



Revenue Management – The Podcast

Timeless Principles To Scale A Business That Hotels Can Use To Rebound

2X founder & CEO Austin Netzley:

“We want to really simplify things, get the business owners free from the weeds, and then start to take the company to the next level.”

Welcome to Hospitality Highlights! In this 24th episode of the ThinkUp Podcast, host Lily Mockerman talks with Austin Netzley about proven principles and strategies that help 6 and 7 figure business owners scale.

Highlights from This Episode

Lily and Austin explore the following questions and tips

The ITA, or Ideal Target Audience

Lily: One of the things that many hoteliers have struggled with over the years has been defining their target market. You're looking to attract group business; you're looking to really provide a great corporate travel experience. You want to be that romantic getaway, and also family friendly.

Austin: Most businesses go too broad. We're afraid to go narrow because we think that we're turning business away. But by going specific, we get much more clear on what we need to do from a marketing standpoint.

The Irresistible Offer

Lily: As someone who has experienced hospitality as a traveler, have you ever seen a great irresistible offer used in travel or hospitality?

Austin: Brian Chesky, the founder of Airbnb, wants the Airbnb hosts to think about and write down what a 10-star experience looks like. For an irresistible offer, think about what makes a 10 star experience. Then working backwards from there, detail how to go above and beyond to make the client's experience go through the roof.

Rebounding from COVID

Lily: You have worked with businesses that have really taken a major hit from COVID. What business tactics have worked best for those businesses to rebound?

Austin: Being real with the moment. Know your ITA in more detail. If you know them, then you know what news they're watching or what their concerns are in relation to cleanliness and other things. Then you can take those proper measures and beat them to the punch before they become concerned.

Austin's advice for the future

Businesses that are planning for the future are going to be the ones that get ahead. We've worked with a lot of people that have gotten hit, most have rebounded really nicely by doing exactly what we've talked about so far, which is updating and refocusing their business model, or doing different marketing initiatives and communicating in a very human manner. Just give value and connect with your audience.

For questions or more information:

Website: 2x.co

The 7-Figure Playbook: 2x.co/7fpb

FREE Audiobook: From 6 To 7 Figures: 2x.co/freeaudio

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