

Say goodbye to off-season: How to fill empty rooms





TODAY'S AGENDA

Agenda

- Current landscape & demand trends
- Driving occupancy and non-room revenue
- Digital marketing tactics to maximize reach and efficiency
- Effective ways to drive email and web conversions
- Leverage loyalty and increase repeat guests
- Q&A



Today's speakers



Alex Moura

Sales Director - LATAM



Tina Markowitz

VP Digital Marketing Media & Analytics

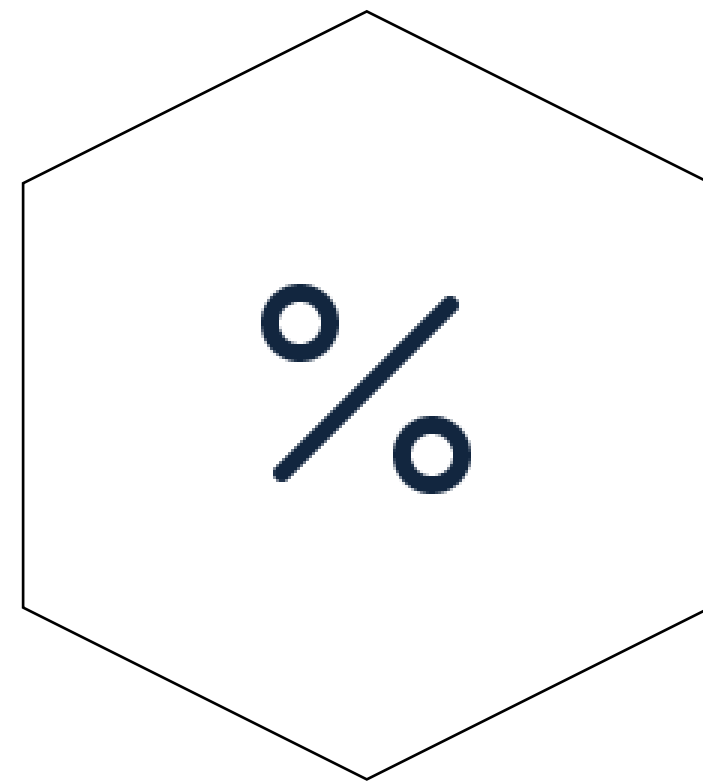
The background of the slide features a series of blue paper boats floating on a dark blue, reflective surface. The boats are arranged in a line that recedes into the distance, creating a sense of depth. The lighting is soft, casting gentle reflections of the boats onto the surface below them.

1

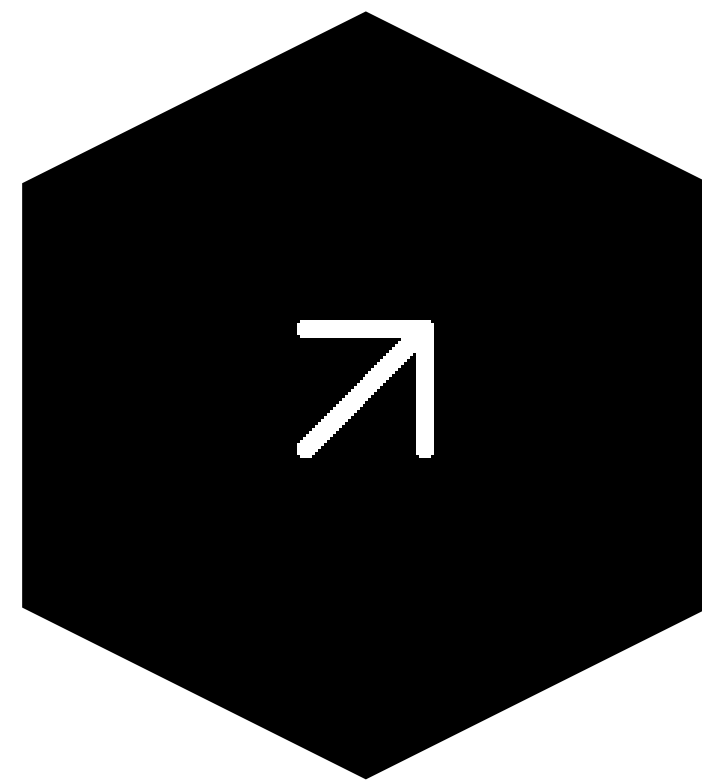
Current landscape



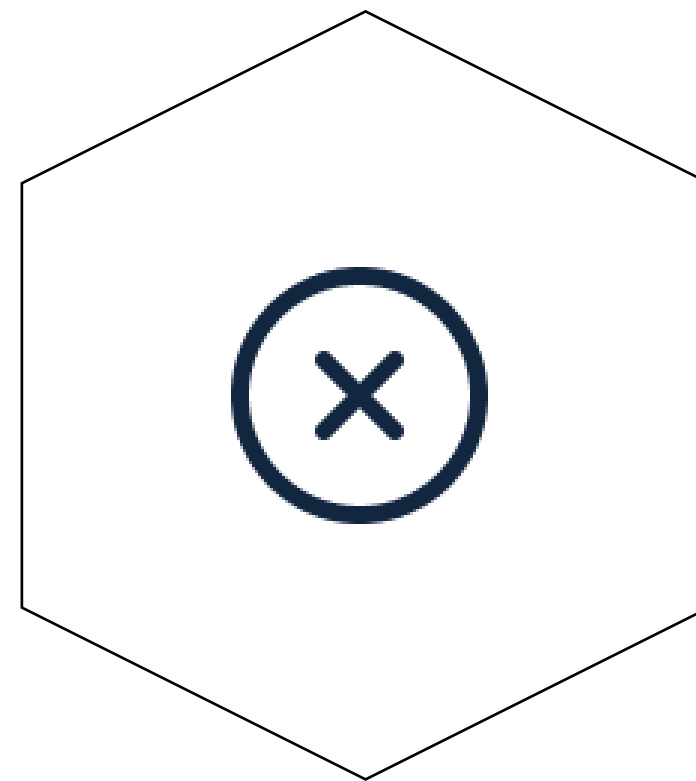
The pandemic changed everything



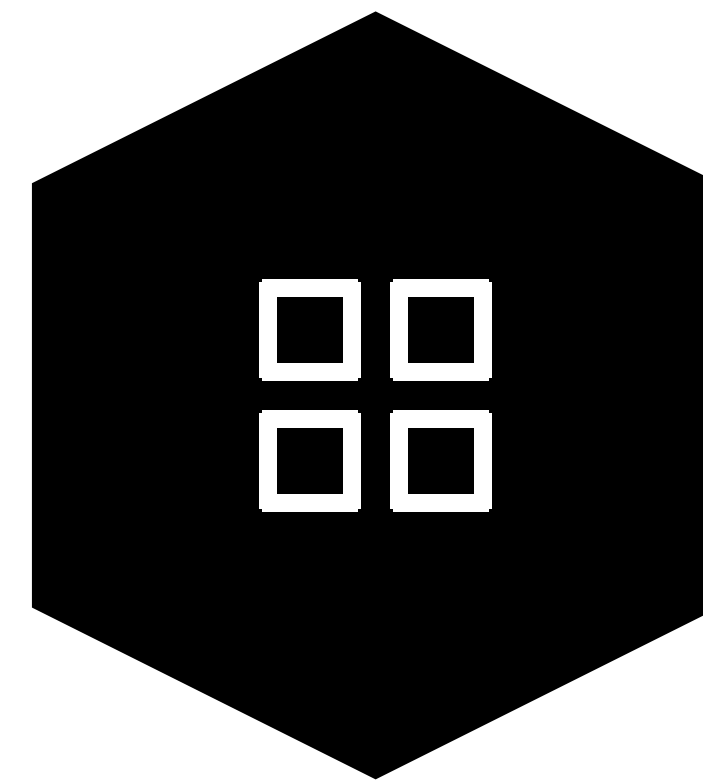
OCCUPANCY
CHANGES



EVOLVED GUEST
EXPECTATIONS



TRAVEL
RESTRICTIONS



SEASONALITY
SHIFTS



STAFF
SHORTAGES



The impact on the Caribbean market

- ⑤ 68% decrease in international arrivals in 2020
- ⑤ 700k jobs lost in travel & tourism in 2020
- ⑤ 90+% of hotels opened by mid 2021
- ⑤ Vaccine roll-out had a positive impact
- ⑤ International restrictions were banned & the Caribbean benefited from U.S. travellers in 2021

Comparison:

Sep 2019 – OCC65%, ADR \$222 RevPAR \$144

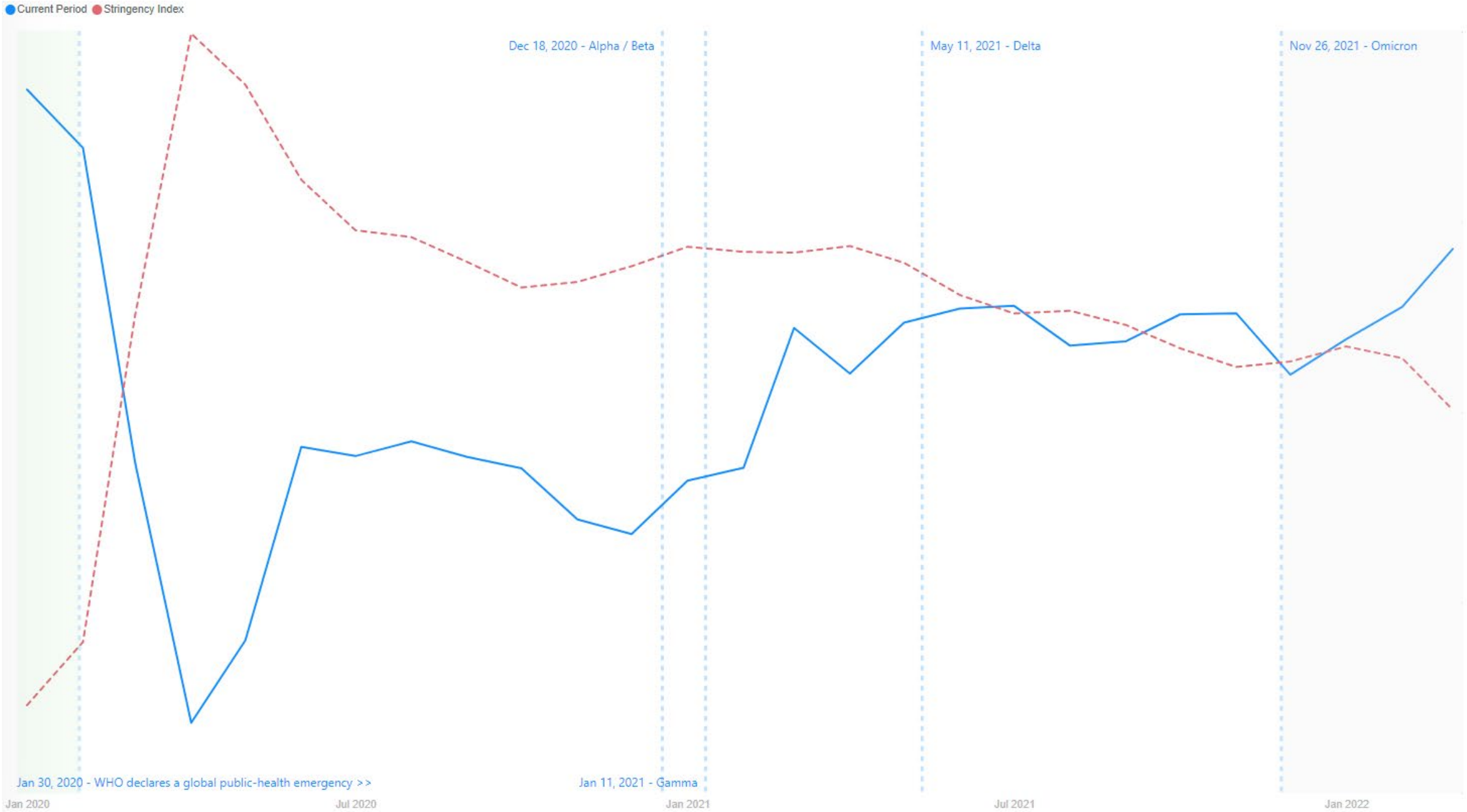
Sep 2021 – OCC40%, ADR \$231 RevPAR \$93

Feb 2022 – OCC63%, ADR \$317, RevPAR \$199

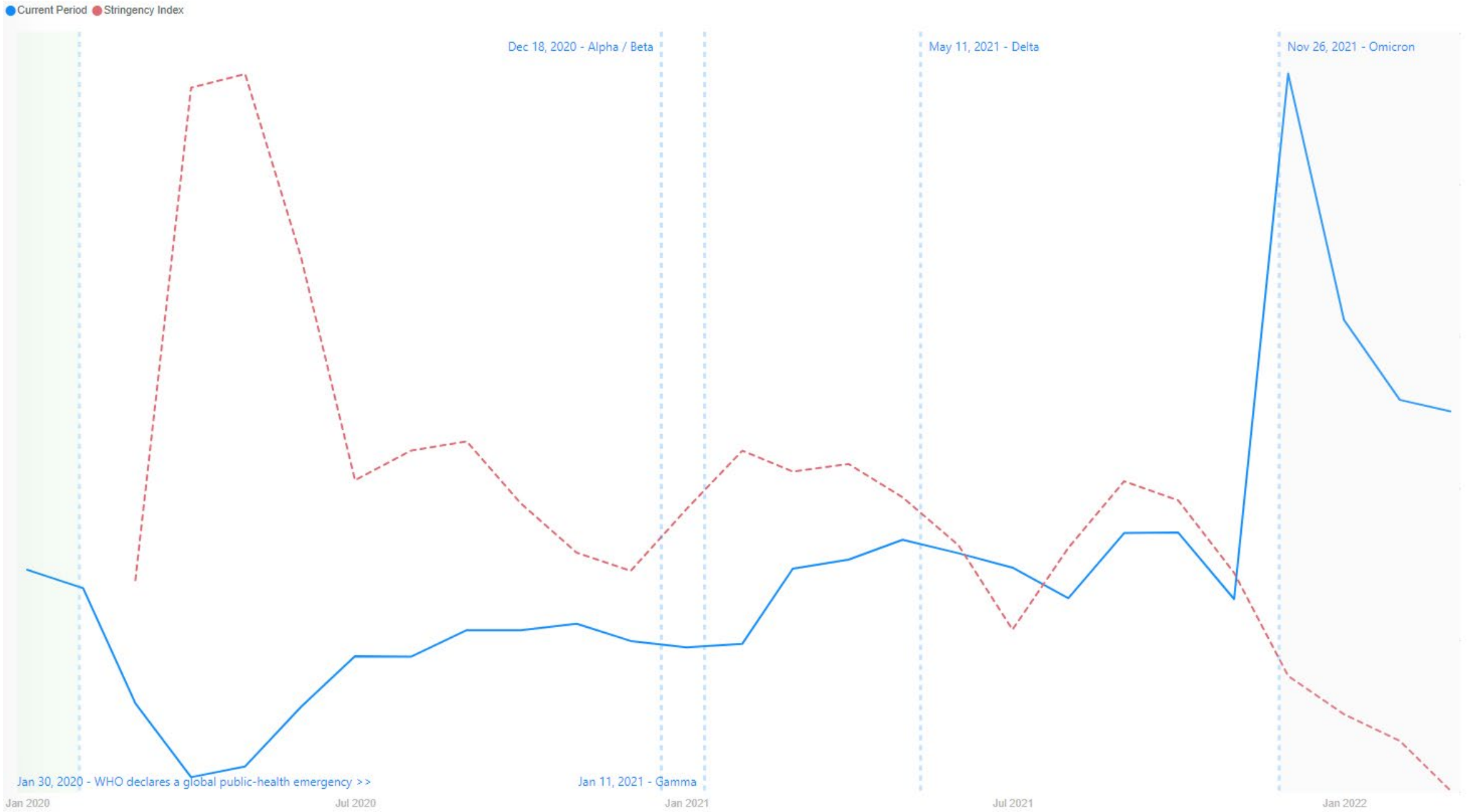




The impact of COVID-19 restrictions



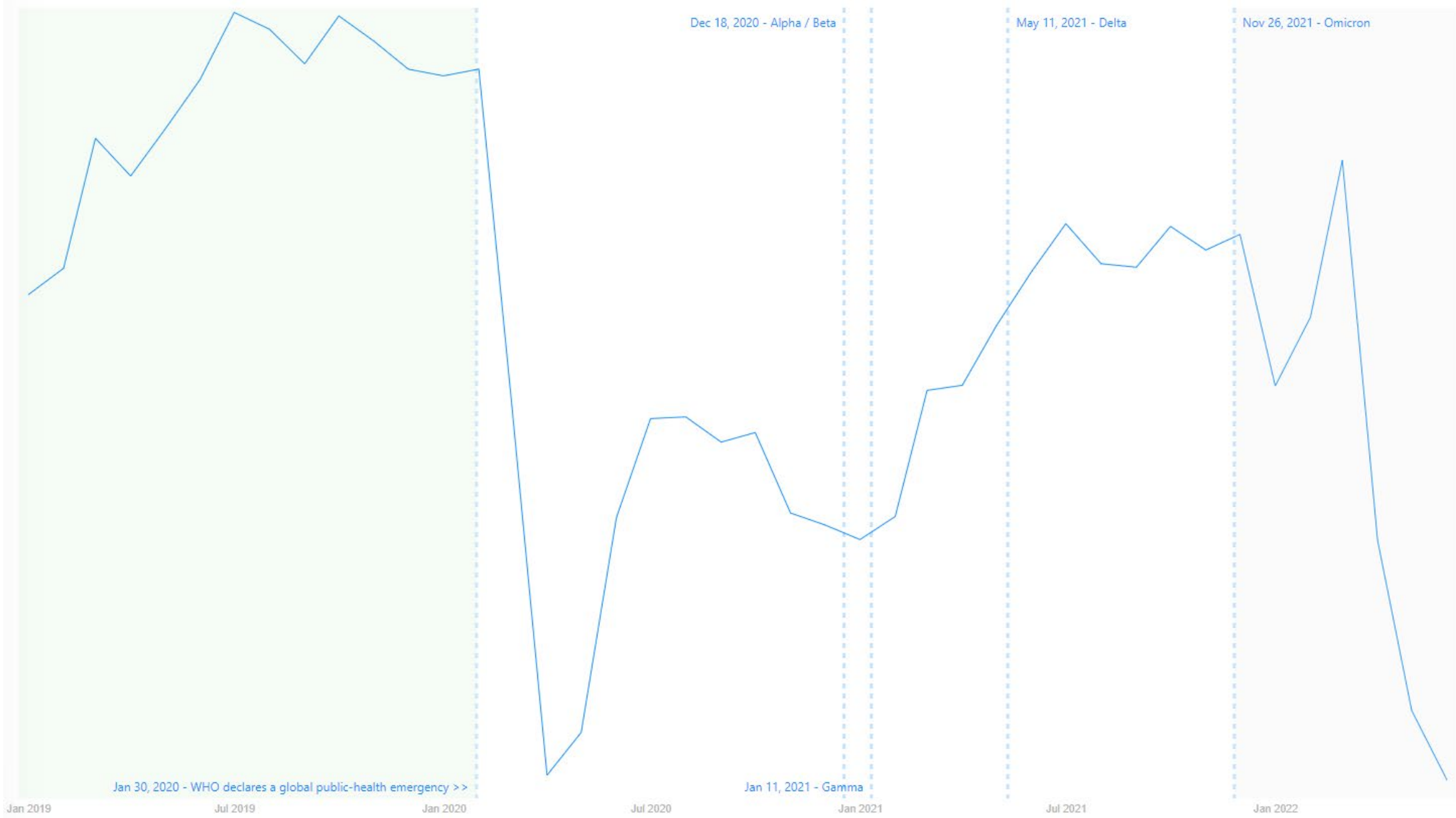
GLOBAL



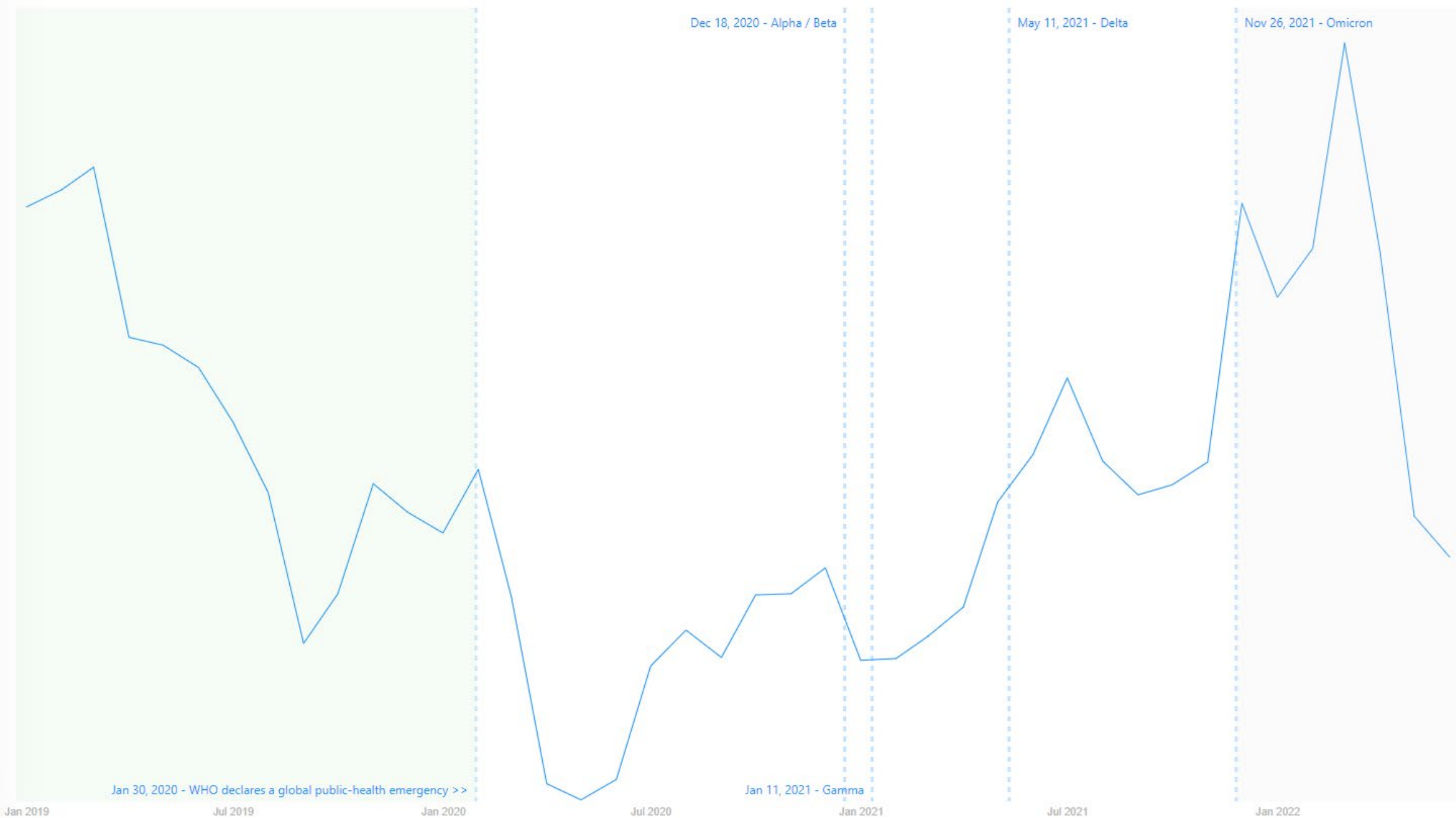
CARIBBEAN



Reservation trends



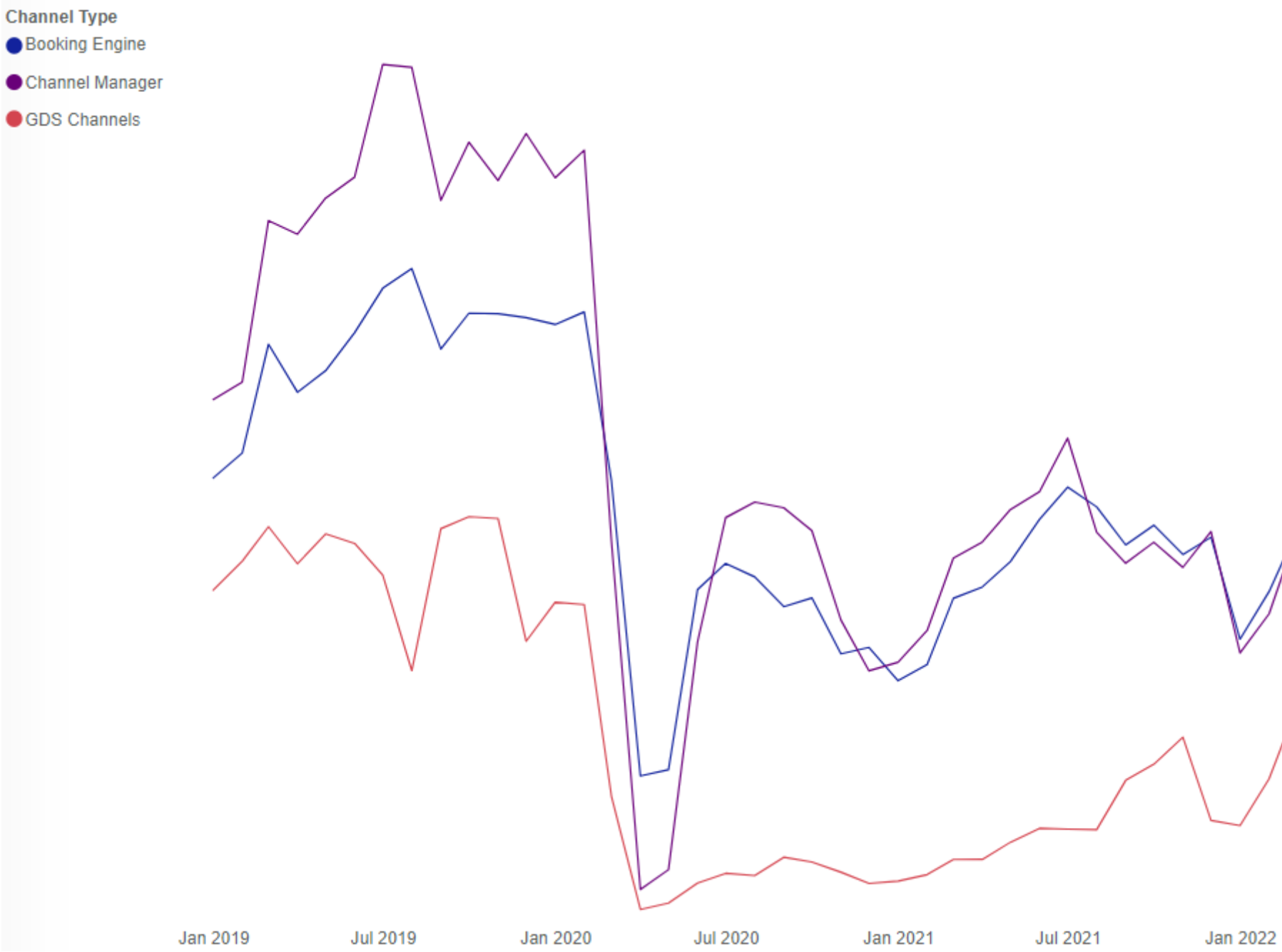
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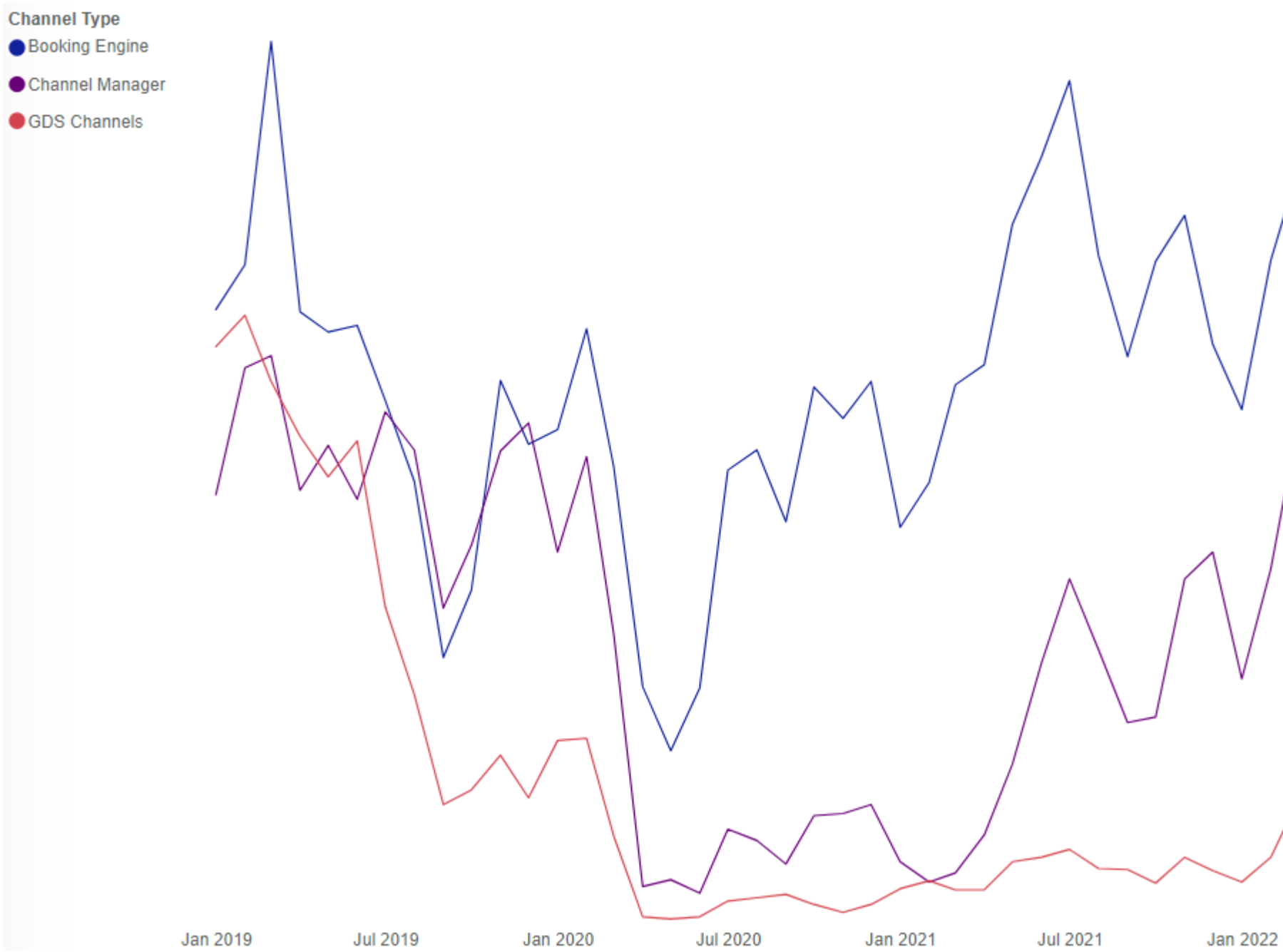
CARIBBEAN



Channel trends



GLOBAL



CARIBBEAN



Learnings that emerged from 2021

SEGMENTS

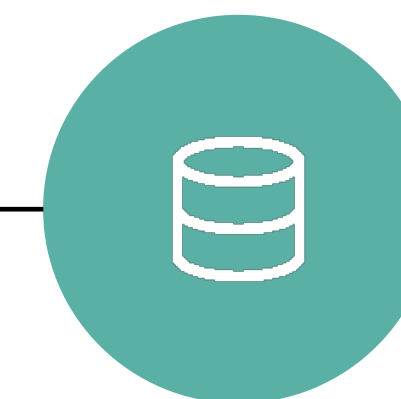
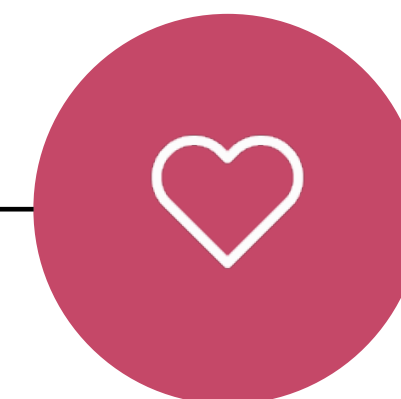
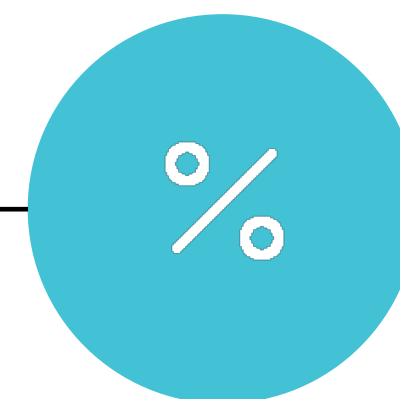
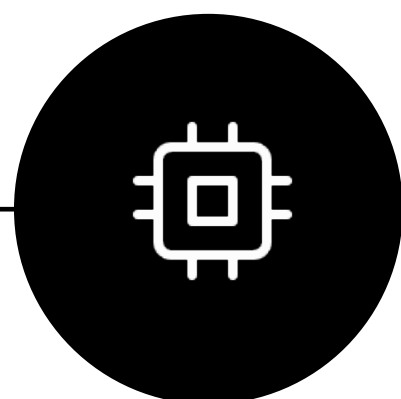
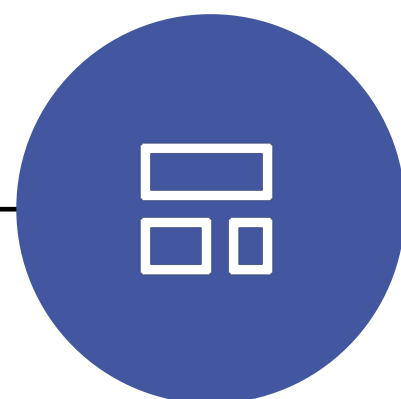
New traveller segments:
bleisure and workcation

REVENUE

Power of non-room
revenue

DATA SOURCES

First-party data is
paramount



BOOKINGS

Shortening of booking
windows

TECHNOLOGY

Increased importance
of digitization and
technology

STAFFING

Focus on retention and
collaboration

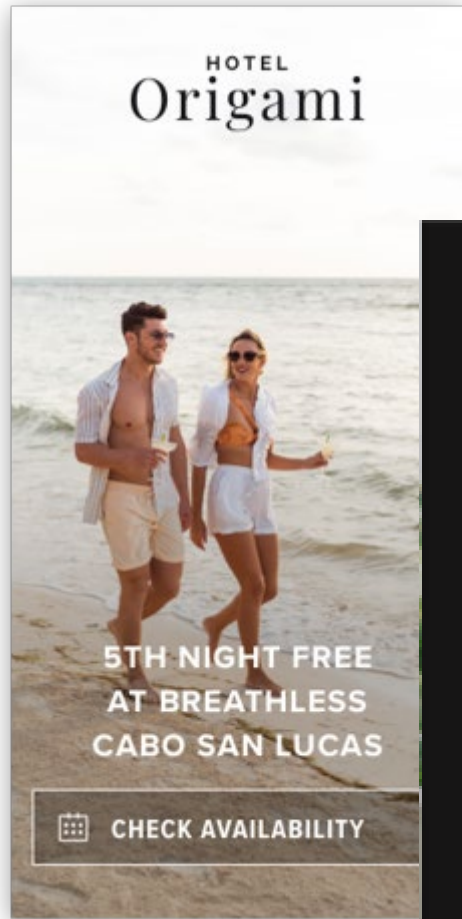


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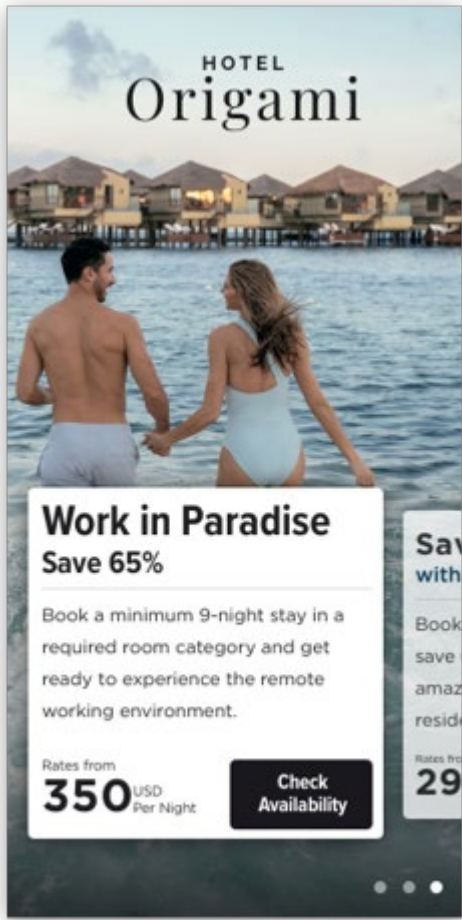
**Drive occupancy and
non-room revenue**



Nurture new & exciting income streams



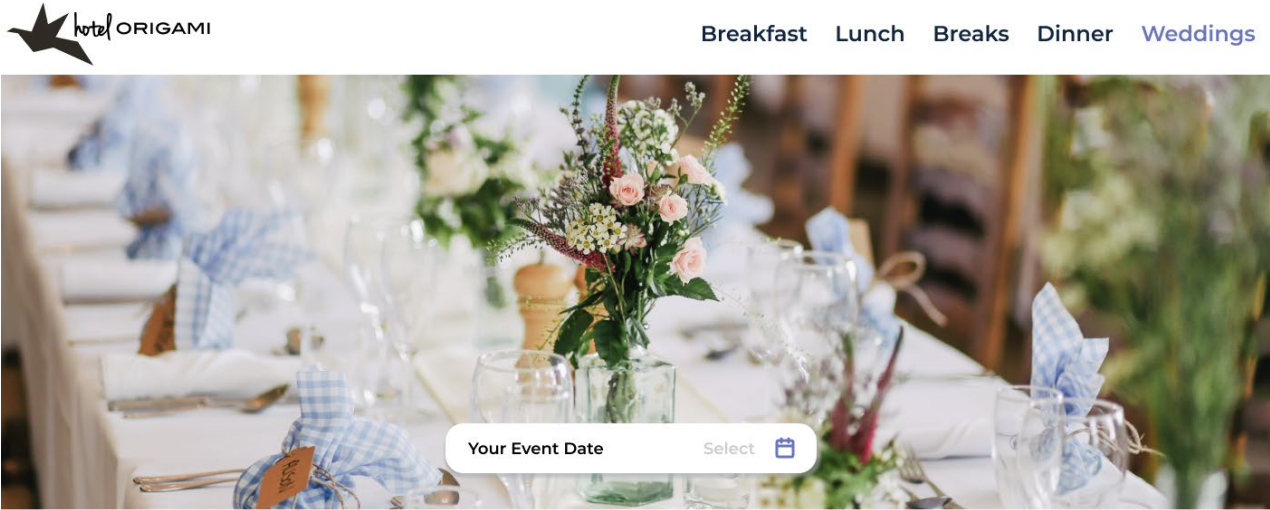
CREATE SPECIAL OFF-SEASON CAMPAIGNS



PROMOTE WORKATION



REKINDLE OLD FLAMES

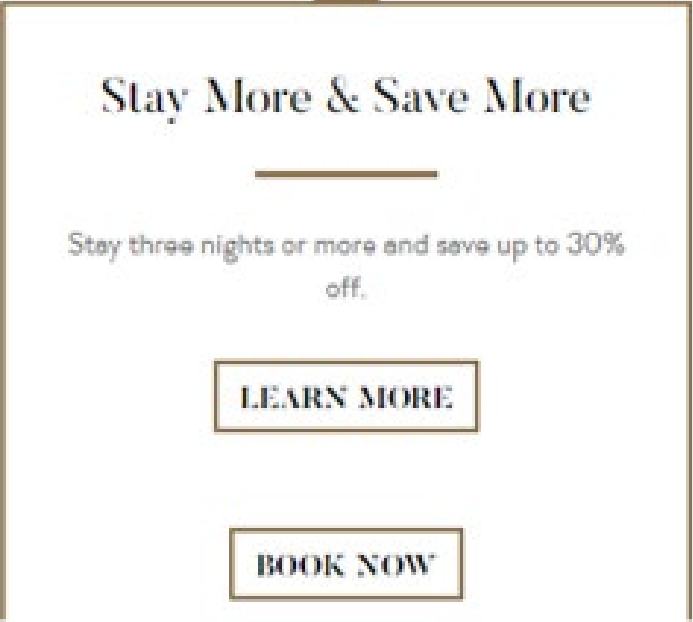
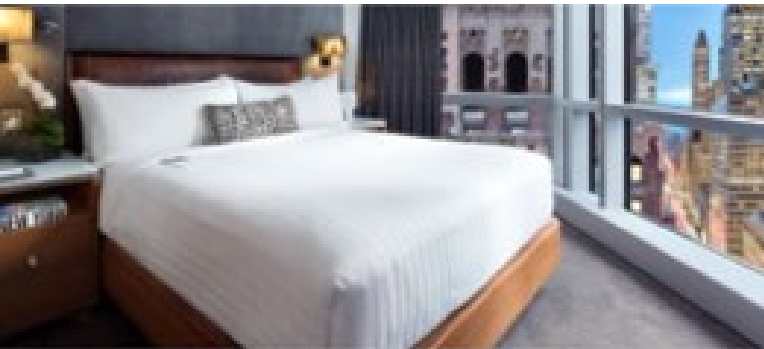


Weddings

Hors d'oeuvres

Displays

PLAN AHEAD FOR EVENTS & WEDDINGS



MAKE PEOPLE STAY LONGER



Maximize non-room revenue

Offer
customizable
packages

Utilize
unused
common
space

Promote
special
offers to
locals

Get creative
with F&B,
childcare and
dog-friendly
amenities

Sell local
goods, hotel
products &
exclusive
experiences



3

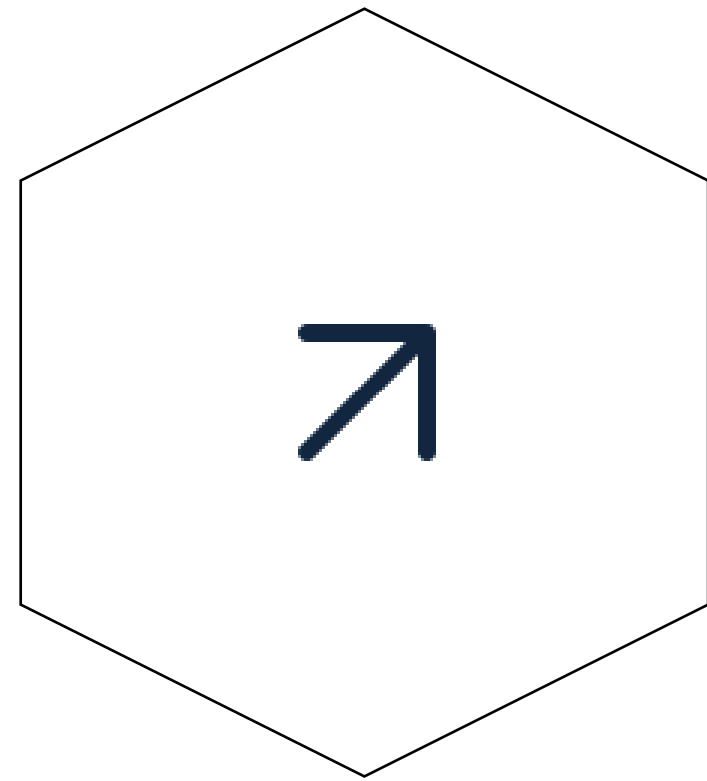
**Digital marketing tactics
to maximize reach &
efficiency**



Drive Revenue



Identify and shift targets as digital behavior changes coming out of COVID



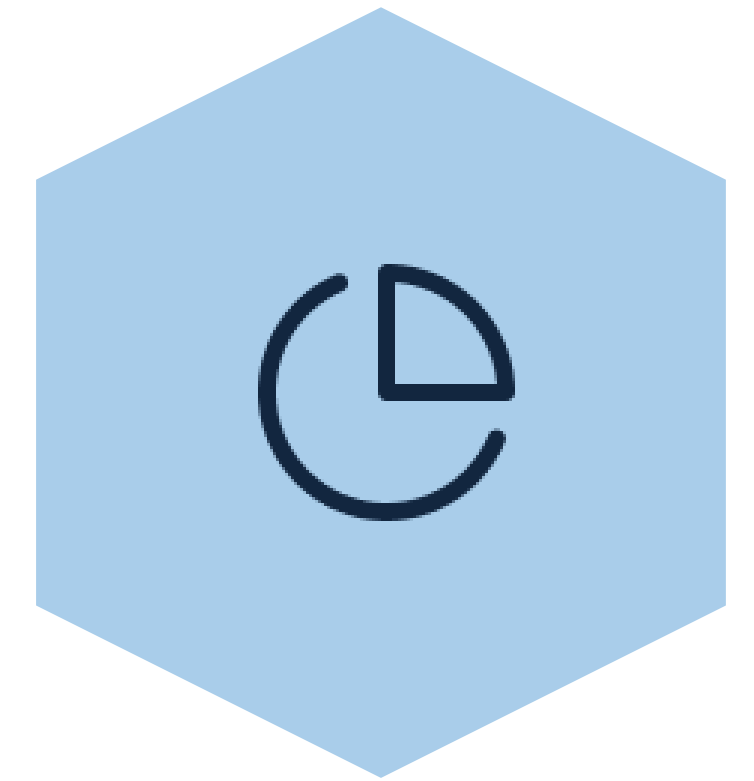
Improve efficiencies of tried and true channels and tactics



Tailor creative to meet people based on where they are in the travel journey



Invest in building first party data and in tools to access that data



Be present in top feeder markets



Investment – Time or Money?

MEDIA

- ✓ Paid Search & Metasearch
- ✓ Display Ads
- ✓ Paid Social

MARKETING

- ✓ Search Engine Optimization
- ✓ Organic Social

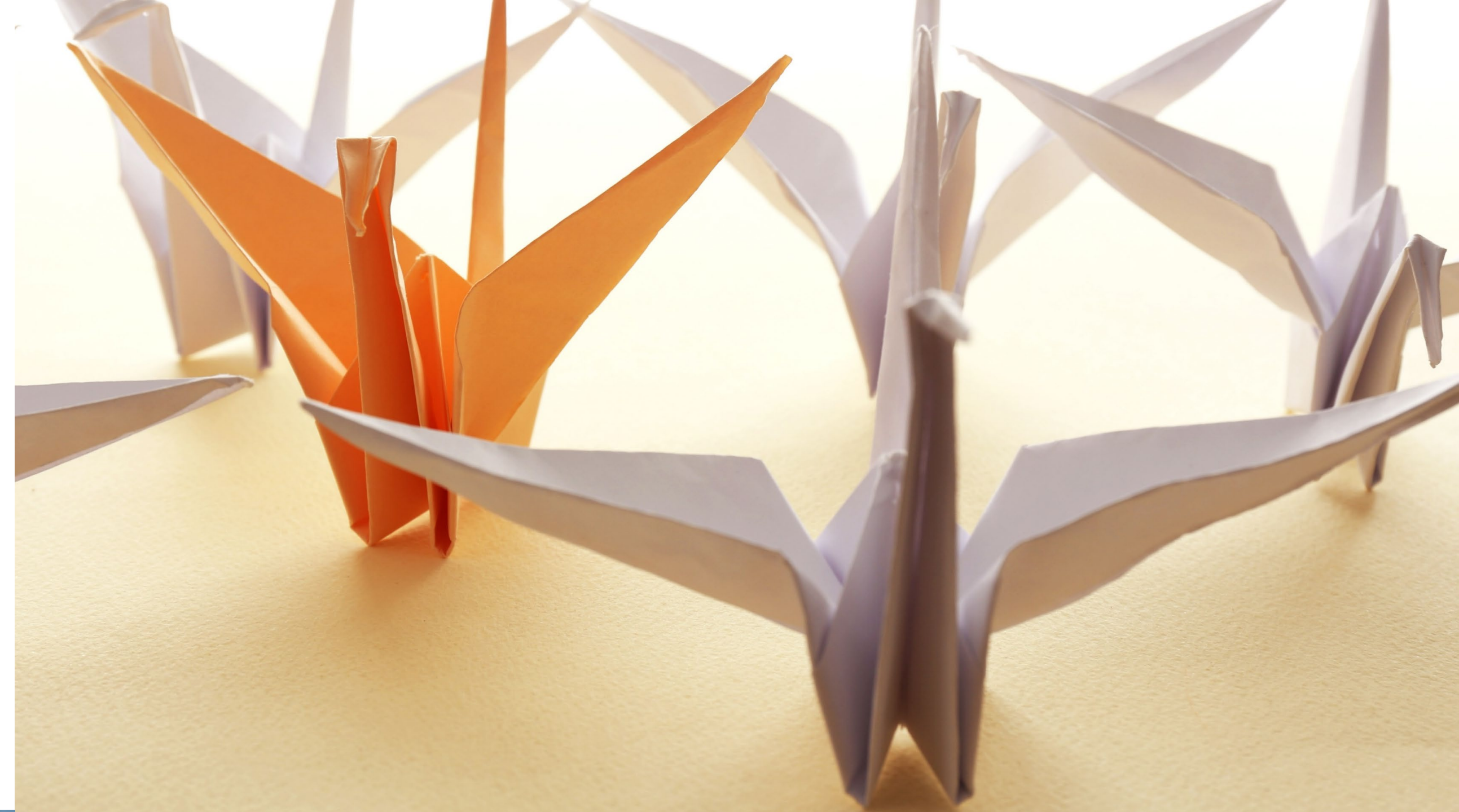
SEO

Ensure pages are technically sound, crawlable & ranking for specific keywords

Provide content based on trends

Create content to target areas of opportunity

Good SEO complements SEM campaigns



Organic Social

Own branded social presence

Write enticing copy & spotlight guest feedback

Capture videos and photos on property

Use a thoughtful hashtag strategy based on location and audience





Paid Search

The screenshot shows a Google search interface. The search bar contains the text "club med turks and caicos". Below the search bar, there are tabs for "All", "Maps", "Images", "Videos", "News", and "More". The "All" tab is selected. Below the tabs, it says "About 2,100,000 results (0.77 seconds)". The first result is an advertisement for Club Med. It includes a URL, a title "Club Med® Turks and Caicos - Flash Sale: Only 6 days Left", and a description "Book Now For Up to 50% Off Adults-Only All-Inclusive Vacation. Get Up to \$400 Air Credit. All-Inclusive: Gourmet Cuisine, Entertainment, Water Sports, Open Bar &...". To the right of the text is a small image of a beach. Below the main ad text are four links: "Explore All-Inclusive", "Turks & Caicos Now Open", "Book Early and Save", and "Flash Sale Now Live", each with a brief description.

Google

club med turks and caicos

All Maps Images Videos News More Tools

About 2,100,000 results (0.77 seconds)

Ad · <https://www.clubmed.us/all-inclusive/flash-sale>

Club Med® Turks and Caicos - Flash Sale: Only 6 days Left

Book Now For Up to 50% Off Adults-Only All-Inclusive Vacation. Get Up to \$400 Air Credit. All-Inclusive: Gourmet Cuisine, Entertainment, Water Sports, Open Bar &...

[Explore All-Inclusive](#)
The Best of Everything at Club Med Food, Drinks, & Activities Included

[Turks & Caicos Now Open](#)
Enjoy Your All-Inclusive Vacation in a Reduced Capacity Resort

[Book Early and Save](#)
Club Med Pre Sale - Up to 50% Off All-Inclusive Vacation Package

[Flash Sale Now Live](#)
Book Now for Up to 50% Off + Perks. Save On Your All-Inclusive Vacation

- Own brand terms and control the messaging
- Leverage automation within search platforms to optimize ad copy
- Balance brand with destination coverage for specific terms to capture people in consideration phase
- Test, learn, rinse and repeat



Metasearch

Rosewood Baha Mar

Website Directions Save Call

4.6 ★★★★★ 270 Google reviews
5-star hotel

CHECK AVAILABILITY

Address: One Baha Mar Blvd, Nassau, Bahamas
Phone: +1 242-788-8500

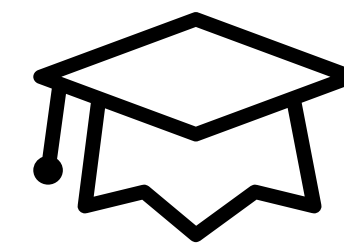
Ads · Compare prices

Fri, Aug 27 Sat, Aug 28 2

Expedia.com \$795 >

Rosewood Baha Mar Official site \$795 >

Hotels.com \$795 >



WHAT IS IT?

- Price comparison tool for people looking to book a hotel
- 85% = Google, Kayak, Trivago, TripAdvisor, Bing



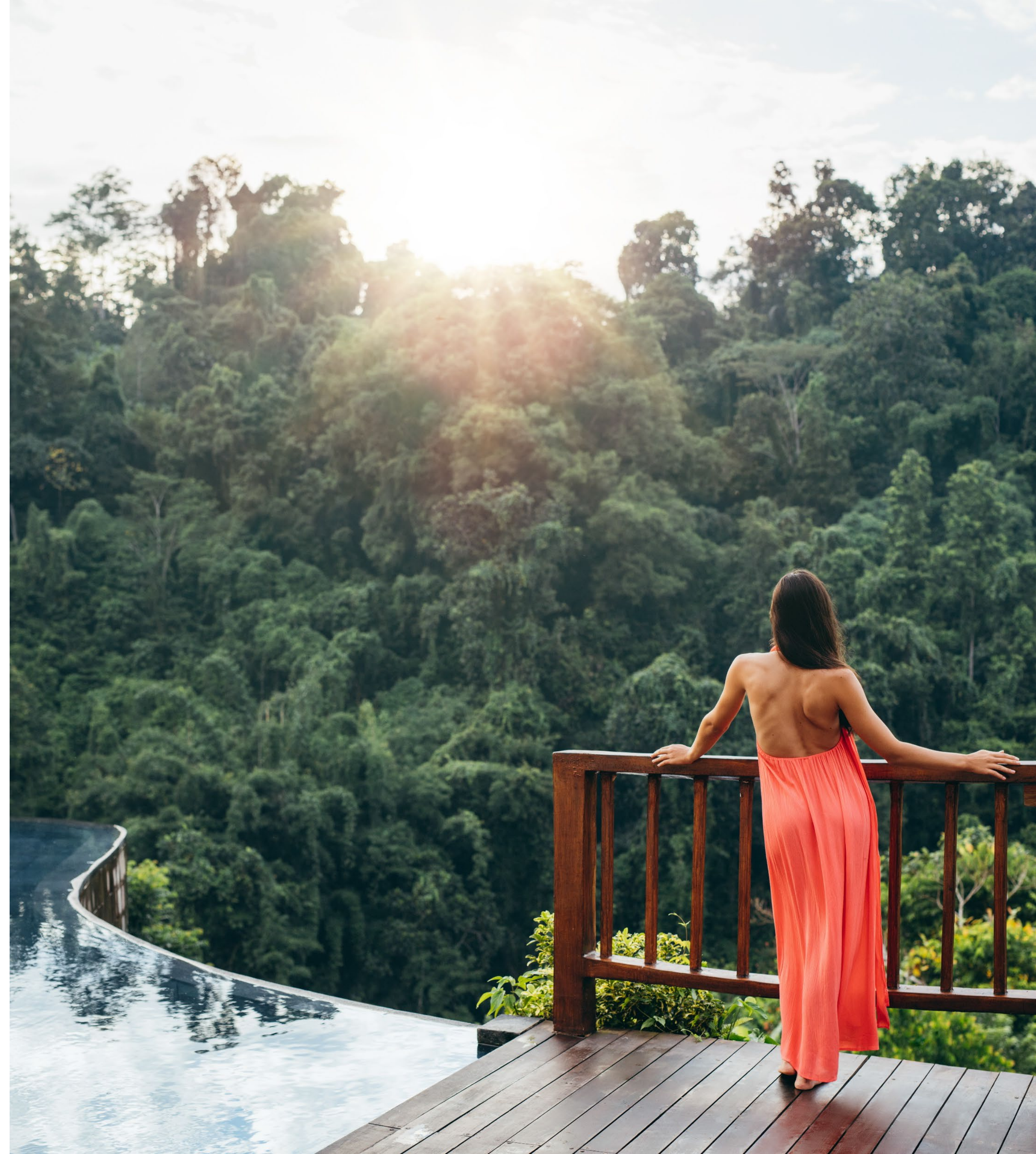
WHY ITS IMPORTANT

- Drive direct bookings and reduce reliance on OTA's
- Capture guest data to prepare for a cookieless world



Paid Social

- ① Know your audience
- ② Engage your audience with your imagery
- ③ Decide on your KPI
- ④ Align the CTA with your objectives
- ⑤ Track performance & adjust tactics







Display Advertising


- ① Part of a holistic, full -funnel approach
- ② Drive awareness to a target audience
- ③ Retarget users who have visited your site to stay top of mind
- ④ Design for the user experience, especially on mobile






Creative Executions

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TRAVEL




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A Perfect Summer Road Trip in the Rocky Mountains
This three-day drive through Colorado combines traffic-stopping vistas, wildflower meadows, arty small towns and a peach of a last leg.
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HOTEL Origami
HEARTFELT HOLIDAYS FOR TWO ARE JUST A CLICK AWAY

START HERE

RECOMMENDED VIDEOS
1. iMac 24-inch M1 Review: The Desktop Is Cool Again 



4


**Effective ways to drive
email and web
conversions**



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Hip Hotel Seeks Long-Term Stay


Book two or more nights and save up to 25%. Change of plans? No worries, we are offering free cancellation.

[BOOK NOW](#)

Breakfast of Champions

Your tasty getaway awaits! Save up to 20% and receive a \$25 breakfast credit.

[BOOK NOW](#)



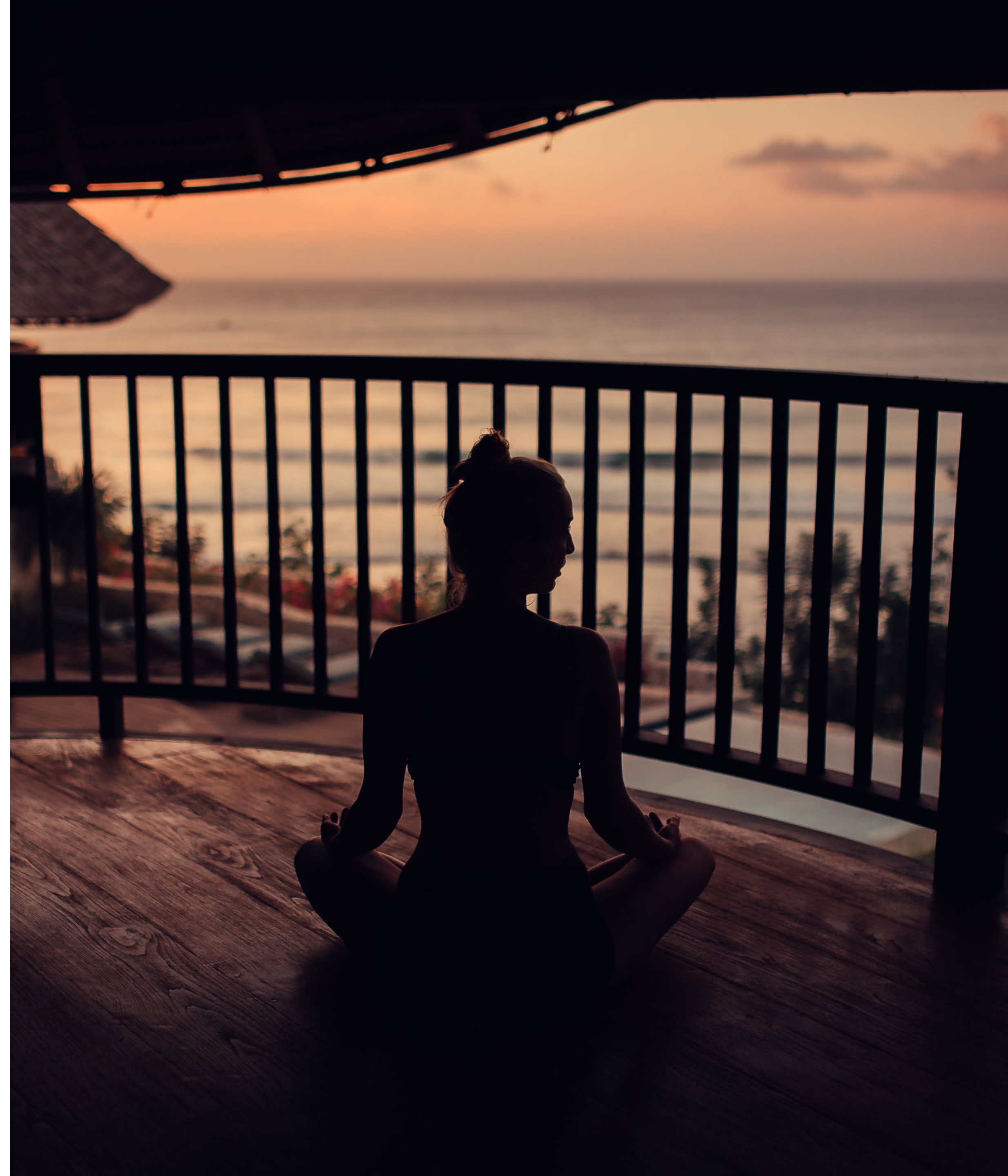
Go beyond transactionals

- Build relationships & tell a story
- Provide value through content
- The power of personalization
- Timing is everything



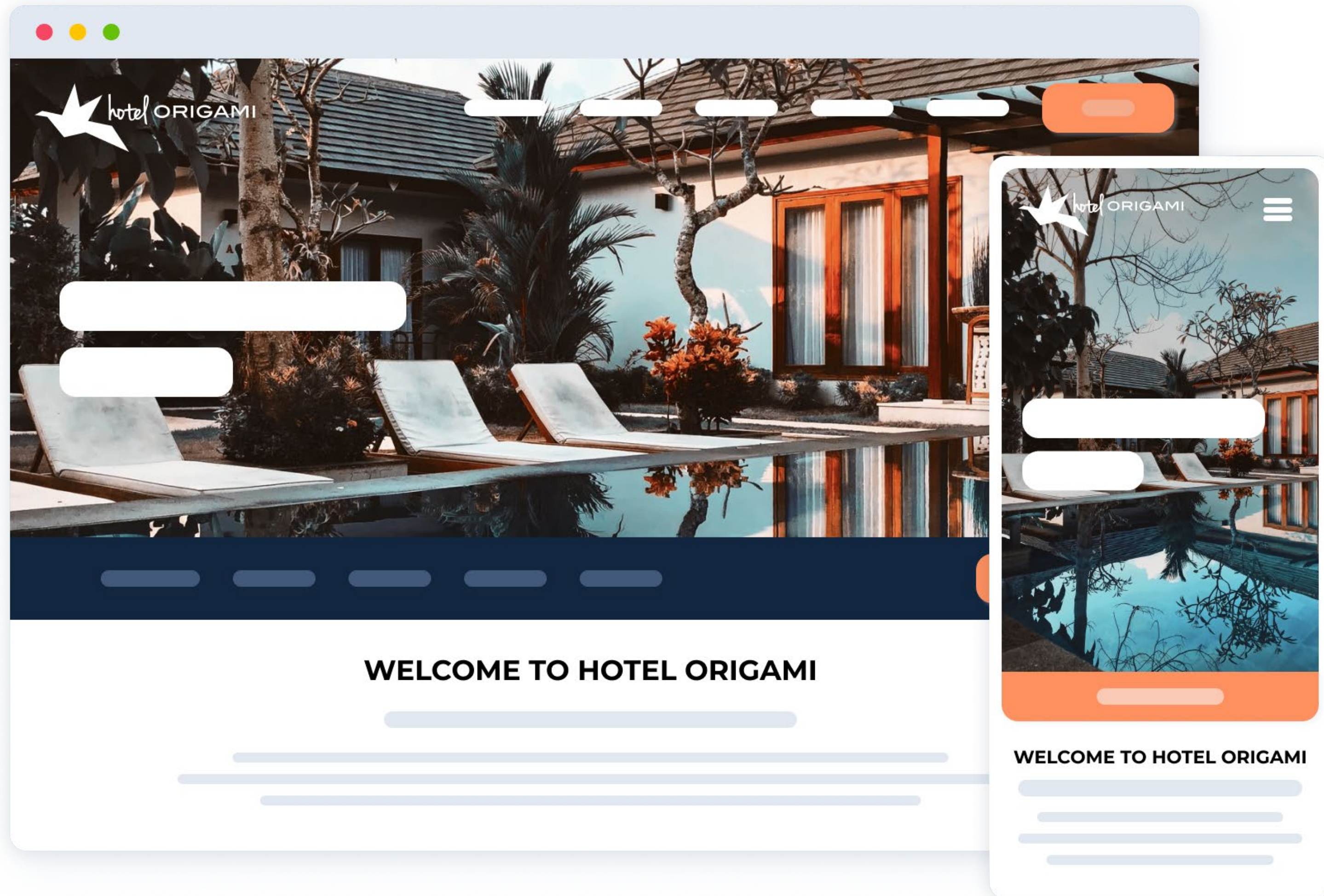
Optimize engagement & drive conversion

- ① Knowing your guests is paramount
- ② Personalization is a must
- ③ Subject lines need to be enticing
- ④ A/B test
- ⑤ Use enticing design





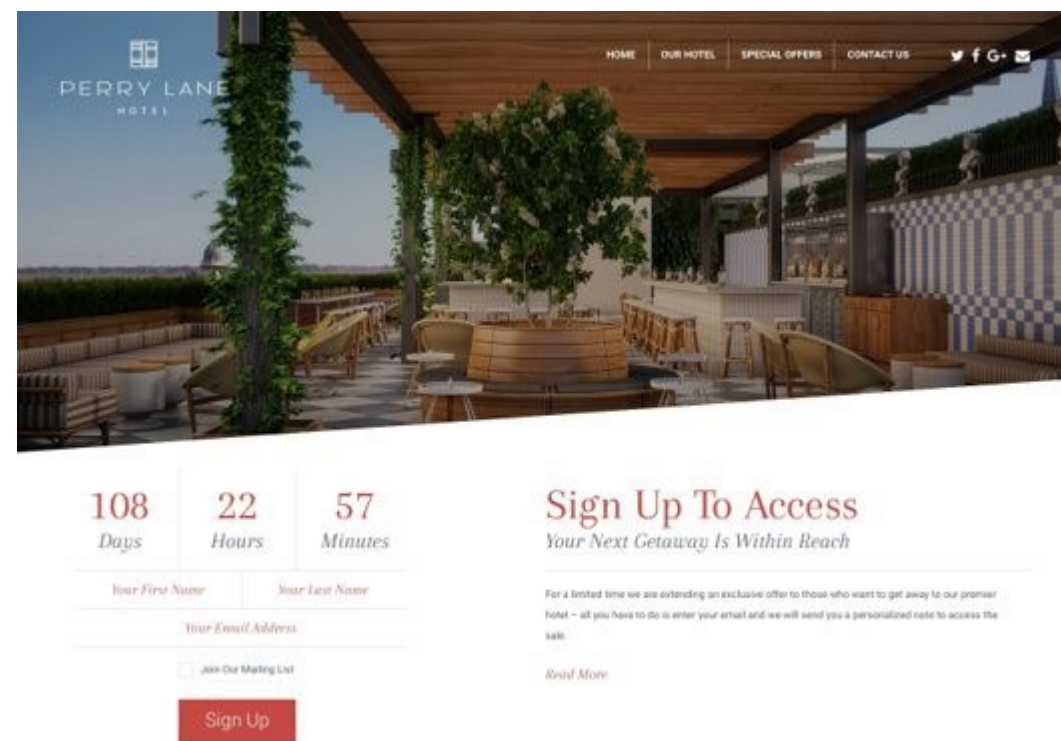
Entice guests to click and convert on your site



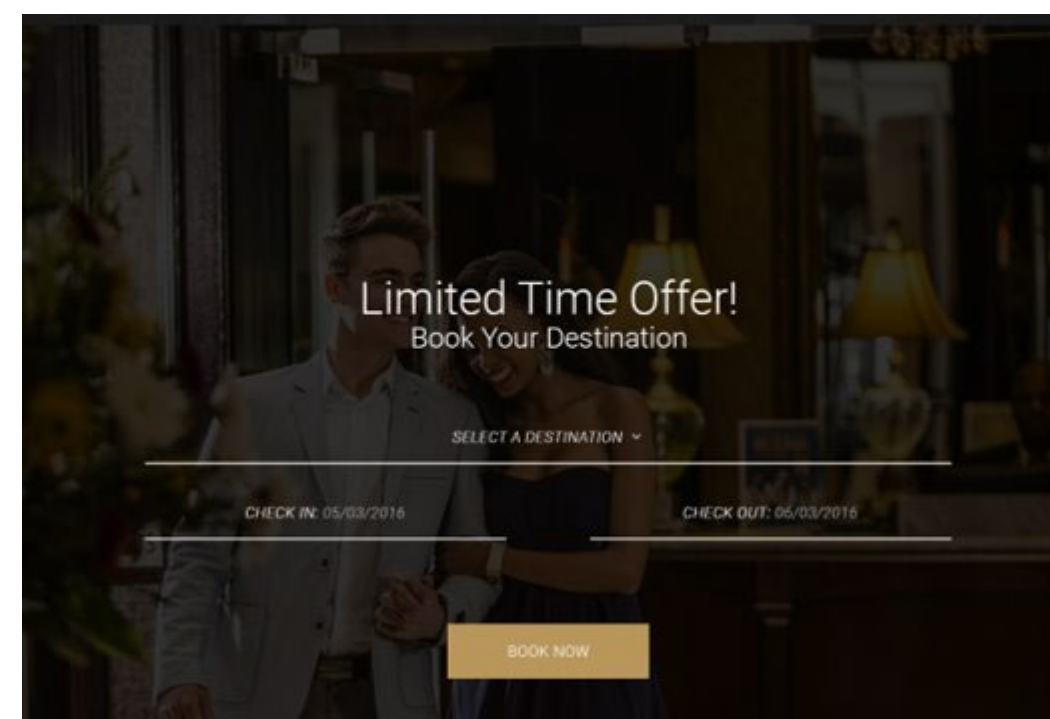
- Keep the navigation simple & intuitive
- Provide a clear booking path
- Optimize for mobile
- Reflect the look & feel of your brand



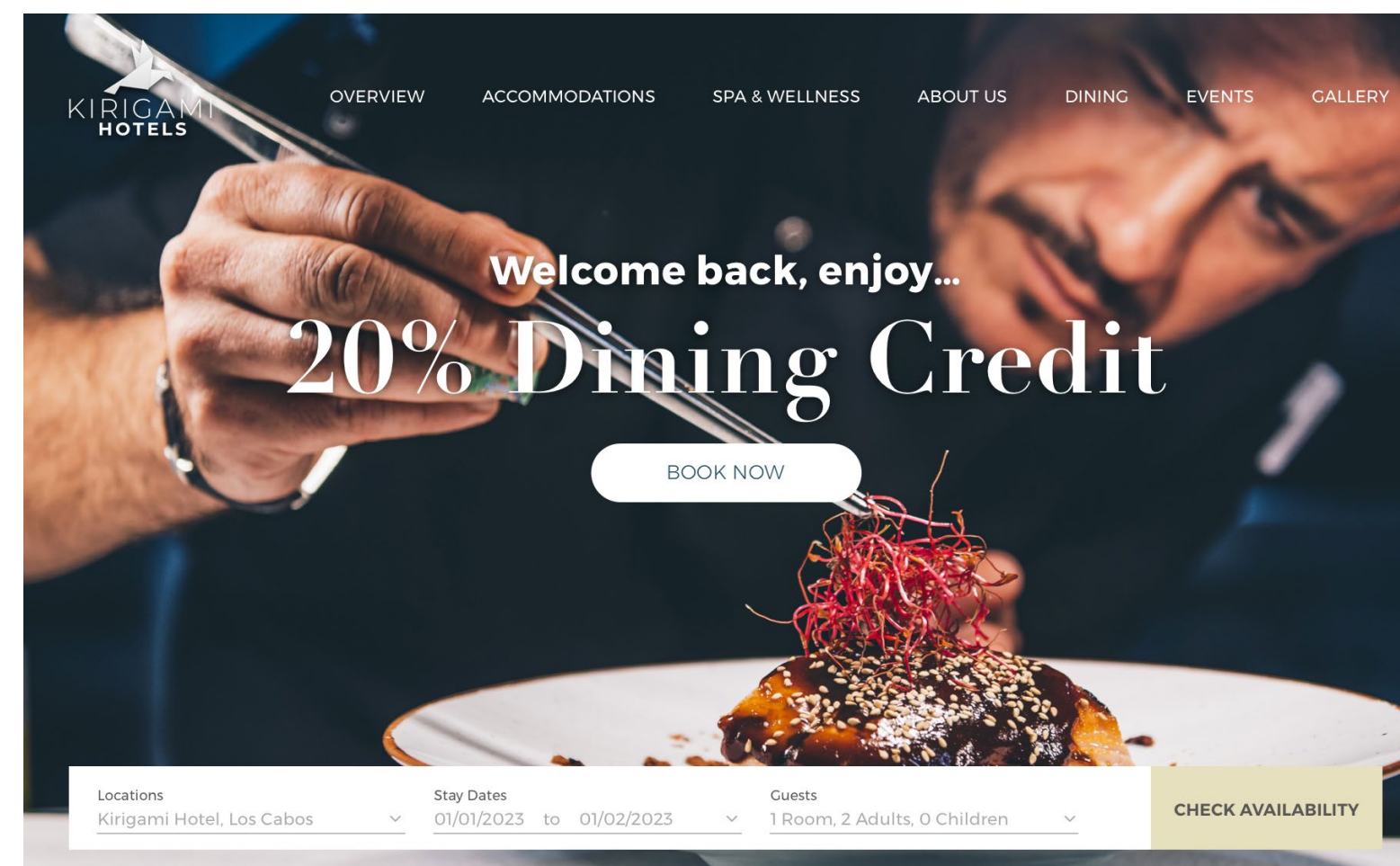
Personalized web experience to improve conversion



EMAIL SUBSCRIPTION



CREATE URGENCY



MAKE IT PERSONAL



ADD A PROMOTIONAL BANNER OR TILE

The background of the slide features a dark blue gradient. Scattered across the surface are several small, blue paper boats, some of which are in sharp focus while others are blurred in the background, creating a sense of depth. The boats are simple in design, with a triangular sail and a flat base.

5

**Leverage loyalty and
increase repeat guests**



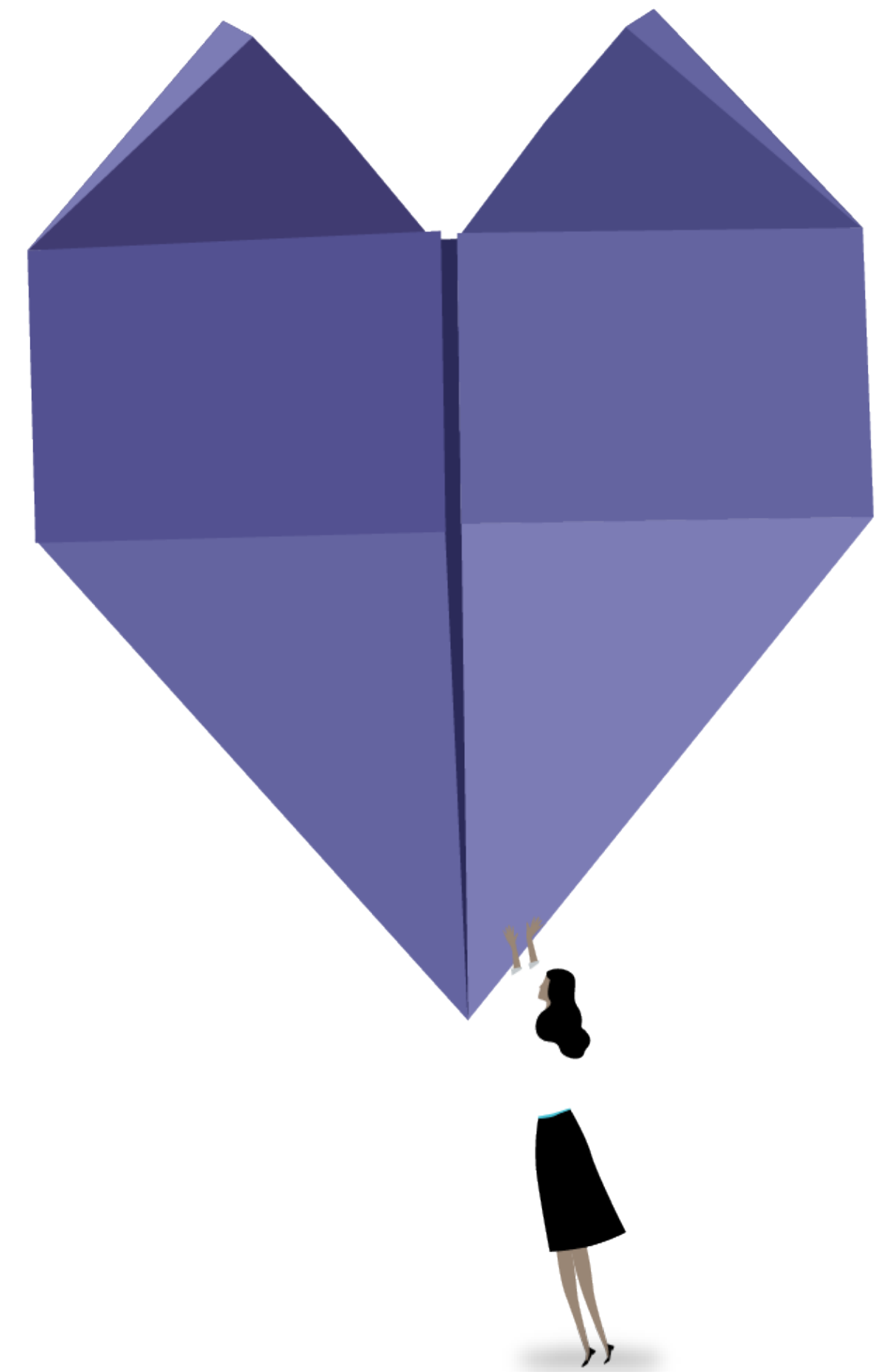
The importance of loyalty



Gaining a new customer costs anywhere from **5-8X** more than retaining an existing one



Crafting your guest retention strategy can earn your hotel a huge amount of revenue in the long run





The ultimate loyalty strategy



DEFINE OBJECTIVES &
YOUR “LOYAL GUEST”



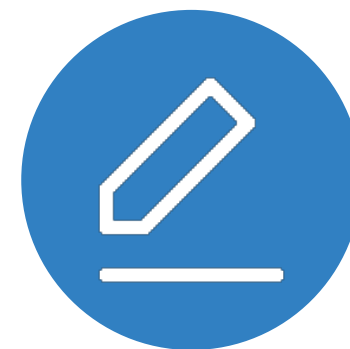
UPDATE GUEST
PROFILES



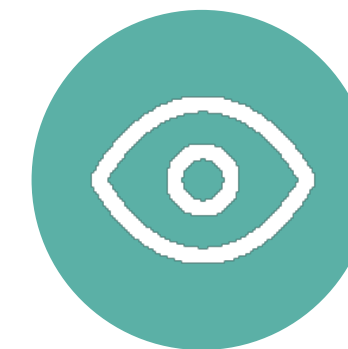
TRAIN YOUR
STAFF



CULTIVATE
SURPRISES

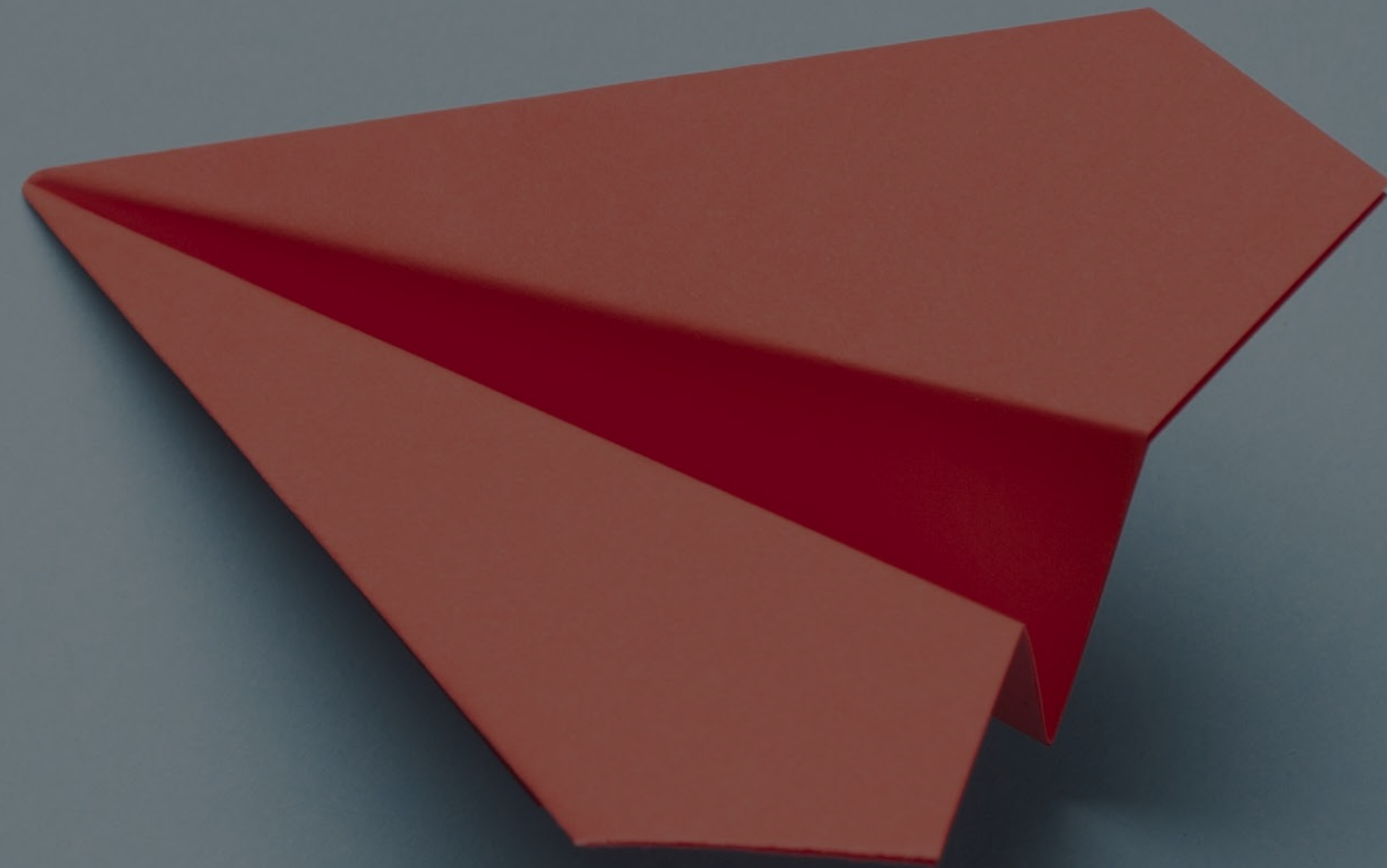


CONSIDER
SUBSCRIPTIONS



LOOK OUTSIDE
YOUR HOTEL

QUESTIONS?



The background of the slide features a dark blue gradient. Scattered across the surface are several small, blue paper boats, some of which are in sharp focus while others are blurred in the background, creating a sense of depth. The boats are simple in design, with a flat base and pointed ends.

THANK YOU!

Contact Cendyn to find out more

Alex Moura – amoura@cendyn.com

www.cendyn.com