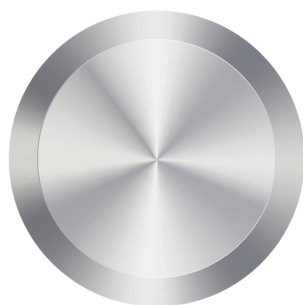
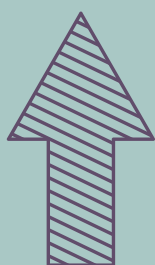


TOP 5 REASONS YOU NEED



FOR-SIGHT

INCREASE DIRECT BOOKINGS



"Away with the OTAs!", we hear you say? Well, OK! OTAs charge hotels up to 25% per booking. For-Sight will allow you to communicate with your guests to encourage them to book direct with your great offers. It's a win-win for you and your guest!

(Loyalty Lobby, 2013)

BUILD GUEST RELATIONSHIPS



It's only when you get to know people that you know what they want - this is no different for your guests. When you recognise their habits and preferences, you can make sure you're sending marketing of interest to them. If you don't invest in understanding your audience, you'll be wasting time and money!

SMART CAMPAIGNS



Your guests expect the best content from you. So why not make sure you are targeting the right audience with segmented messages? After all, 75% of email income comes from triggered campaigns as opposed to a "send to all!" approach.

(Campaign Monitor, 2016)

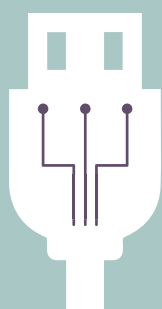
ENCOURAGE GUEST LOYALTY

Hello, again!

Did you know it's at LEAST five times more expensive to attain new guests than keeping your current ones loyal? Keep your guests in the loop and let them know you're still there and you care!

(Forbes, 2012)

PROTECT YOUR GUESTS' DATA



From 2018, the General Data Protection Regulation (GDPR) comes into force and companies need to be ready for it. We're prepared at For-Sight with our ISO27001 accreditation and our clients will be prepared too. Are you?