



FOR-SIGHT Valentines:

How to be the location of love,
not the Heartbreak Hotel



With the most romantic of dates fast approaching,
it's important that your hotel is ready.

But where do you start?

Well, like all great love stories, it starts with the data.



Segmentation



Firstly, Know who is receiving your Valentines messages.
Have you ensured your data includes previous
Stays, Spa, Dinner? yknow, couple stuff..

For-Stays:

- Last year's Valentine bookers?
- The previous year's bookings of
a double room with two guests?

For-Spa:

- Any couple's spa session bookers in the past year?

For-Diners:

- Any couple's dinners booked in the past year?

For-Crossovers:

- Ensure you cater for couples who booked all three!



Targeting



Now that you have your specified data-pots,
find out what the data is telling you:

- Were the staying couples offered any
up-selling and if so did they upgrade?
- Were the majority of spa-booking couples
also staying with the hotel at the time?
- Did the restaurant have a special Valentines menu?
If so, what hot plates were flying out of the kitchen?
- With all of this considered, where do your
communications have room for cross/up-selling?



Fire!



If all of your data is sorted and your targeted groups
are correctly segmented, it's time to fire!

Ensure your messages are refined to your segments
(with a gentle touch of cross/up-selling, of course)
and your designs/descriptions fit the Valentines theme
(love's theme, to all you Barry White fans)

And Fire! Like cupid to some unsuspecting singles,
rekindle a couple's spontaneity and
their love of your hotel.

