



# How To Increase Bookings & Earn More With Each Guest Stay



GuestView  
Guide™



# Introduction

As companies strive to make up lost earnings and build a stronger financial foundation for uncertainties ahead, now is the perfect time to increase bookings and earn more during each guest stay. In this guide, we'll consider the current landscape, and then explore two key strategies for increasing revenue:



## **Increase Occupancy**

(web traffic and conversion, booking-abandonment solutions, search-engine optimization, and upsell add-ons such as early check-in)



## **Earn More During Each Guest Stay**

(late checkout, mid-stay cleaning and other opportunities to upsell services, as well as local merchant partnerships)

This e-book is based on the webinar

[\*\*“Earn More From Every Guest Stay”\*\*](#) by NEC and ICND.

## An e-book by



**GuestView**  
Guide™

## **GuestView Guide**

The wall-mounted, digital concierge for vacation rentals. GuestView Guide is a product of NEC Display, a 100-year-old company, providing innovative display solutions.

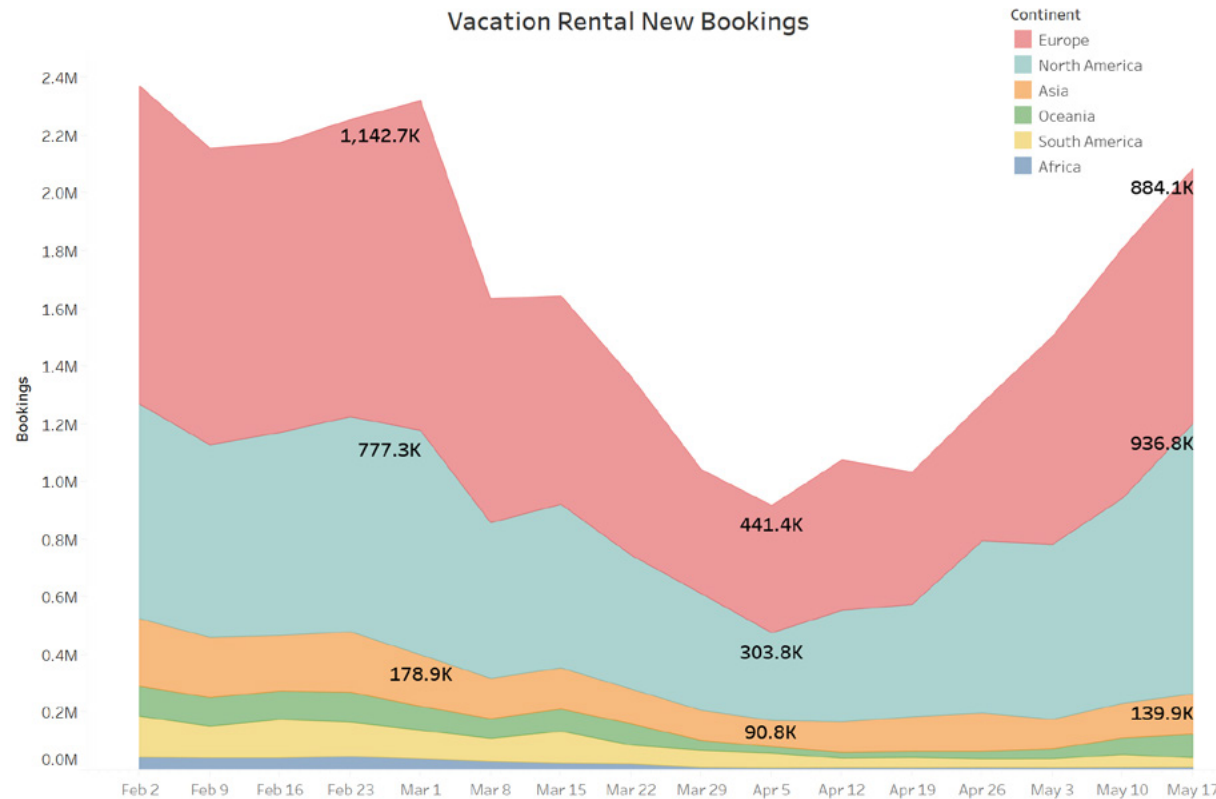


**ICND**

InterCoastal Net Designs is an award-winning website development and digital marketing team, specializing in vacation rentals and real estate.

# The New Normal

During the early days of the COVID-19 pandemic with short-term rental (STR) and travel restrictions around the country, cancellations rose and new bookings dropped. Vacation Rental Management (VRM) companies lost a significant amount of revenue. Thankfully, there's been a recent surge in reservations as trip destinations have opened up and restrictions pulled back. There are also many guests who feel safer in vacation rentals than they do in hotels. The profile of those guests is different from the guests who visited pre-pandemic. Some ways of doing business have changed as well, such as cleaning standards, time between bookings and more. **Still, the future of the vacation rental industry looks bright. But different.**



## The Current Landscape

- Drop in revenue due to COVID-19
- Bookings surge—the future looks bright!
- More local travelers and driving guests vs. flying
- Less international travelers & more U.S. travelers
- Many feel safer in VRs than in hotels because of better cleaning standards and fewer people.

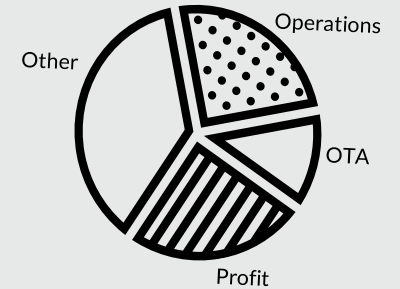
# Thriving In Uncertain Times

While many VRMs are beginning to recoup losses, uncertainty remains about the future. Higher-than-usual unemployment rates, the potential for future COVID outbreaks, and regulatory uncertainty are all concerns. What happens in the fall? If students and guests with jobs are still virtual and can study and work from anywhere, will the surge continue?

In addition to facing uncertainty, many vacation rental managers are seeing their profits shrink as their costs begin to rise. VRMs are now paying for increased cleaning fees, and they may be spacing guests further apart, resulting in lower occupancy. Some VRMs are also offering discounts to rank higher in search and maintain higher occupancies. How do you thrive in these uncertain times?

## Increased Revenue Pressure:

- Increased competition
- Discounting to maintain occupancy
- Increased marketing/operation costs
- COVID-19 cleaning logistics
- Future uncertainty: Spacing? New wave? Government? Guest budgets?
- More difficult to survive and thrive



## How To Drive More Profit And Thrive:

There are three main routes for increasing profit. You can increase occupancy, sell more services to existing guests, or lower your expenses. The focus of this guide will be on increasing bookings and earning more from each guest visit. **The three ways:**

1. Increase occupancy
2. Sell more to existing guests
3. Reduce expenses



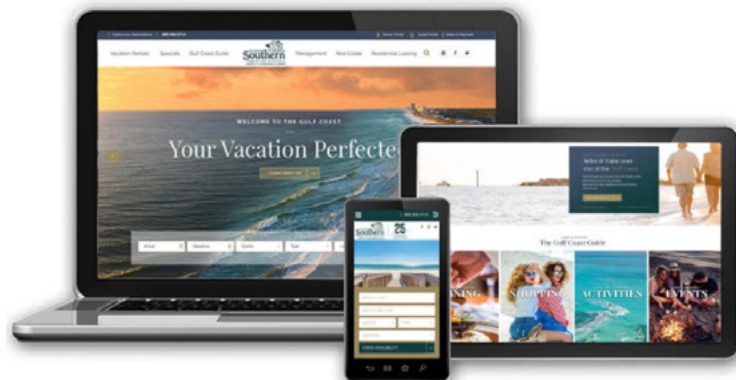
# Earn More Bookings Through Your Website

One important way to earn more is to get more “heads in beds,” increasing your occupancy rate. You can gain more bookings by increasing traffic to your website, converting more of those visitors into bookings, and, if they don’t book initially, enticing them to return.

Your website can also help reduce call volume and even increase bookings by answering questions upfront, such as, “What are your COVID cleaning policies?” In this section, we’ll explore website features and functionality that will encourage guests to book more frequently.

## Your Website:

- Critical to gaining more direct bookings
- Help ease the call volume
- Send guests back to your website to book



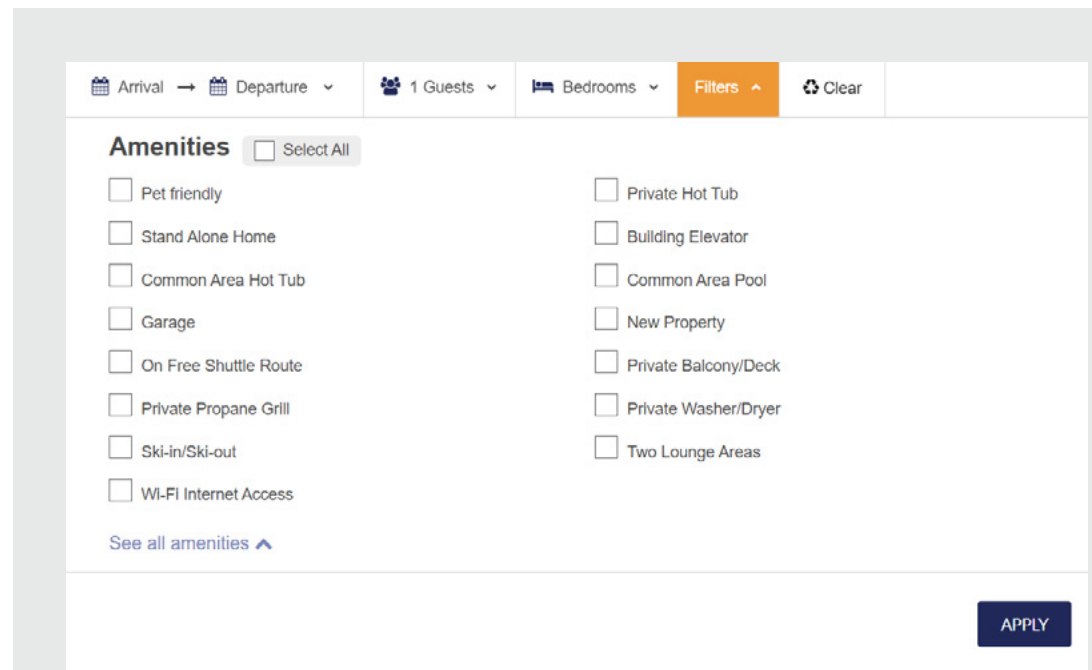
# Your Website — Ease of Search

When you list on the OTAs (online travel agencies) like Vrbo, Airbnb and others, you get bookings. But you pay their fees and make less for each booking. Getting more bookings directly from your website means you'll earn more. So you need to make sure guests feel comfortable on your website and that you provide a value they won't get from the OTAs.

One value is making it easy for guests to search for and find what they're looking for. Of course that means you'll want to include all the essentials, but you can also offer something the OTA's don't by being extremely specific.

For example, a guest may want a private pool. On an OTA, it will list all properties with a private or shared community pool. You can provide a better search experience by being more specific, in this instance designating which properties have private pools. You can also include amenities like campfire rings in your search if mountain and hiking destinations are popular in your market.

The key is to think about your audience. Talk to your reservationists to learn what guests are asking for, and be specific in your search options. When visitors have an easy time searching for exactly what they're looking for on your site, they'll be more likely to book with you, and use you again for their next vacation instead of going back to an OTA.



The image shows a search filter interface for amenities. At the top, there are navigation options: 'Arrival' with a calendar icon, 'Departure' with a calendar icon and a dropdown arrow, '1 Guests' with a dropdown arrow, 'Bedrooms' with a dropdown arrow, 'Filters' with an upward arrow, and 'Clear' with a refresh icon. Below this is the 'Amenities' section, which includes a 'Select All' checkbox. The amenities are listed in two columns:

- Pet friendly
- Stand Alone Home
- Common Area Hot Tub
- Garage
- On Free Shuttle Route
- Private Propane Grill
- Ski-in/Ski-out
- Wi-Fi Internet Access
- Private Hot Tub
- Building Elevator
- Common Area Pool
- New Property
- Private Balcony/Deck
- Private Washer/Dryer
- Two Lounge Areas

At the bottom of the amenities list, there is a link that says 'See all amenities' with an upward arrow. In the bottom right corner of the filter panel, there is a dark blue button labeled 'APPLY'.

## What's Important?

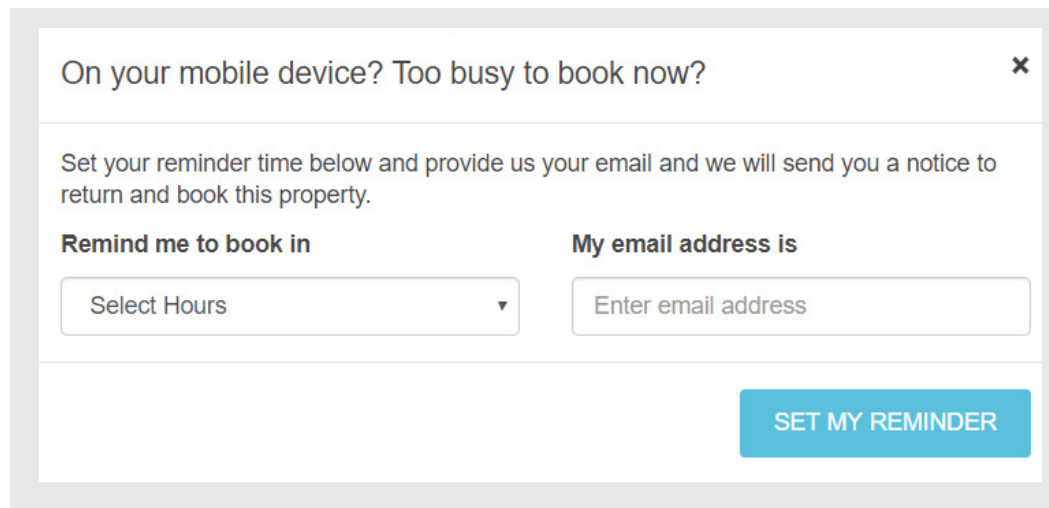
1. Essentials – Dates, bedrooms, guests, area
2. Super specific to your audience

# Your Website — Booking Abandonment

They've searched, they've found a property they love, but there's some hesitation. Many websites have an automated system for following up on booking abandonments. The system asks for contact info, and if visitors don't book in an hour, they get an email saying, "Come back and book now." However, at ICND, we're seeing that many people are not entering their info, often because they're on their mobile device.

That's why we created an abandonment feature that can easily be used on mobile. Visitors are asked when they would like to be reminded to book and to enter their email address. You've then collected a lead, and it's an automated process for them to get a "come back and book" email, so you don't have to set a reminder in your calendar or take any further action.

## Get them to come back and book.



The screenshot shows a mobile abandonment reminder form. At the top, it asks "On your mobile device? Too busy to book now?" with a close button (X). Below this, it says "Set your reminder time below and provide us your email and we will send you a notice to return and book this property." There are two input fields: "Remind me to book in" with a dropdown menu showing "Select Hours" and a downward arrow, and "My email address is" with a text input field containing "Enter email address". At the bottom right, there is a blue button labeled "SET MY REMINDER".

## What are the results?

ICND Cart Abandonment Email Statistics - August 2020:

- California: 46% returned to complete booking, resulting in over \$16k in revenue
- Alabama: 30% returned to complete booking, resulting in over \$16k in revenue
- Maryland: 15% returned to complete booking, resulting in over \$35k in revenue

\*\*Results vary based on number of properties, busy season and so forth, but these statistics show that Cart Abandonment emails are highly effective in generating revenue from guests who may have otherwise booked elsewhere or abandoned the booking altogether.

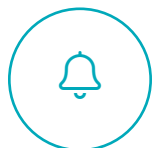
# Your Website — Get the Leads

With travelers exploring new destinations like never before, make sure you capture new leads and market to them correctly. They landed on your website for a reason and showed interest. Now make sure you use that information to get them to book. Have a plan in place to re-market to them. They likely have a lot of questions, use your website to bridge the gap with information. Include a FAQ based on questions your reservation staff is hearing. It cuts down on calls and builds your authority. And once you have the leads, make sure to segment them and market to them correctly.

There are several other website features you can consider offering to collect more leads and convert more visitors to bookings. **These include:**



Allow visitors to request more information about a property on your property detail pages. For example, “How far is it from the ski slopes?” or “Does it have a Keurig coffee pot?” You provide the answers, and they’re listed and shown to future visitors. You look like a great authority for the property, and you appear higher in search engine results because of the unique content.



Provide price alerts to visitors. They put in their contact information and are notified if the price changes through an automated price-alert feature. They can also ask to be notified if there’s a cancellation.

## Get the Leads

- Request More Info
- Ask a Question
- NEW! Price Alerts
- NEW! Cancellation Notifications

### Sign up for Price Alert Notifications For This Property!

Set the time period you would like to received Price Alert notifications for this property and provide us your email. We will send you emails as their are price increases and reductions.

<b>First Name</b>	<b>Last Name</b>	
<input type="text" value="Enter Your First Name"/>	<input type="text" value="Enter Your Last Name"/>	
<b>Start Alerts</b>	<b>End Alerts</b>	<b>My email address is</b>
<input type="text" value="Start"/>	<input type="text" value="End"/>	<input type="text" value="Enter email address"/>

### Property Cancellation Notification

Put in the time period you would like to be notified about a cancellation for this property and we will send you a notification.

<b>First Name</b>	<b>Email</b>
<input type="text" value="Enter first name"/>	<input type="text" value="Enter email address"/>
<b>Start Date</b>	<b>End Date</b>
<input type="text" value="Start"/>	<input type="text" value="End"/>
<b>Flexible Dates?</b>	
<input checked="" type="radio"/> Yes <input type="radio"/> No	



# Your Website — Add-ons

After guests have booked on your site, you have an additional opportunity to increase earnings by upselling services before they leave. You'll want to make sure the services provide incremental value for your guests. It's also important that guests are aware of your offerings. And it should be easy and fast for them to make a purchase, as well as for you to sell to them.

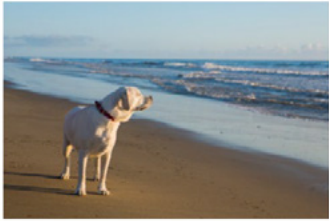
Examples of services that provide value include early check-in, late check-out and equipment rental, such as baby gear and beach umbrellas. You can even have umbrellas and gear set up on the beach so guests don't have to carry it. Make it easy for your guests. Depending on your audience, you could consider a s'mores kit or other amenities that don't take too much effort on your part and provide a nice service for your guests. This is something hotels have been doing for years. One final note about add-ons: since many schools are online because of COVID, our VRMs are getting more calls about Internet speed. You could follow the lead of hotels and charge more for higher speed Internet.

Almost everyone is offering a damage waiver or "peace of mind" insurance. A new offering we've seen is "Cancel for Any Reason" insurance that some VRMs are pricing at 10% of their total cost. It safeguards both you and the guest in case there are more cancellations in the fall.




## On Your Website

1. Add-ons
2. Travel Insurance
3. Cancel for Any Reason Insurance
4. Damage Waiver
5. Pet Fees

### + OPTIONAL ADD-ONS

- Early Guest Ck-in - \$75 gets you in the condo at 1PM (07/08/2008-12/31/2020) \$75.00
- Guest wants to check in early
- Late Guest Ck-out - \$75 and you can stay til 1PM (07/08/2008-12/31/2020) \$75.00
- Guest wants to check out late
-   
 Pet Fee \$125 per pet in a Pet Friendly condos only \$125.00
- Non refundable Pet Housekeeping Fee

### OPTIONAL ITEMS TO ADD FOR YOUR CONVENIENCE

- Sun Lover's Package**  
 2 Beach Chairs/1 umbrella  
\$80.00 [PURCHASE](#)
- Boogie Board**  
 \$30.00 [PURCHASE](#)
- 8' Beach Umbrella**  
 \$50.00 [PURCHASE](#)

# Earn More — After Guests Arrive

In addition to upselling services on your website when guests are booking, you can also earn more by selling services once your guests have arrived. You can offer many of the same services you are offering on your website and more.

## Three Ways To Earn More After Guests Arrive

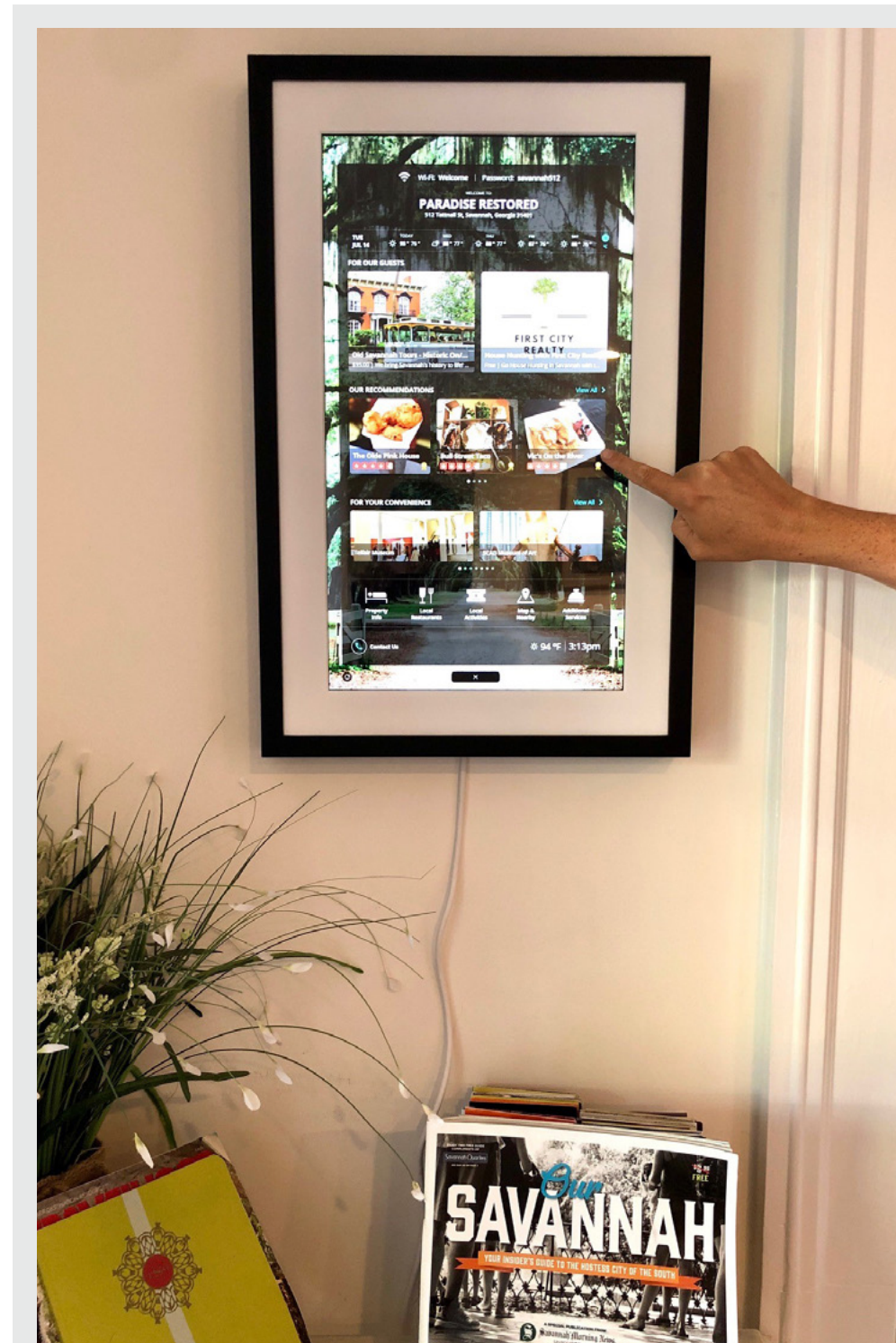
1. **First Party Services** - services you offer, such as late check-out, mid-stay cleaning, concierge services and more
2. **Third Party Services** - services a local company offers that you re-sell, such as trolley rides, amusement park admissions, and more
3. **Local Merchant Partnerships** - charging local businesses a fee to advertise in your properties to your guests



GuestView Guide™

## The Wall-Mounted, Digital Concierge

You do not have to have a GuestView Guide to provide and profit from offering these services. But we will show you some examples of how you would offer them if you did have one.





GuestView Guide™

## What Is GuestView Guide?

It's a wall-mounted, digital concierge for your vacation rental properties. In addition to making it easy for guests to see and purchase services you upsell, it also reduces your support burden by answering property and local-area information questions on the display, without a text message or phone call to you.

GuestView Guide replaces paper property guidebooks. More travelers are choosing vacation rentals over hotels as the safer alternative. GuestView Guide helps you deliver on that promise. Guests will appreciate getting their property and local information from a digital concierge that, unlike paper guidebooks, can be easily cleaned between stays.

GuestView Guide provides contactless check-ins and check-outs, two-way communication throughout the stay, along with property and local information. You can even use GuestView Guide to reassure guests about the additional cleaning and safety measures you're taking to protect their health.

# Earn More — Sell Your Company's Services

First we'll discuss how you can earn more by selling your company's services, or "first-party services." First-party services are those your company fulfills, such as late check-out, mid-stay cleaning or concierge services. Guests are happy to pay for services that make their stay more enjoyable.



## Pre-Arrival

- Pet Fees
- Other Add-Ons



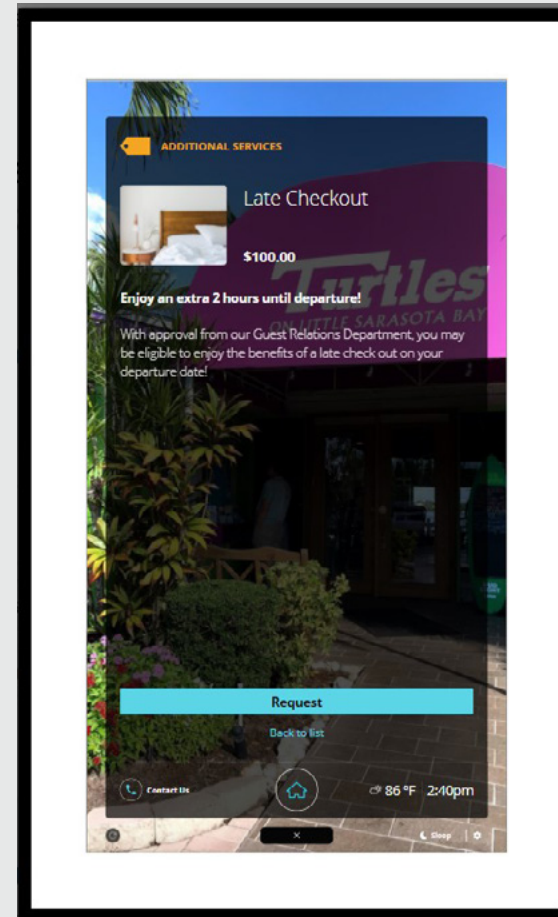
## Check-in

- Early Check-in
- Concierge Services
- Mid-stay Cleaning



## Check-out

- Late Check-Out
- Luggage Storage



## Example: Late Check-Out

Late Check-Out is one of the easiest services to offer and requires very little effort on your part. You can use GuestView Guide to make guests aware of the service. Guests request late check-out through a tap of the screen. After your approval, guests complete the transaction on their mobile device and the payment goes directly to you.

# Earn More — Sell Third-Party Services

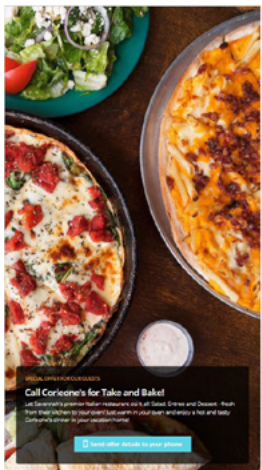
Another way to earn more after guests arrive is by selling third-party services. These are services provided by another company. There are a couple ways to do it. You can get a commission from services you sell, such as trolley tickets or bike rentals. You can also charge an advertising fee for promoting local merchants. Both options can be a win-win for you and area businesses who may be struggling because of COVID-19.



## How It Works

Many of you already have relationships with local businesses. Savannah Luxury Rentals is an example of a VRM that has been successful selling third-party services. They partnered with Old Savannah Tours, selling tickets directly to guests for their trolley tours and making a profit on each sale.

Guests see details about the tour and have the option to request tickets on their GuestView Guide. They pay through their mobile device and receive a text code on their phone that serves as their ticket.



## Advertising Local Merchants

Another way to earn more is to advertise local businesses in your rentals. Merchants pay a monthly fee, and you display an ad for them on your GuestView Guides. Here is one example:

- Corleone's Restaurant pays a monthly fee to be promoted on GuestView Guides at Savannah Luxury Rentals
- Information and offer details are sent to the guest's phone
- Guests purchase directly from the merchant



## Pre-Arrival

- Travel Insurance
- Damage Insurance



## Check-in

- Airport Pick-up
- Tours
- Grocery Stocking
- Meal Delivery
- Local Activities
- Local Business Promotion
- Equipment Rental



## Check-out

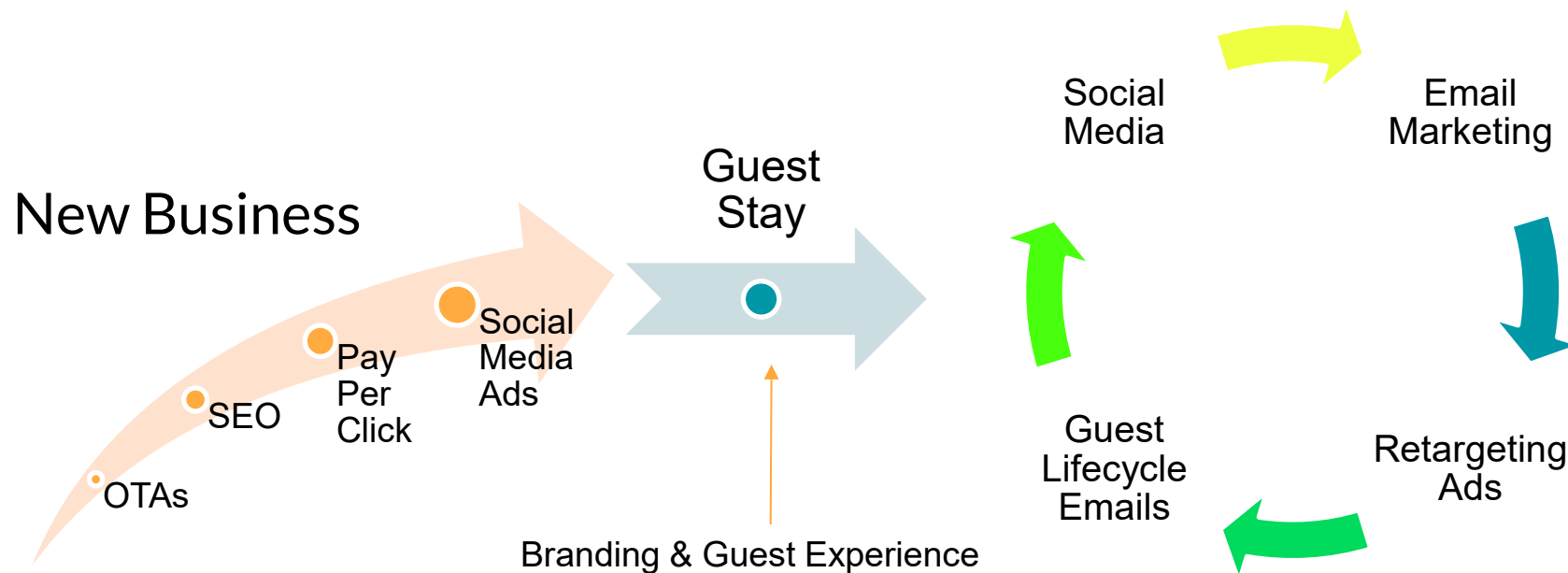
- Late Check-Out
- Airport Drop-off

# Earn More — Promote Direct Rebookings

With new business, the old adage is that you spend 80% of your budget getting new customers and 20% on your current customers. Creating brand awareness is an important part of successfully getting guests to re-book directly with you. Often there's not a lot of branding of your company for guests during their stay. This is especially true if they book from Vrbo, Airbnb or other OTAs. Guests think the properties are owned and managed by them, not you.

You can use GuestView Guide to build your brand and promote rebookings during your guests' stay. An advertisement for rebooking can be shown in several areas.

When guests rebook directly with you, you skip the OTA fees. You also have an opportunity to promote your brand when guests visit your website to rebook. In addition to rebookings, you can advertise your other properties on GuestView Guide.

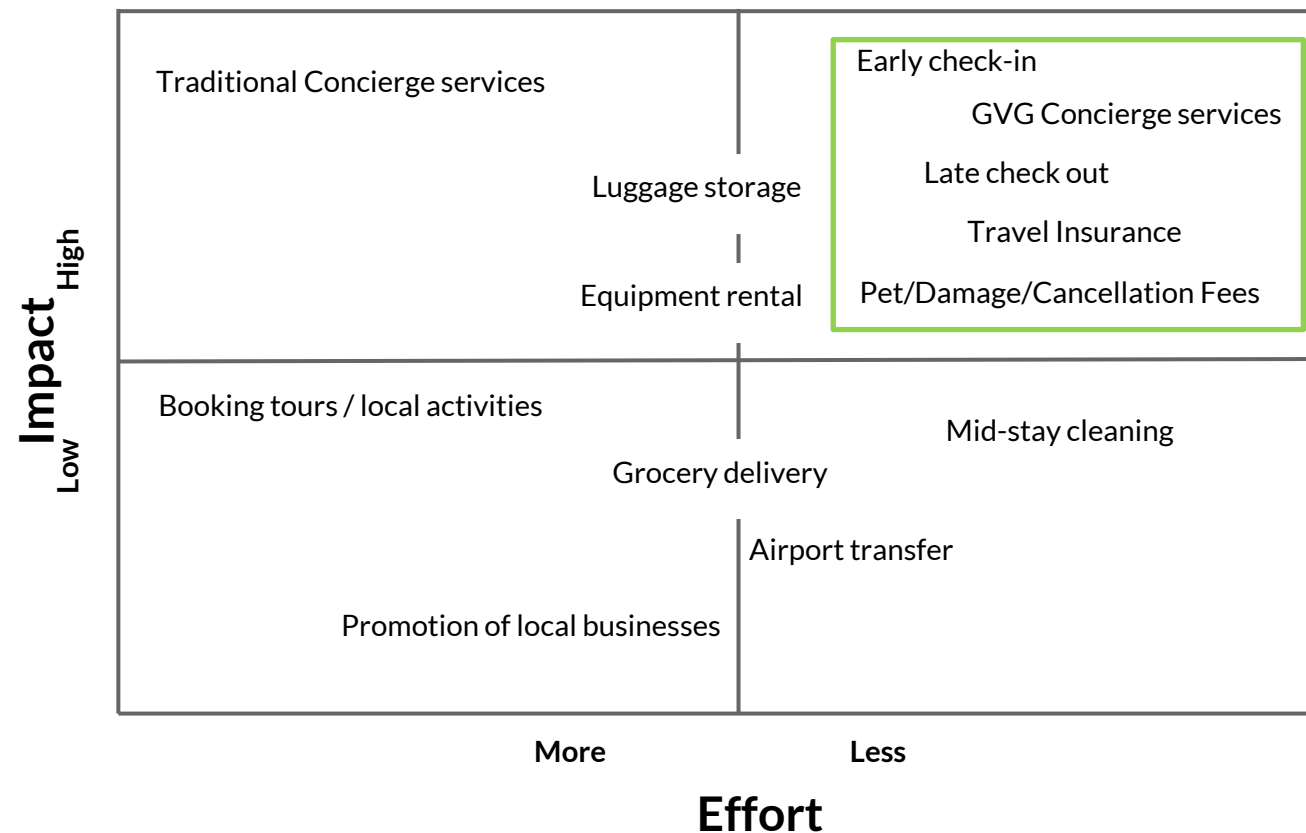


# Actionable Takeaways

## What's Best For Your Business?

When you look at the opportunities for increasing bookings and earning more from each guest visit, you may not know where to begin. You have to determine what's best for your business.

The first step is to prioritize the opportunities. We suggest starting with the most high-impact (earn the most), low-effort (least amount of time required) opportunities, shown in the chart below. Late check-out, travel insurance and pet fees all take very little effort on your part and may be a good place to start. You can update this chart with your own possibilities.



## Make It Easy For Guests To Buy Your Services

Once you've created your plan to increase occupancy and sell more services once guests arrive, the next step is creating a plan to promote and sell those services.

	<b>Easily Discoverable</b>	<b>Easy to buy services</b>	<b>Unobtrusive for Guest</b>	<b>Rich Interactive Content</b>	<b>Able to Manage Remotely</b>
Guidebooks	No	No	Yes	No	No
Paper Fliers	Yes	No	Yes	No	No
Phone calls	No	Yes	No	No	Yes
Email / Text	No	No	No	No	Yes
Voice Assistant	No	No	Yes	No	Yes
Phone App	Yes	Yes	Yes	Yes	Yes
Tablet	Yes	Yes	Yes	Yes	Yes
Your Website	Yes	Yes	Yes	Yes	Yes
GuestViewGuide	Yes	Yes	Yes	Yes	Yes

As you can see, there are many options. But now more than ever, the days of paper guidebooks are on their way out. Unlike stacks of brochures or piles of paper in your vacation rental, websites and digital concierges are unobtrusive for guests and safer. They offer rich interactive content and can be updated remotely.

### Actionable Takeaways

- Create a plan now to increase occupancy and execute
- Determine what services impact your bottom-line
- Select how to promote and make them easy to purchase



# Thank You

We sincerely thank you for your time and hope this guide has been helpful. We'd love to help you put together a plan to increase bookings and earn more with each guest visit. Reach out to us today!



**GuestView**  
Guide™

## GuestView Guide

- 🌐 [www.GuestViewGuide.com](http://www.GuestViewGuide.com)
- ✉ [guestview@necdisplay.com](mailto:guestview@necdisplay.com)



## ICND

- 🌐 [www.icoastalnet.com](http://www.icoastalnet.com)
- ✉ [info@icoastalnet.com](mailto:info@icoastalnet.com)
- 📞 910-575-6095

