

Generating Direct and Referral Bookings

- What is your most profitable revenue channel?
- What source of business delivers most to your bottom line?
- What about the lifetime value of your client?
- What about your VIP and most loyal guests?
- Who helps you build your brand and advocate for your business?



You may find yourself asking, 'How can I quickly and easily "turn on" the fountain of direct and referral bookings?' (Hint: you likely can't!) There is no shortcut or cheap approach to multifactorial business management culture and practice. However, there are things you can do to generate more direct and referral bookings, while also helping you broadly transform your hospitality business and move ahead of your competition.

7 Tips for Generating Direct and Referral Bookings.

- ### 1 Focus on guest satisfaction.

Service with a smile, small touches, and real-time responses to complaints. Go beyond what is expected. To do this, you need to establish a guest-focused service culture with your staff. Leverage technology to build a client database, so you know, and can act on, your guests' preferences.
- ### 2 Engage all your staff.

Your staff are your direct ambassadors. Engage them through your vision, mission, and values. Provide them with the tools and technology to be seen and heard, so they are encouraged to add value and take action in real-time.
- ### 3 Capture digital touchpoints with your guests.

Direct connect with your guests. Provide them with a digital channel to communicate with your hotel – to make a request, order a service, and provide feedback. Do all this in real-time, while they are still on your property!
- ### 4 Provide more value add.

A special drink, a free snack, a little momento, or complimentary service will stand out to guests. Take this opportunity to "practice hospitality" at your hotel, your guests' home away from home.
- ### 5 "Flattery will get you everywhere".

What causes a guest to return to your hotel? One key reason is staff recognition – making them feel special, important, recognized, and valued at YOUR hotel. Is this happening? Do staff have the tools to know a repeat guest or VIP customer? Technology can help you succeed.
- ### 6 Special offers & promotions.

Provide eVouchers or offers not available on the market for your guests to make them feel special and valued. Show them that you want them to experience your service and property. Invite them back. Give them an incentive to return or forward this offer to a friend or colleague.
- ### 7 Make it easy for your satisfied guests to share, promote, and refer YOUR property to THEIR network.

HMP Master provides you with the digital tools and technology through TravelX so that you can time this to perfection and add just the right touch, including a simple digital survey and refer a friend button.



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