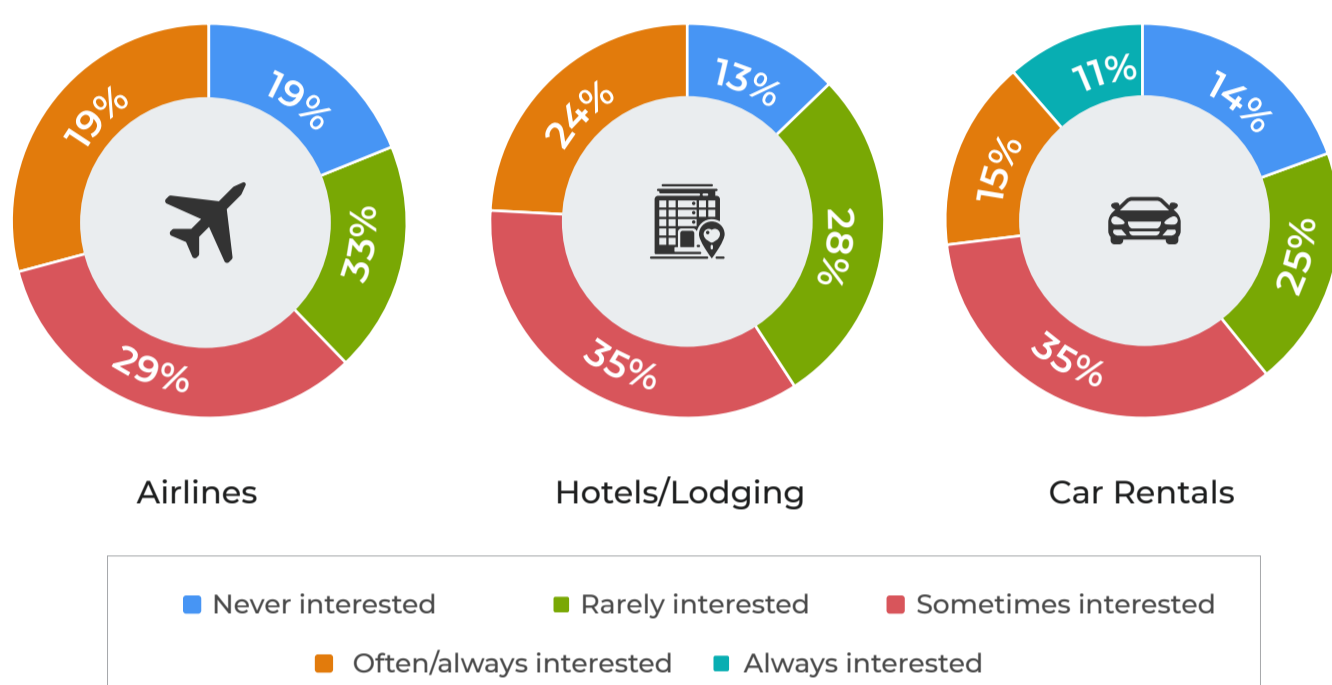


Upsell & Cross-Sell: Are You Doing it Right?



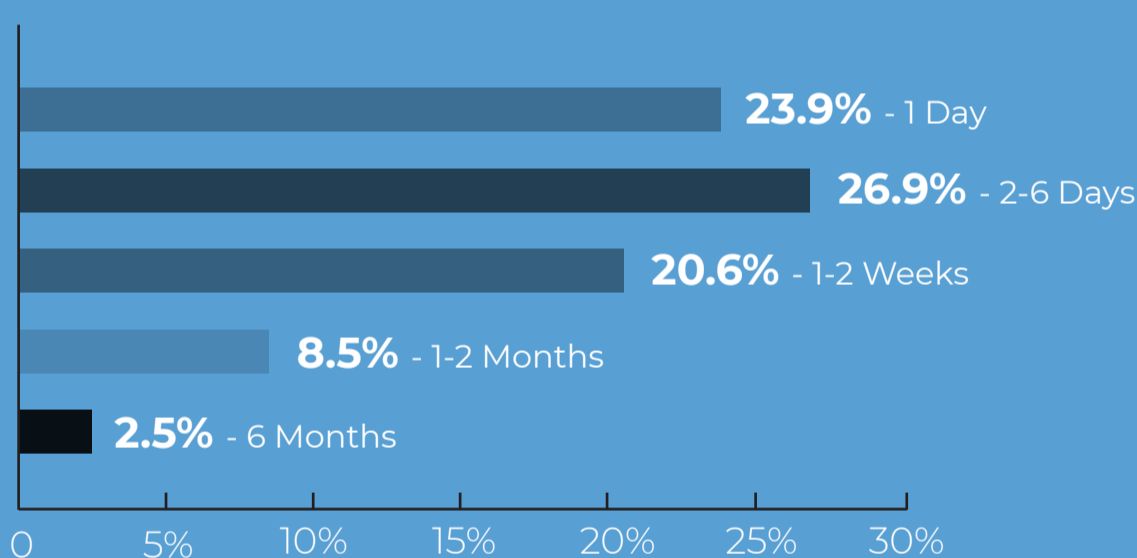
In an experience-driven industry like hospitality, upselling and cross-selling is one of the easiest strategies hospitality marketers can use to drive additional revenue.

Are travelers really interested in ancillary services?



Source: Phocuswright

To understand when and how to offer **upsell** and **cross-sell** offers, let's take a look at how much time do travelers spend researching their trips.



Every ancillary sale directly impacts the hotel's bottom line.



Lost chances cost more!

Guests pay a premium price for personalized experiences. Hoteliers lack insights such as **when to pitch services, whom to offer them to and what to offer?**



This leads to missed revenue opportunities.

Better insights. Better decisions.

DecisionMines™ for Hospitality leverages machine learning and aggregated data based on key business intelligence parameters such as guest lifetime value, guest segments, and historical purchase patterns. It helps in crafting a winning marketing strategy for all channels across the entire guest journey.