



EPISODE 1

The Importance of Packages & Promotions

PRESENTED BY

DAVID KOPAC & ALISON WALDON

JANUARY 16, 2024

Agenda

Introduction to 24 in 24

Why do we build Packages & Promotions?

Types of Packages & Promotions

Tips for Maximizing their Effectiveness

How do we sell Packages & Promotions Online?

Brand Resources for Package Building

2024 Shaner Corporate Offer Schedule



Over the past 15 years, the E-Commerce Department has always made an effort to make sure that you understood what we are trying to accomplish



"I know E-Commerce is important and I think they do a great job, I just don't know what they do."

24 in 24 is a series of quick-hitting, topic-focused, 30-minute webinars designed to help educate you about the different strategies executed by the E-Commerce team. On each call, we will take about 20-25 minutes to focus in on a specific topic. We will no longer be holding long quarterly webinars. All sessions will be recorded and saved on ShanerDigital.com.

Why do we build packages and promotions?

For Hotels

- They provide an opportunity to generate and maximize demand
- Packages provide upselling potential (i.e. guest eat at your restaurant rather than next door.)
- They can help hotels to build valuable relationships with local businesses or travel companies
- SEO Advantages – Localized content
- Gives us a reason to sell/merchandise your hotel
- Highlights your location and proximity to popular demand generators



Who do we build packages and promotions for?

For Potential Guests

- Provides an elevated overall guest experience
- Gives the guests greater value for their money
- Gives guests a reason to check rates and put your hotel on the "short list."
- Provides guests with information about available amenities or local attractions that they may not have been aware of
- Packages should have a target market or demographic in mind



When should I have packages available?

ALL YEAR!

- Set a goal to have at least one strong, location-specific package all year.
- Target traditionally slow days of the week and times of the year
- Rotate based on seasonality, market changes and changes to hotel amenities.



Types of Packages and Promotions

FOOD AND BEVERAGE PACKAGES

- Dining credit
- Daily meal

WELLNESS PACKAGES

- Wellness amenity
- Local wellness experience

FAMILY PACKAGE

- Tickets to family attraction
- Discount on multiple rooms booking
- Kid-friendly amenity

SEASONAL PACKAGES

- School holidays
- Festivals and local events
- Seasonal events

RATE PROMOTIONS

- Percent off discount
- Buy one, get one
- Room upgrades

LOYALTY OR POINTS

- Bonus loyalty points
- Loyalty amenity

LOCAL AREA PACKAGES

- Passes or tickets to attractions
- Experiences
- Map of things to do

Tips for Maximizing Package and Promotion Effectiveness

Think about your best travel experiences...then think like your guest.

- Does your hotel have a unique location?
- Is it walking or a short driving distance to major attractions, nature areas or the city center for leisure or business guests?
- Is your property business traveler, pet or family-friendly?

Determine what is needed to support the package operationally.

Reach out to your e-commerce team for marketing support.



Tips for Maximizing Effectiveness

Create seasonal or holiday packages

- o School holidays, festivals or other major events

o Appeal to specific market segments

- o Business travelers, families, adventurers, solo travelers

o Work with your local partners

- o Theme parks, museums etc.



How do we sell packages and promotions online?

They are listed on the hotel website and phone app (if available)

They are promoted through digital channels including:

- Brand website
- Email
- Social media
- Search
- Google My Business Listing (when applicable)
- Third-party booking channels (when applicable)



PROS & CONS

PROS

- Increase Revenue by bundling together different services & amenities.
- Attract More Guests by offering a unique and personalized experience.
- Provide convenience for guests by taking care of all their needs in one booking.
- Packages can be used as a marketing tool to showcase a hotel's amenities and services.
- Guests who have had a positive experience with a hotel package are more likely to book again; fostering repeat business.

CONS

- Lack of customization within the confines of a package could lead to guest dissatisfaction.
- Potential loss of revenue if guests choose to book individual components separately.
- Guest may have preferences that do not align with the hotel package; leading to guest dissatisfaction.
- Increased risk for overbookings if the package becomes very popular.
- Potential cannibalization of room rates if packages are priced too low.

Brand Resources for Packages, Promotions & Offers

Choice Hotels

Packages can be set-up in Rates Center and within the choiceADVANTAGE system

<https://apps.choicecentral.com/ccweb/content/resources/ecomm/setting-up-packages-training.pdf>

IHG

Package Booking Tool allows hotels to create links for packages that can be placed on the brands or third party websites.

<https://internaltools.ihg.com/redirectLite/lite/packagebooking>

LTF Transition Guide

<https://me2.ihgmerlin.com/documents/167452045/c68e4c0d-3925-54d3-cb29-06098ca9abad>

Marriott

Offers are added to brand.com via the MBOP tool
[Promotion Offer Library](#)

Hilton

Offers are added via the Hotel Offers Request form in Content Gateway

Lobby > My Applications > marKIT> Hilton > Programs and Offers > [Offer Index](#)

2024 Shaner Corporate Offers Schedule

JANUARY



**NEW YEAR'S
RESOLUTION
TO SAVE**

MARCH



**SUNSHINE ON
MY MIND**

MAY



**MEMORIAL
DAY FLASH
SALE**

JULY



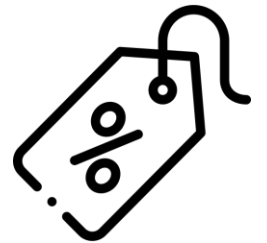
**CHRISTMAS IN
JULY**

SEPTEMBER



**HOME FOR
THE HOLIDAYS**

NOVEMBER



**BLACK FRIDAY
FLASH SALE**



THANK YOU!

Any Questions?

