

Market Resilience: Creative Strategies to Thrive in Tough Times

By: Austin Ford, Joshua Butterworth, and Kris Holm

Today's Presenter's



Kris Holm
Senior Account Manager



Austin Ford
Associate Director of
Revenue Management



**Josh
Butterworth**
Account Manager

Session Background & Expectations

- ❖ In a challenging market, success often comes from resourcefulness. This session offers scrappy, effective strategies to boost revenue and drive growth with limited resources. Gain insights into cost-effective marketing, agile revenue management, and innovative approaches to maintain a competitive edge in lean market conditions.



Agile Revenue Management in Unpredictable

Talking Point: In a volatile market, the ability to adapt pricing and inventory strategies is critical for maximizing revenue.

Questions:

- *How frequently do you adjust pricing based on demand shifts or competitor activity?*
- *What strategies have you implemented to drive mid-week or off-season occupancy?*

Recommendation: Introduce **flexible pricing strategies** like minimum stay adjustments, last-minute deals, and upselling premium amenities instead of lowering rates.

Agile Revenue Management in Unpredictable

1. Rate Strategies

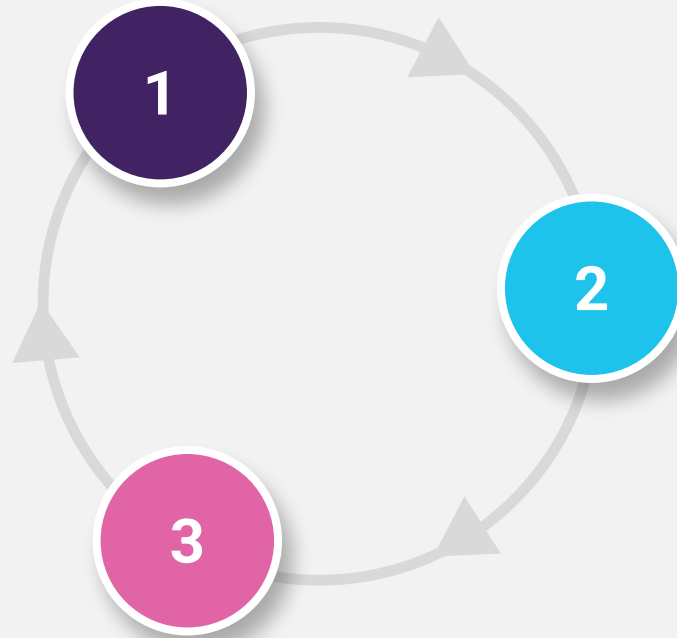
- Base, Min, & Max Rates
- Seasonality
- Premiums & Discounts

2. Minimum Stay Strategies

- Dynamic Min-Stay
- Gap-Fill
- Time-Based Adjustments

3. Data Analytics Strategies

- Pacing & Market Reports
- Unit Performance
- KPI's



Rate Strategies

Dynamic Base Rates

- ❑ The starting point for all pricing

1

Dynamic Min & Max Rates

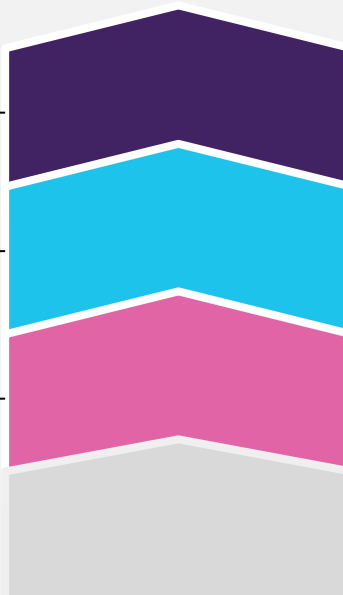
- ❑ Guardrails to protect your units

2

Defined Seasonality

- ❑ Proper settings for peak and off-season timeframes

3



Rate Settings

105 Whitaker
1 bed | 1 bath | 4 guests
Savannah, Georgia

☒ Use Seasons 0 changes

Main Settings

0 changes

Premiums & Discounts

0 changes

< Within 30 Days >

Change Rate: % After: days

Length: days

Gradual Adjustments: ☒

x Remove Adjustment 1 of 2

[+ ADD PREMIUM OR DISCOUNT](#)

Tu 11 208 days	We 12 209 days	Th 13 210 days	Fr 14 211 days
↑ \$271	↑ \$300	↑ \$305	↑ \$478
2	6	5	4
↑ \$428	↑ \$469	↑ \$474	↑ \$749
3	6	5	4
↑ \$199	↑ \$218	↑ \$224	↑ \$398
2	6	5	4

Time-Base Premiums and Discounts

- ❑ Capitalize on timely increases/decreases

Min-Stay Strategies



Default min-stay ?

2

Weekend min-stay ?

3

Weekend days ?

S M T W T F S

Gap min-stay ?

☒ 2 night(s)

Split weekends? ?

☒

Advanced Settings 0 changes v

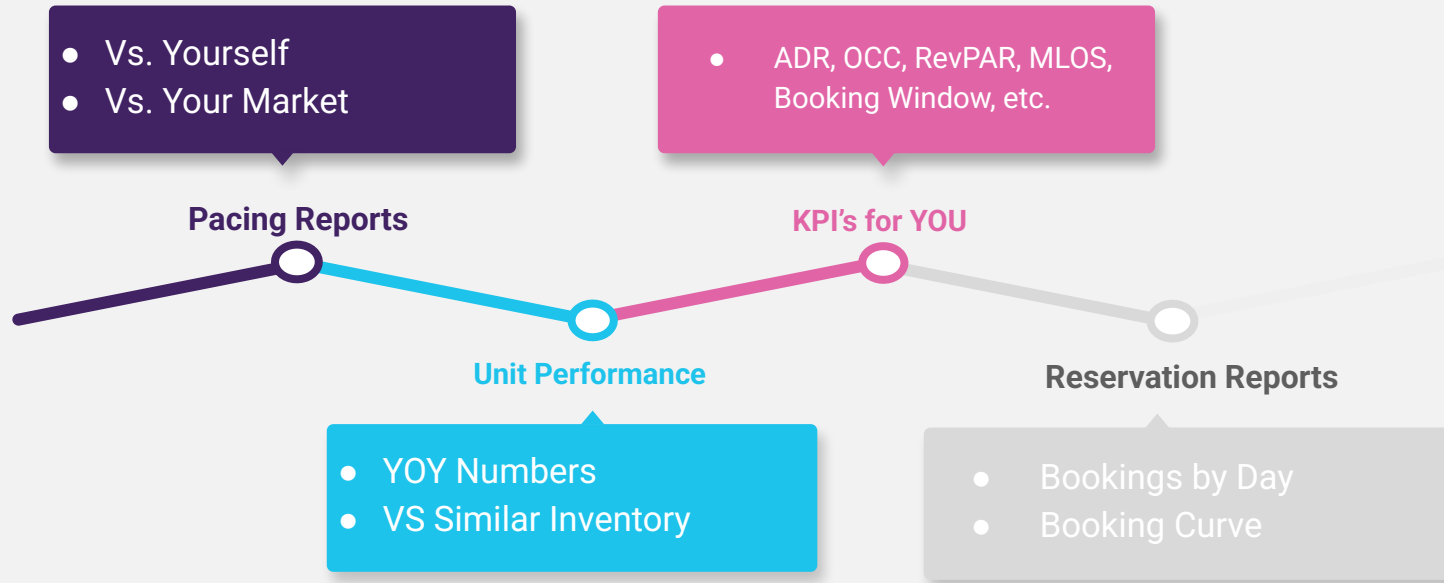
Close-In min-stay ?

2 within 90 days

Far-Out min-stay ?

4 after 300 days

Data Analytics Strategies



Driving Direct Bookings and Reducing OTA Dependence

What strategies are you using to increase direct bookings?

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bluearuba.com
<https://www.bluearuba.com>

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Search results for "norwich inn".

Norwich Inn
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Dining
Our current menu is focused on your Pub Favorites, Casual Fare ...

About
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The Norwich Inn | Check prices for your dates
Prices on Google for a 1-night stay

Aug \$177

The Norwich Inn

The Norwich Inn
4.4 ★★★★★ 150 Google reviews
3-star hotel

Check availability

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Phone: (802) 649-1143

Compare prices

Tue, Jan 28 Wed, Jan 29 2

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Compare all options

Driving Direct Bookings and Reducing OTA Dependence

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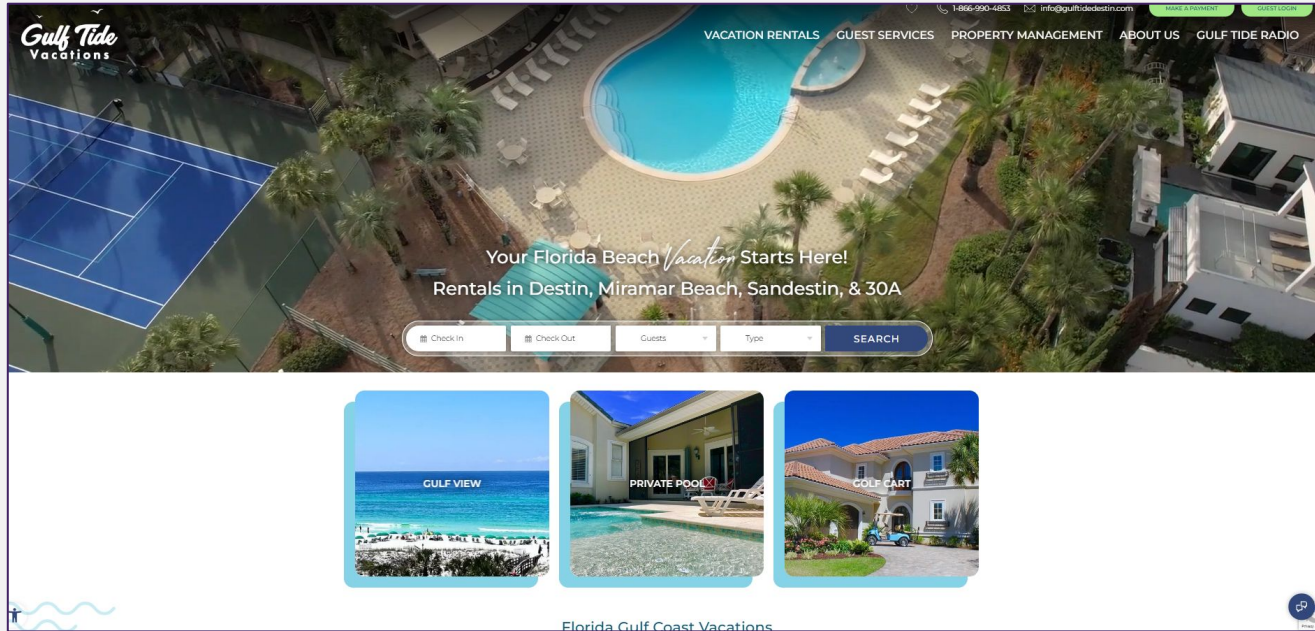
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Driving Direct Bookings and Reducing OTA Dependence

Is your website optimized for mobile users, and does it have clear calls-to-action for bookings?



Driving Direct Bookings and Reducing OTA Dependence

Have you implemented exit-intent popups or cart abandonment emails to recover potential lost bookings?

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Next Vacation!

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What Our Guests Are Saying

One of the best houses we've ever rented, surely a hidden gem. House was clean, nicely decorated and you can't beat the porch overlooking the water. Location was central to everything we wanted to go. Should definitely stay here again.

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Maximizing Booking Conversions with Targeted Ads

Direct booking strategies need to be more targeted than ever to cut through market saturation

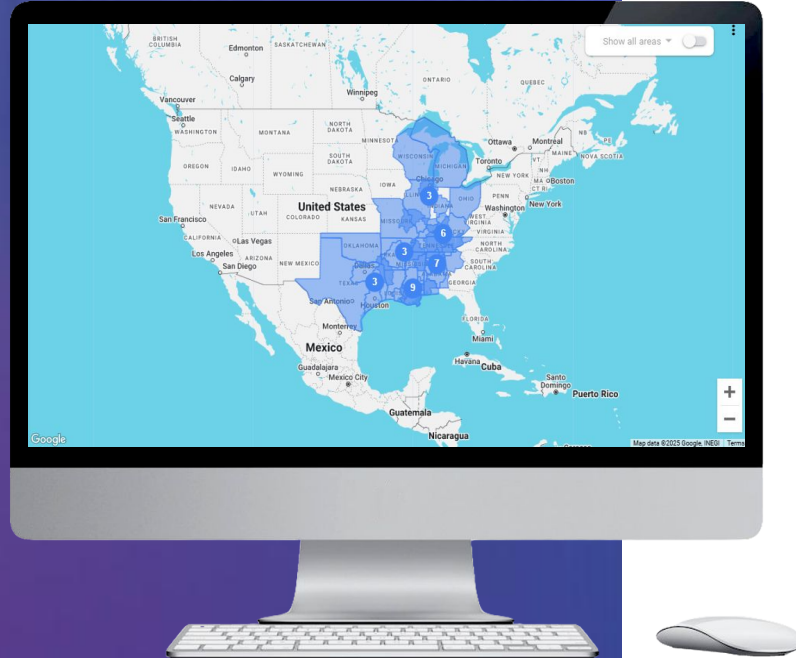
Audit your traffic: Are you capturing high-intent travelers to maximize your marketing effectiveness?

Own Your Traffic: How are you leveraging your database to drive personalized marketing, higher engagement, and more conversions?

Omni-Channel Retargeting: What retargeting strategies are you using to bring back high-intent travelers who didn't book on their first visit?

Audit Your Traffic

Are you capturing high-intent travelers to maximize your marketing effectiveness?

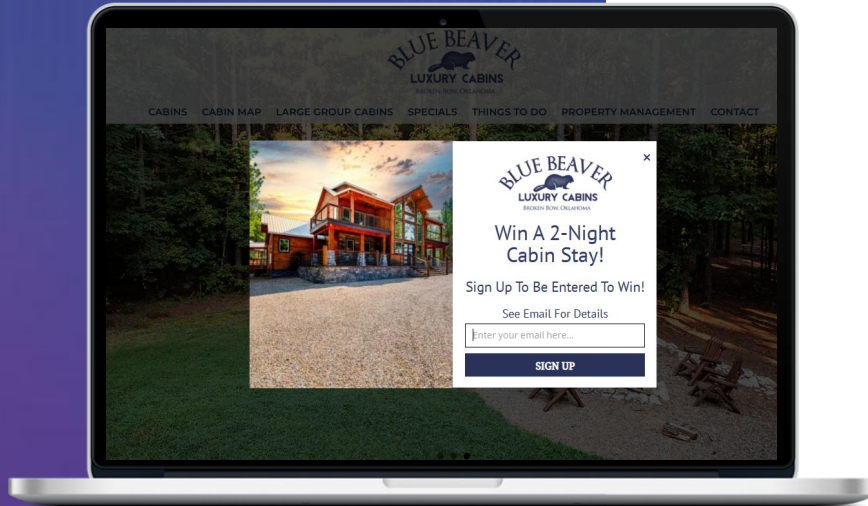


- Analyze Traveler Intent
 - Review Your Sources, not all traffic is considered equal
 - Utilize analytics tools like GA4 to analyze engagement/conversions to determine intent
- Keyword Strategy Matters
 - *What/Where formula* to keep traffic targeted on your product
 - *Long-Tail Keywords* help target specific search phrases, reducing competition and attracting more qualified traffic
- Geo-Targeting
 - Maximize your top-performing markets first
 - Customize ads to resonate with travelers in specific locations
 - Drive-to markets, direct flight markets, snowbirds, etc

Own Your Traffic

How are you leveraging your database to drive personalized marketing, higher engagement, and more conversions?

- Expand Your Email List
 - Leverage opt-ins to actively collect email leads
 - Implement strategies like offering exclusive content, discounts, or early access to deals in exchange for email sign-ups
- Segment Your Audience
 - Divide your email list into segments based on factors like booking history, demographics, or engagement levels
- Personalize Communication
 - Personalize emails by addressing them by name
 - Plain text emails come off as personal notes
 - Utilize dynamic insertion to personalize subject lines, location-specific offers and product recommendations



Email Marketing generates an average of \$42 for every dollar spent - Hubspot

Omni-Channel Retargeting

What retargeting strategies are you using to bring back high-intent travelers who didn't book on their first visit?

- Diversify Retargeting Channels
 - Utilize platforms like Google Ads, Facebook, Instagram, and Email to re-engage potential customers
- Utilize Audiences
 - Create specific audience segments such as non-bookers, previous guests by date, or visitors who showed interest in particular services, and tailor your strategy accordingly
- Test and Refine Messaging
 - Experiment with different headlines, images, and CTAs to determine which messages resonate most with retargeted audiences.

Retargeting can lead to a 150% increase in conversion rates - Demandsage



A photograph of a modern, single-story villa with large glass windows and a covered patio. In the foreground, there is a swimming pool with two lounge chairs and towels. The background shows lush tropical foliage. The entire image is covered with a semi-transparent blue gradient.

Questions?



*The **Heart** of Hospitality*