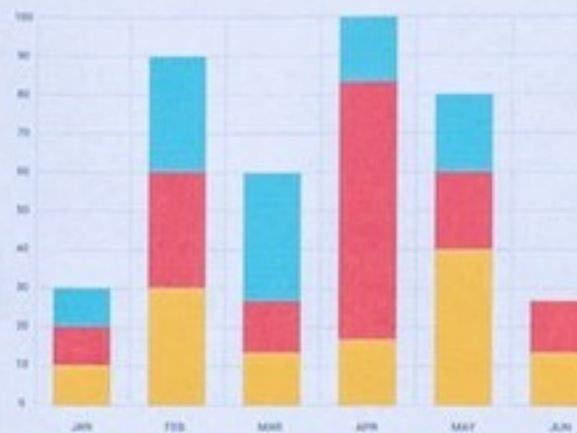


Top secrets to
higher ratings,
improved
revenue and
more profits

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Top secrets to higher ratings, improved revenue and more profits



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Operating a profitable hotel is a continuous test that requires the consolidated efforts of both management and staff. Strategies must be set up to ensure that every day tasks run easily and all hotel guests are dealt with well. Any hospitality person would agree that the essential objective of relatively every owner of a hotel is to make as big a profit as possible. To accomplish such an objective, the focus should be on both revenues and expenses. Hotels can support their number one focus by improving revenue or minimizing expenses.

In a perfect world, you need to improve your revenue (sales) and minimize your costs (variable expenses) to get the greatest increment in your hotel's overall profits. At the point when a hotel's occupancy rates and RevPAR rise, it is typically a clear sign that management is executing appropriately. Following are Top Secrets to higher ratings, improved revenue and higher profits.

1. Put resources into a more proficient HVAC framework

You should never need to tell a guest that they can not keep their room as cool as they prefer when the fact that you are having a go at attempting to monitor energy. Since hotels frequently spend a big portion of their operational spending plan on ventilating and warmth, the most ideal approach to slice those expenses is to put resources into an exceedingly effective HVAC framework that utilize less energy and less kilowatts to chill a hot room.

2. Separate your hotel from your rivals

Give your guests motivation to pick your hotel over a hotel nearby. You can separate your hotel from your rivals based on value, rate and offering. Providing free HBO or a 3:00 pm checkout are only a couple of potential ideas. While you would prefer not to get into a losing competition by dropping your room rates 25 percent beneath your rival's rates, you can have the strategy where you are sitting at or close to the most reduced rate in the local area.

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3. Fulfil your staff

In the hotel business or any hospitality industry, it is essential that your representatives provide a well-behaved manner and with active care for the guest. When you fulfil your representatives by paying them decently and reminding them for their accomplishments, there is most likely that they want to be great representatives for your hotel. To the point that your staff will go well beyond their official obligations to assist a guest leading gigantic generosity that can prompt re-visits and positive feedback.

4. Influence your guests to feel at home

Regardless of whether your guests are simply staying for one night or for two weeks, you ought to do your best to influence them to feel like your hotel is their home far from home. Modify the stylistic layout by including design furniture, blooms and art on the walls. Having an entryway and a breakfast zone with open seating area that makes your hotel feeling more inviting and less like a clean doctor's facility room or unremarkable office space. The point is when your hotel is warm and friendly, individuals will want to return.

5. Create incremental revenue sources

Try not to be too hard selling however do attempt to delicately convince your hotel guests to spend somewhat more. You may ask a guest who is checking in the event that he or she might want to get the Junior Suite above the pool for just \$15 more than the standard room they booked.

6. Offer hotel branded items

We all know that hotel guests get a kick out of the chance to grab the little cleansers and shampoos that comes with the room and that some will "unintentionally" pack a few towels in their sacks and head back home. You can include another revenue stream by making it accessible for guests by branding hotel items like towels, toiletries.

7. Connect with hotel guests

Guest will love it when the staff at the reception calls them by their name. When the manager sets aside the time to stroll around the breakfast region and asks you how you are making the most of your stay, it makes a good impression. It demonstrates that the guest is special and not just another average guest.

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8. Be innovative, proactive and gainful

You don't need follow the rule book all the time. In the event that a guest has a big concern, be innovative to find the proper solution. When you identify something not exactly right, be proactive and settle it before it escalates. Regardless of whether the staff is checking in a guest or mopping the floor, a empowered employee will support the hotel to be more profitable.

9. Change from radiant to LED lighting

Changing to LED lighting, which is very nearly 10 times more productive than glowing lighting can, over the long haul, spare your hotel a huge number of dollars in higher electric bills and the save cost of purchasing and changing worn out lights. Examine the your lighting choices and see which ones work best for you and your hotel.

10. Offer guests an in-room amenities

For special occasions, numerous guests would love to have a little amenity in their guest room. You can charge additional for special occasion rooms with completely enhanced amenities or you may offer guests an opportunity to purchase adornments to design their room set up. At the point when guests leave, they can bring home the gifts as something memorable.

11. Market specifically to the hotel guest

The individual touch is a decent method to connect with guests and urge them to remain with you a bit more. Today, social media marketing, cell phones and many different kinds of innovation, make it simple to connect with your past and future guests.

12. Extra sales

Utilize your front area or other available areas to up sell. You can do things like pitching tickets to attractions, rent autos or even offer key chains and pens.

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13. The value proposition

Guests are normally eager to pay more on the off chance that they sense that they are getting a great deal. Real value isn't always perceived value. In the event that a guest feels like the "extra offer" you are putting forward is worth \$20 and it just really costs you \$5, at that point that is a win-win situation you can not discover better approach to improve hotels sales

14. Aim for guest satisfaction

The guest is always right isn't only a snappy expression, it stand out amongst the most important guidelines of the hotel business. For your guests that are satisfied, it will pay off. Then again, on the off chance that you have upset a guest that will cause issues down the road for you with negative posts on hotel review sites that will cost you future bookings, think about it.

15. Complete an OTA check

It is anything but difficult to become involved with the OTAs. Online travel agencies can send business your way, however they likewise charge a commission and you as a rule need to pitch those rooms at a rebate to the customer. In specific circumstances, utilizing an OTA to build occupancy functions admirably, yet to know how much, or little, if it is adding to your profit and you ought to consistently review your OTA sales and costs.

16. Complete an internal energy check

In a comparable way, completing a energy check can distinguish areas where you are overspending. Check everything that has power, gas or other fuel. You will see where you are spending the most cash and can make changes to bring down your general costs.

17. Host corporate and private events

Should you have the available area, put more efforts on using it to have business get-togethers, reunions or other social occasions. You can do everything from holding an instructional course in a meeting space to being the scene for a party and celebration at your hotel.

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18. Concentrate your marketing on the right guests

Insights demonstrate that 20 percent of a hotel's guests represent 80 percent of their revenues. Should you have extensive corporate clients or do considerable business with a travel agent, it bodes well to be more considerate in your marketing efforts to those essential customers.

19. Urge guests to share to friends

When you have fulfilled a guest's need, they can be an awesome tool for finding new business. Urge them to tell their loved ones to visit your hotel by giving them different offers like a lower room rate, free dining voucher, or maybe, a spa voucher.

20. Make a couple of rooms cat or dog friendly.

Many travelers would love to take their pet dog or cat alongside them when they travel. In the event that you make your hotel accommodating for them, you will be able to pull in an alternative type of traveler and you can charge more for your rooms on cleaning fees and extra amenities.

21. Offer rebates for longer stays

Many people are adaptable with their travel plans and might consider an additional night's stay. If you offered them 50 percent rebate on the third night when they pay the customary rate for the initial two nights, many will take the offer and you will create incremental revenue.

22. Work closely with other local businesses

Getting to know local businesses have a tendency to pull in travelers and visitors (sporting arenas, theatres, shopping malls, theme parks...) builds revenue for the hotel and the business partner, and in the meantime, benefits the customer. A hotel could offer marked down tickets to nearby attractions that advantage current hotel guests. Local business heads head to the hotel if the hotel offers a special rate for any individual who reserves a room and shows an entrance ticket or receipt from the hotel's business partner.

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23. Attempt to improve the hotels star rating.

You may be shocked what an impact it can be if your hotel goes from a 3-star rating to a 4-star rating in a well known hotel booking channel or review site. If you accomplish to get a higher star level, more individuals will want to stay at your hotel and you can most likely increase room rates because of your higher image and hotel demand.

24. Accommodate honeymooners

One way to improve your revenue is to allow for honeymooners to upgrade their stay at your hotel to a honeymoon set up with champagne. Why not conduct a wedding registration event so wedding guests can purchase the couple some attractive extra items like a pampering spa package, or romantic dinner at your hotel. Marketing this correctly can turn this to another strong revenue source that will separate your hotel from the competition and make a great way to attract lovely honeymoon couples to book room at your hotel.

25. Happy employees sell more

When your staff are cheerful and happy at the workplace, they will be upbeat to say good things about your hotel. Other than enhancing your guests experience, the staff will ask friends and relatives to visit your hotel. Try not to forget your employees, they are your most important supporters.

26. Change it up with music

Give your guests a feeling of added value a sense of happenings at your hotel, something free stimulating. You could have a performer play his guitar out by the pool or have welcome drink by the bar at 5:30 pm.

27. Offer service excellence

Continuously fulfil your guests needs and you will always have revisiting hotel guests.

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28. Discount room strategy

Most of the world's greatest hotel companies do not offer empty rooms for late arrivals at a lower price compared to day rates. It isn't that they won't profit on the room, but instead, they would prefer not to make customers "used to" showing up at 5:00 pm looking for a discounted a room. All hotels have dynamic pricing, depending on demand and available inventory, but they don't want to bring down rates for individuals cases unless there are exceptional reasons, make sure to have a strategy that works for you.

29. Offer team incentives for great ideas

When a worker shares a smart idea that will help increasing revenue or lowering costs for your hotel, consider to compensate that representative. To the point when representatives realize that they are valued, they will keep on finding ways to improve your hotel.

30. Distribute a hotel newsletter

You can increase your hotels visibility by distributing a compelling newsletters. Guests can sign up for a email newsletter subscription and it is an awesome method to keep in contact with present and future guests to your hotel. Continuously include extraordinary current news and offer special promotions that are available only for newsletter subscribers.

31. Hire a third party hotel revenue specialist

Finally and maybe the best advise is to hire a revenue specialist. The most clear reason for working with a third party revenue management service company is that they are specialists in the field of revenue management. This implies they know precisely what they are doing and right now have experience with hotels like your own. By and large, they will also have the capacity to give you examples based on your hotels needs, after all, the reason for revenue management is it will make financial sense and improve your hotels profitability.

Guests first, then revenue and then other stuff, you will be sure to running a winning hotel. Your guests, workers and partners are on top of the list. Then focus on revenue and expenses. In the end you will profit and have time for a well deserved holiday.