



THINKUP
Enterprises

Revenue Management – The Podcast

How to Align Revenue Management, Sales and Marketing to Impact Guests

Welcome to Hospitality Highlights! In this 29th episode of the ThinkUp Podcast, host Lily Mockerman talks with Eric Sutfin, CMO at Social Capital Agency (SoCap) and Kathryn Baker, founding partner of ThinkUp Enterprises and Vice President of Strategy at Total Customized Revenue Management (TCRM).

WHAT WE DO

ThinkUp Enterprises: ThinkUp is a commercial strategy consulting firm. We focus on standing out by cutting to the chase. We're here to give hotels true actionable guidelines to make a difference in their revenue and in their profitability. We focus on assessments, looking at every piece of the hotel – everything that touches revenue, any expenses that are related to those revenues, and maximizing all of them to get our clients on a more profitable path.

SoCap: We believe in increasing the social capital, the guest experience, and ADR of various international resorts, boutique hotels and hospitality brands. We do that by provoking truthful and authentic messages that really revolutionize how people are engaging, exploring and connecting with the industry today. As an agency, our main focus is really to be conversion oriented. And so we optimize the guest experience across whatever channel they touch through the micro moments that build customer satisfaction, add brand value, drive sales, and enrich customer data for the hotels we represent.

HIGHLIGHTS FROM THIS EPISODE

Lily: How have you seen COVID-19 impacting hoteliers, and specifically, how are they now having to adjust to meet customer demands?

Kathryn: Guests are now traveling more locally than they typically would. Hoteliers are trying to turn them into repeat customers and show them that this destination is worth coming back to. They can do that by really creating a unique local experience, focusing on all of the things that make that hotel, that area, that larger market special and unique.

Eric: Our friends went up to Aspen the other week. They had booked the skiing, the hotel, and a spa/hot springs experience in one package. The property provided an enhanced and elevated experience for my friend, and he loved that. He said, "Why aren't more doing this?" I think that's certainly a way to build deeper relationships with those local partners in your destination and share in that experience to elevate and add value for guests.

Lily, Kathryn and Eric go on to discuss:

- How you can bridge gaps for your guests and alleviate question marks and concerns about their stay at your property.
- How the alignment of sales, marketing and revenue management impact consumers.
- The difference in how to approach a commercial strategy versus an industry strategy.

- Kathryn's and Eric's top 3 tips, tactics or tools that hoteliers can implement today that will make a difference through this recovery.

FINAL NOTES FROM KATHRYN

You can visit www.ThinkUpEnterprises.com. We'd love to have the opportunity to talk with any property that feels like they might have some potential that they're not quite tapping into.

FINAL NOTES FROM ERIC

To reach Social Capital Agency, you can visit www.SoCapAds.com. There we have a variety of great resources that we put out monthly for the hospitality industry, some really thought provoking and progressive ideas across the marketing sector for you to explore, to digest and to learn how you can implement them yourself.

FINAL NOTES FROM THINKUP

Read more articles on Hospitality Revenue Management on our ThinkUp Thought Leadership page.

Join us live on *This Week in Hospitality Live Show*, which you can register for at hospitalitydigitalmarketing.com/live.

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