



## Upselling: Still Possible During a Pandemic?

On this 10th episode of the ThinkUp Podcast, host Lily Mockerman talks with special guest Clément Dénarié from Oaky, providers of a guest data platform built to develop richer, more personalized relationships with hotel guests. Clément serves as Head of Sales and discusses with Lily how to boost revenue when occupancy is at its lowest.

### Highlights from This Episode

#### Lily Mockerman:

*So Oaky is focused on upselling, but in the current environment, many hotels are receiving limited demand or temporarily closed. However, I've heard that you have hotels seeing success on the platform in the midst of this. Can you tell our listeners more about what you're seeing with customers on the platform right now?*

#### Clément Dénarié:

*In general, guests are looking for creative experiences, upgrades in rooms, and enhancing their stay with auxiliary experiences. They are also treating themselves to add-ons, resulting in increase of spend.*

Other topics discussed:

- How to welcome guests as they return post-COVID19
- Specific details for revising upselling strategy and why hoteliers should pay attention to upselling right now
- Best-performing differentiators
- What top producers do that encourages more upselling
- Clément's top 3 things hoteliers can do to promote more upselling, whether or not they have a solution like Oaky

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For questions on this episode or any other revenue management related topics, you can send them to us at [info@thinkupenterprises.com](mailto:info@thinkupenterprises.com).