Destination marketing is marketing activities undertaken to promote a destination to national and international travellers, to create a positive image to the target audience(s), to brand the destination and to gain an advantage over its competitors.

A destination marketing organisation or convention and visitor bureau is, traditionally, a government organisation that promotes a town, city, region, state or country in order to increase the number of visitors. The organisation will promote the development and marketing of our destination with a focus on tourism marketing, convention sales and services – either directly, or working cooperatively with airline, trade and media partners.

- Understand the role and responsibilities of your Local Council; Local Tourism Association (LTA); Regional Tourism Bodies (RTB); State Tourism Organisation (STO); National Tourism Association (NTA); Regional, State and National Convention and Visitor Bureaus
- Learn how to work effectively with each agency and discover the opportunities available for you to participate in: tradeshow; media and trade familiarisations; PR activities; campaign activities; social media; market research and insights.

Additional Component: Industry Bodies and Tourism Awards

- The benefits of membership of Industry and Trade Associations.
- Understanding, and weighing up the benefits of nominating your business for local and state tourism awards – to both your business internally and as a marketing opportunity.



Rev Masterclass: Identifying new Sales and Client Opportunities

Whilst your hotel may have an established base of business, the identification, and conversion, of new clients is a critical component to the sustained success and growth of any business. It doesn't matter whether a hotel is small or large, every team member is a vital part of the sales process – we all come into contact with guests and have the ability to discover new leads for the sales team to follow up on.

- Where to find your sales leads from – your past guests; corporate clients; a guest travelling for leisure; word of mouth referral; what's going on your location – a new development or project starting.
- What research should you undertake before following up on a potential new client.
- What should your surrounding environment be when following up on a sales lead?
- What 'open' questions to ask when guests are checking in, and checking out?
- What 'open' questions can your food and beverage team ask in the restaurant or bar?
- How to get to the decision maker.
- Understanding your client's booking patterns.
- Negotiating and contracting a rate.

Additional Component: The MICE (Meetings, Incentives, Conferences & Events) Market

- Do you have the capacity to target this market segment?
- Partnering with corporate and event venues that have limited, or no accommodation capability.
- Partnering with other accommodation operators to target larger events, or as an overflow provider.
- Handling an enquiry.
- Creating new revenue streams in a COVIDSafe world.
- Identifying new business.



Rev Masterclass: Digital Advertising – Google & Social Media Campaigns

Google advertising and social media campaigns can provide a cost-effective way for your hotel to reach a wider audience; and depending on the channel, you can use the audience targeting to be even more specific with your reach. They're extremely flexible and can be started, stopped and paused easily – you can test the market with a small spend, and adjust your budgets at any time. Social media advertising can also be very easy for newcomers – starting with boosting a post and evolving to the establishment of a full campaign.

- What are the key objectives of your campaign – brand awareness, audience growth, sales conversion or a combination?
- What to do before you schedule a campaign – what are your keywords or key messages; what is your call to action; who is your target audience and how long do you want your campaign to run for?
- Establishing measurable campaign KPI's.
- Establishing a budget – too little, too much?
- The importance of backlinks.
- Understanding the difference between organic or owned and paid; PPC, SEM and SEO – and how to optimise your audience reach and visibility.
- Establishing campaign outcomes and measurables.
- Interpreting the campaign analytics and determining if your investment is working for your business – what is the ROI (return on investment)?

Recommended Rev Masterclass to do first: Identifying, Understanding and Defining your Guests



Rev Masterclass: Guest Satisfaction Surveys

The importance of gaining our guests' insights following their stay is essential in our continuous improvement processes; measuring guest loyalty and ensuring we are making insightful, data driven decisions within our business.

Guest satisfaction surveys offer hotels the opportunity to ask the specific questions you want answers to and gain detailed, segmented responses from your guests; whilst enabling you to gain valuable insights into booking patterns, your marketing activities and more detailed guest profiling.

Guest surveys can also be easily tailored to gain immediate feedback if you're trialling a new arrival procedure or have introduced a new guest experience.

- KISS – what questions to ask, and when should you ask them.
- Analytics – how to interpret the data and apply it within your business.
- Ask, listen, learn and apply - continuously improve.
- Following up with guests.
- What platforms are available for you to use within your business.
- Open v's closed questions – gathering usable information and data.
- Establishing a nett promoter score.
- Measuring performance year on year.



Rev Masterclass: A Contactless World – Practical or Trend?

In the current environment, we have seen an increase in contactless technology and experiences within our industry; and as we continue the search for a new normal, it is anticipated that many of these technologies will remain. As an accommodation operator, our priority is to ensure our guests feel comfortable about their travel experience, whilst still ensuring the delivery of the personalised hospitality experiences we are renowned for, is not lost.

- What does Contactless mean to your property?
- How far do you wish to go with contactless technology – do you have the budget?
- What is practical?
- Guest registration – the safe storage of guest documentation.
- Protecting your business – prepayments, key collection.
- Continuing to deliver a seamless hospitality experience – maintaining contact with your guests.
- Pre arrival and post stay guest communications.
- As hoteliers, there are multiple environments to provide exceptional customer service experiences – the front desk is not the epicentre of guest engagement – your restaurant or bar staff, housekeepers or maintenance team all provide opportunities to engage with your guests.

Additional Component: Creating a Contactless Tech Stack

- Consider all the systems you use – they must communicate seamlessly.
- Door locks – how will your guests collect their key.
- The QR code – it's now a part of our lives – how can you successfully apply it within your business.
- Security – credit cards, drivers licence, prepayment
- Your back up plan – being on call.
- Investing for long term cost efficiencies.
- Online check ins, express check outs – adapting within a COVIDSafe environment to provide a contact free guest experience.

How It Works

1. Pick n mix – select the sessions that you want
2. Each session is 1:1 and conducted via Microsoft Teams at a time that suits you
3. You will receive a recording and slides following the session
4. You may get homework
5. Each session is designed to help you learn and grow
6. Sessions are delivered by professionals in the field of accommodation
7. Sessions are between 1-2 hours in length
8. No question to random, weird or odd, bring them all to the session
9. If you do not find the session you are looking for above, we can create one for you

Investment

Cost: \$360 per session excluding GST (sessions are prepaid)

To book a session:

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