

# Guest Digital Journey:

## ENGAGE

for Exceptional Experience &  

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Revenue Generation

My panel TV.com



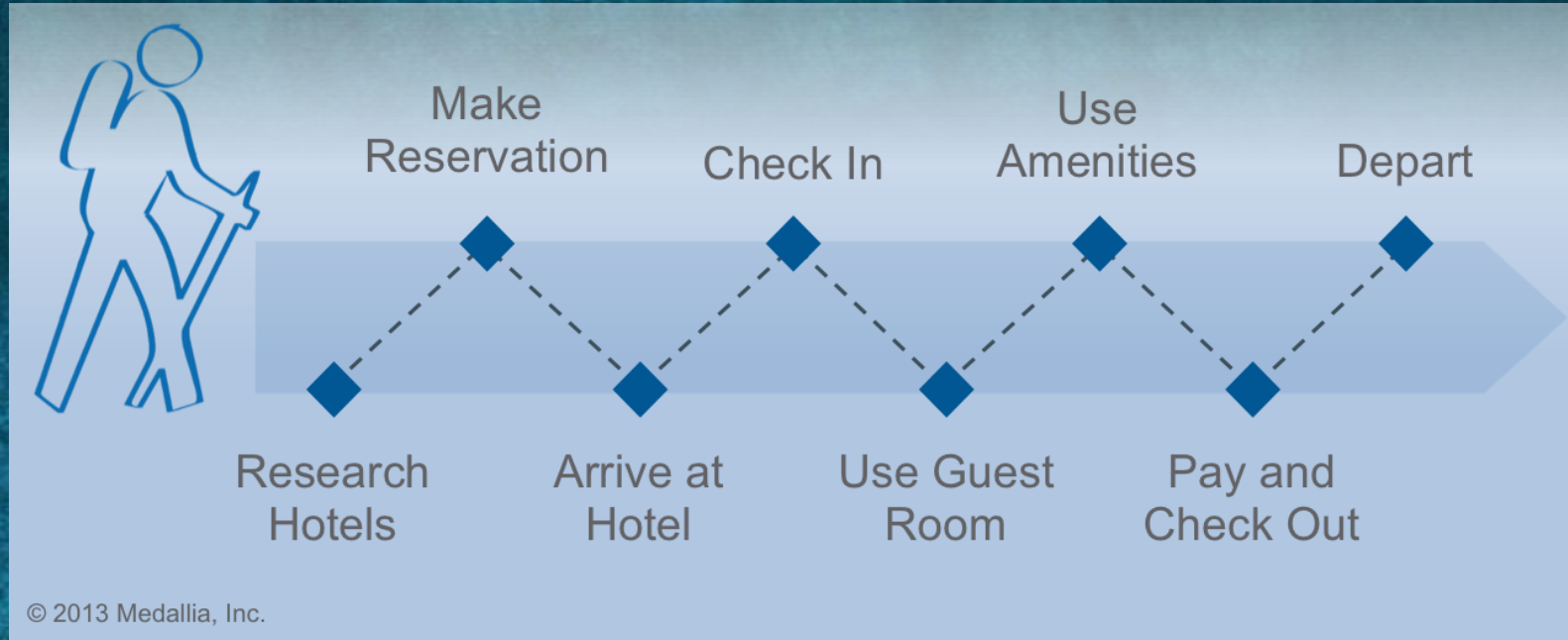
# Guest Digital Journey

= part of a broader journey

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[mypaneltv.com](https://mypaneltv.com)

a journey like this ..



[mypaneltv.com](http://mypaneltv.com)



or like this..



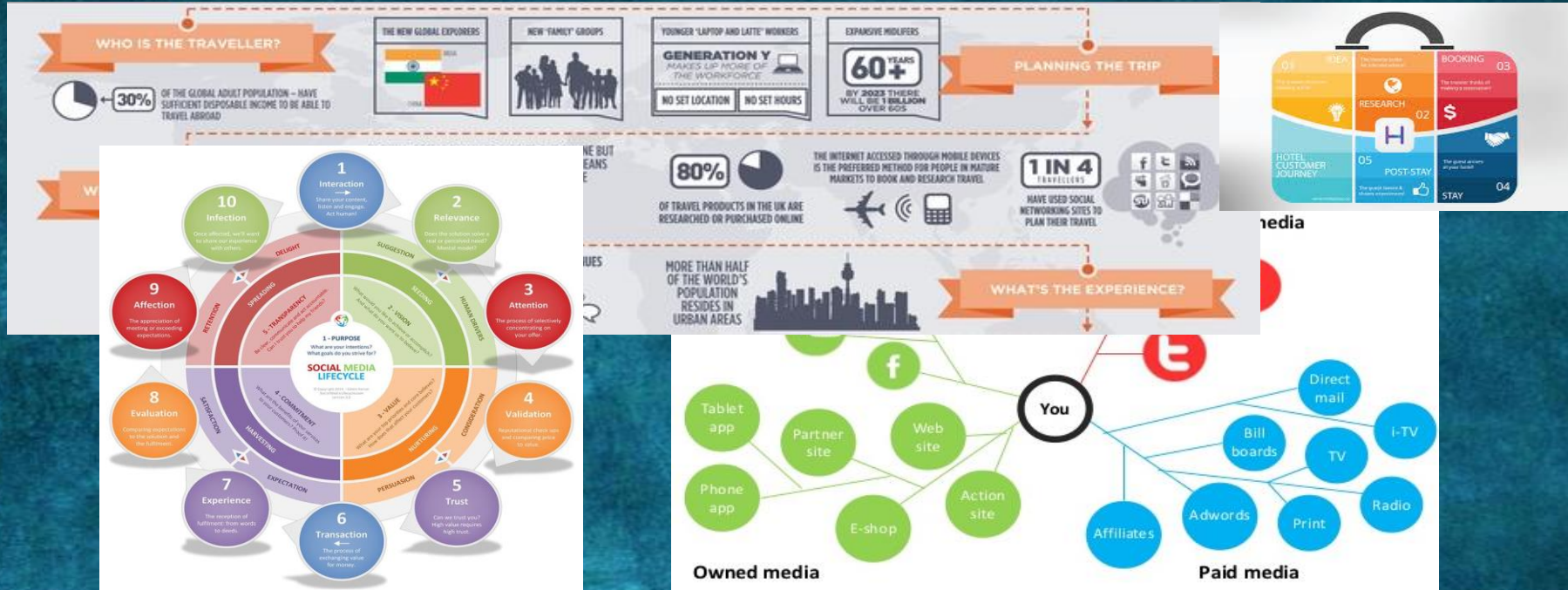
[mypaneltv.com](http://mypaneltv.com)

..or this





# ..a journey that every hotel & brand is trying to Define.. Budget and ACT



Ένας διττός συνεχής στόχος...



Αυξανόμενα Επικερδής Πωλήσεις



Μοναδική & Διαφοροποιημένη Εμπειρία Επισκέπτη



# ROOM selling efforts are Extensive

## Acquisition Costs by Chain Scale

OTA (on line travel agency)



Marketing or Booking Channel	Revenue	Acquisition Cost	Revenue : Cost (ROI)
Online Travel Agency (OTA)	\$2,750,000	\$1,000,000	2.75 : 1
Search Engine Marketing (PPC)	\$600,000	\$60,000	10 : 1
Facebook Fan Page with Booking Widget	\$62,500	\$5,000	12.5 : 1
Meta-search	\$60,000	\$20,000	3 : 1
Banner Ads	\$80,000	\$40,000	2 : 1
Flash Sale	\$50,000	\$50,000	1 : 1



# ROOM selling – Indirect costs

## Marketing and Reservation Fees by Channel

\$100 BAR Length of Stay: 1	Voice- direct	Voice-third party	Voice- travel agent	GDS	Hotel's own website (brand.com)	OTA merchant	OTA opaque via GDS
Labor	\$10	n/a	\$10	n/a	\$2	n/a	n/a
Direct marketing	n/a	n/a	n/a	\$1	\$3	Included in commission	Included in commission
Discount or commission	n/a	Sometimes 10%	\$10	\$10	n/a	\$25	\$40
Loyalty program (on portion only)	\$2	\$1.50	\$1.50	\$1	\$3	n/a*	n/a*
Transaction channel fee	n/a	\$25	n/a	\$6	\$5	\$5	\$6
Credit card fee (on portion only)	\$2	\$2	\$2	\$2	\$2	n/a**	n/a**
Total Cost	\$14	\$28.50	\$23.50	\$20	\$15	\$30	\$46
Cost %	14%	28.5%	23.5%	20%	15%	30%	46%
NET	\$86	\$71.50	\$76.50	\$80	\$85	\$70	\$54



# Revenue split (FOCUS on ancillary services) **PANEL**TV

Revenue Center (per room night)	Direct—hotel website and voice
ADR	\$260
Length of stay	4.07
Room Revenue	\$1,058
Total Revenue	\$1,896
Golf	\$388
Fitness/Spa	\$214
Recreation	\$34
Retail	\$50
Dining	\$152

Example from a typical upscale,  
independent resort on  
the East Coast of the US

Ancillary services account for..

**additional 80% revenue**



# Ancillary services

Category	Examples	Additional information
<b>Food and drink</b>	<ul style="list-style-type: none"><li>• breakfast</li><li>• meals</li><li>• beverages</li><li>• fruit basket</li><li>• wine/champagne</li><li>• birthday cake</li><li>• mini bar</li></ul>	Breakfast often represents over 50% of total ancillary revenues.
<b>Transportation</b>	<ul style="list-style-type: none"><li>• airport transfer</li><li>• limousine service</li><li>• bike rental</li><li>• mass transit ticket</li></ul>	More attractive to leisure travellers than business travellers.
<b>Business and entertainment</b>	<ul style="list-style-type: none"><li>• Wi-Fi</li><li>• use of business centre</li><li>• meeting equipment (projector, microphone, etc.)</li><li>• on-demand films and games</li></ul>	
<b>Spa and wellness</b>	<ul style="list-style-type: none"><li>• treatments</li><li>• massage</li><li>• pool</li></ul>	Often run by a third party. The hotel receives a commission.

# Ancillary services require an innovative approach

<b>Upgrade</b>	<ul style="list-style-type: none"><li>• room category</li><li>• package</li></ul>	
<b>Sports</b>	<ul style="list-style-type: none"><li>• access to in-house sports facilities (tennis court, golf course)</li><li>• classes</li><li>• personal trainer session</li></ul>	Open to the public. Limited space.
<b>Miscellaneous services</b>	<ul style="list-style-type: none"><li>• flowers</li><li>• extra bed/crib</li><li>• connecting rooms</li><li>• personal butler service</li><li>• valet service</li><li>• animals allowed in the rooms</li></ul>	Some packages are offered subject to product availability (e.g., the romantic getaway includes flowers and champagne in the room).



# Ancillary services: A Revenue Opportunity



Can your guests experience  
MORE ?

How are you  
**promoting**  
this revenue stream ?



[mypaneltv.com](http://mypaneltv.com)

# Ancillary services: Marketing a Revenue Opportunity



## Traditionally:

Reception efforts  
Banners  
Leaflets  
Website posts  
Directory add-ins

## Centrally managed Visuals

InfoChannels  
Welcome promo screens  
Interactive Boards  
Audio enhancements



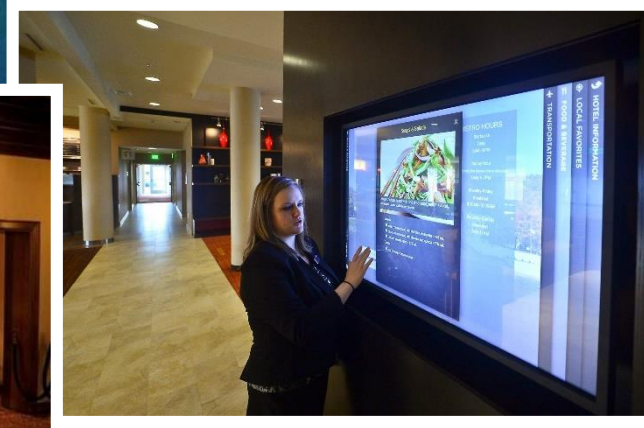
it is now obvious & easier than ever...



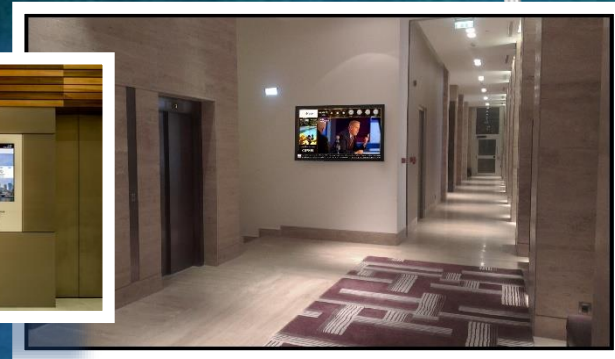
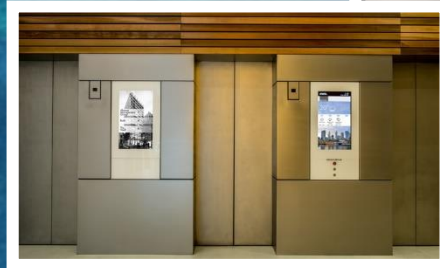
**50-page business plan**  
**Capital Budgeting**  
**3-month Requirements Analysis**  
**6-month RFI**  
**6-month RFP**  
**9-month Development Cycle**

# Visuals: Sometimes we touch them

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# Sometimes we don't

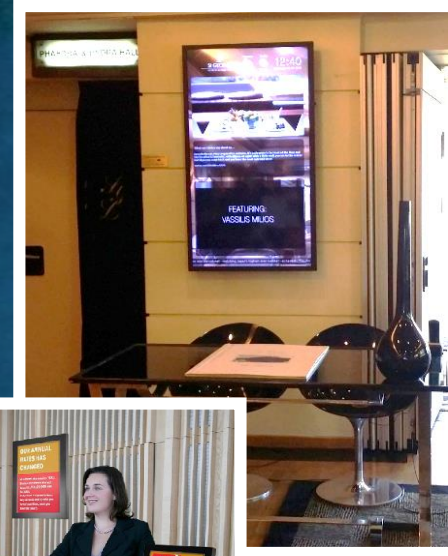
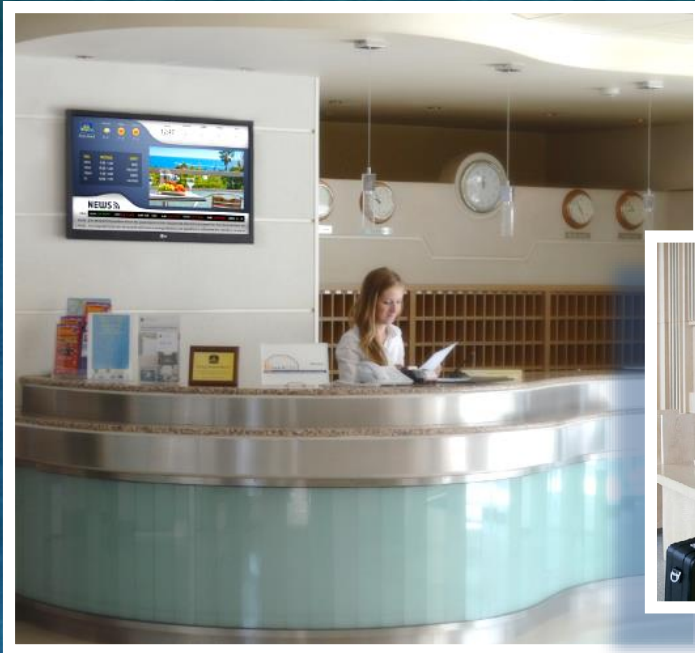




# Omni-channel guest interactions...

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## Reception / Lobby



# Challenges

## Reception / Lobby

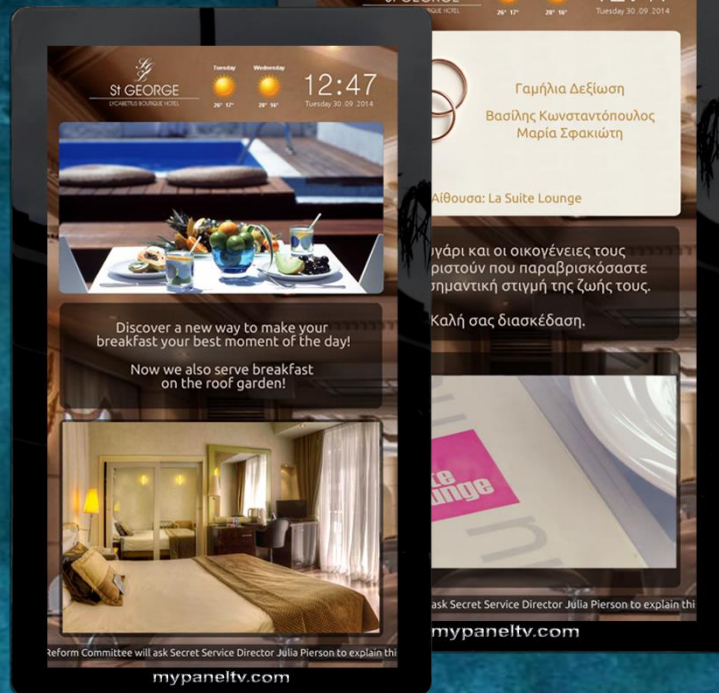
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Guidelines on the fly

Avoid repetitive Q&As

Provide useful information

Show our best available and Up-Sell!





Απελευθερώνοντας τους ανθρώπους μας  
More time to listen and serve guests !

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Focus on the major ones first !

check-in wait times impact guest satisfaction



Minutes until guest satisfaction index drops by 50 points



# myHotel TV InfoChannel



Room or Apartment



Inform, Promote on the fly, change with a click

# myHotel TV InfoChannel



## Room or Apartment



- A relaxing moment to promote Hotel Services!  
pool events, dinning specials, well-being packages..
- Our Men's or Woman's "channels" with  
sport or gossip news, TV guide & proposals, gym, spa
- Useful tips to save on Reception calls:  
how to wifi, breakfast time, shuttle bus schedules...



# Looking into popular amenity rankings

## Target perceived value

### Overall

1. Complimentary breakfast
2. Restaurant
3. Internet/Free Wi-Fi
4. Parking
5. 24-hour front desk service
6. Smoke free hotel
7. Swimming pool
8. Bar
9. Air conditioning
10. Coffee/tea in lobby

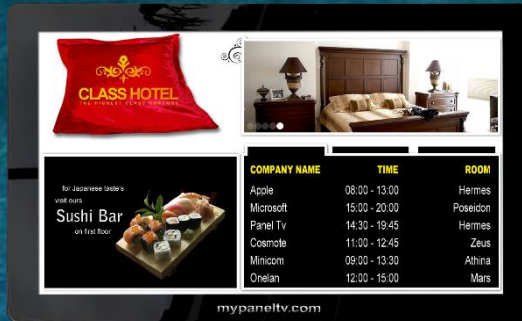
### In Room

1. Internet/Free Wi-Fi
2. Bathroom shower
3. Room size
4. TV
5. Air conditioning
6. Coffee/Tea
7. Non-smoking rooms
8. Premium bedding
9. Daily housekeeping
10. Mattress type

# Not to miss

on events &  
conference halls

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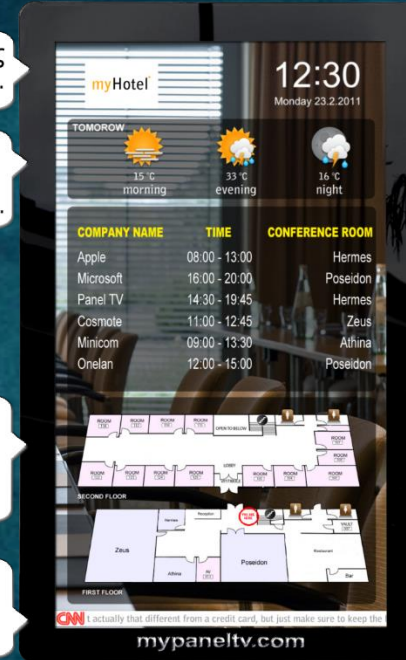


με το λογότυπο σας  
πάνω στην οθόνη...

με τον καιρό,  
έκτακτες  
ανακοινώσεις...

με προτάσεις,  
video & φωτογραφίες,  
ζωντανές μεταδόσεις,  
παρουσιάσεις...

με ειδήσεις,  
επικαιρότητα,  
τοπικά νέα...



με το πρόγραμμα  
των εκδηλώσεων,  
παρουσιάσεων,  
διαλέξεων &  
ώρες λειτουργίας  
restaurant,  
pool bar,  
kid cinema...

further to guidance & superiority aesthetics..  
..introduce the hotel specialties!



# synch your Menus



> Update on the fly  
change prices  
update your dishes  
automate visuals



make the obvious happen!

# create audio zones

> eliminate the “noise” of TVs

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Πρώθηση

παρότρυνση  
καθοδήγηση

Χρηστική  
πληροφόρηση

# InfoChannels

και οθόνες με  
πολλαπλούς ρόλους

Directory Services

Ειδοποίηση

Ξενάγηση

Reception FAQ

Κεντρική Διαχείριση

Αποκεντρωμένη Ενημέρωση

Ομοιογενής ή Διαφοροποιημένη Προβολή



Work for  
“a greater perceived guest experience”



**G** - Great and  
**U** - Unique  
**E** - Experience leads to  
**S** - Satisfaction &  
**T** - Trust

# Reasons for selecting a Hotel...

## Reasons for selecting a hotel

	Guest Residence							
	North America		Europe					Japan
	Canada	United States	France	Germany	Italy	Spain	United Kingdom	Japan
Convenience/Location	35% (1)	40% (1)	40% (1)	42% (1)	31% (1)	37% (1)	43% (1)	51% (1)
Price	25% (2)	29% (2)	19% (2)	22% (2)	16% (3)	17% (3)	29% (2)	37% (2)
Previous experience	20% (3)	23% (3)	18% (3)	22% (2)	15% (4)	18% (2)	25% (3)	16% (4)
Reputation	13% (4)	14% (5)	18% (3)	15% (4)	22% (2)	16% (4)	20% (4)	12% (5)
Recommended by someone	5% (6)	5% (6)	9% (5)	12% (5)	11% (5)	14% (5)	9% (5)	5% (7)
Rewards program member	9% (5)	16% (4)	9% (5)	9% (6)	3% (7)	7% (6)	9% (5)	6% (6)
Corporate policy	1% (9)	1% (8)	2% (7)	2% (9)	3% (7)	2% (8)	1% (8)	2% (8)
Package deal	5% (6)	3% (7)	2% (7)	5% (7)	8% (6)	4% (7)	6% (7)	17% (3)
Environmentally friendly	2% (8)	1% (8)	2% (7)	3% (8)	3% (7)	2% (8)	1% (8)	1% (9)

This table shows the percentage of guests from each country who select the reason listed when choosing a hotel. The number in parentheses reflects the rank order of these percentages.

Percentages do not add up to 100% as guests could select multiple reasons.

Sources: J.D. Power 2011 North America Hotel Guest Satisfaction Index Study™

J.D. Power 2011 European Hotel Guest Satisfaction Index Study™

J.D. Power 2011 Japan Hotel Guest Satisfaction Index Study™



**make your screens deliver !**

**with hands on expertise**

**content masters**

**comprehensive approach**

**your value adding partner**

**PANEL<sup>TV</sup>**

more on..

**my Panel TV .com**

**Σας ευχαριστούμε !**