



Duve

The art of upselling

How Duve's customers reached an average of 605% ROI using Duve's upselling tools

Hoteliers and property managers can no longer rely solely on direct room or rental revenue – it simply just isn't enough. Maximising each guest's potential revenue is critical to maintain and grow businesses in the hospitality industry.

There could be multiple ways to do so, but one of the leading methods in doing so is through upsells. But, not just any upsells. The “spray-and-pray” method has proven to have a low effect on guests; These days, guests are looking for personalization and digitalization.

By feeling like they are understood and by having the independence to purchase those offerings whenever they want and from wherever they want from the comfort of their smartphones, they will be more inclined to purchase.



A look into the upsell-success of Duve's customers:

Duve took a sample of 100 clients to see how our upselling tools have been impacting their revenues. On average – Duve noticed an **impressive 605% return on investment from customers who use Duve to personalize their upsells.**

From the moment a reservation has been made and through check-out, our customers have utilized smart tools within Duve's system to help automate and personalize upsells at scale.



We've analyzed the different upsells that have been working across the different types of clients we cater to, from vacation rentals, to aparthotels, and all the way through independent hotels or hotel groups. We put together all the information you may need to learn about:

- Why personalizing upsells is key for your success;
- How you should be tackling the perfect upsell strategy;
- And even recommendations on what products you should be selling according to your property type.

The art of upselling: the full breakdown

Imagine this: you're a couple from suburban New York who drove into New York City with your partner for a weekend to celebrate your one-year anniversary. After you've completed your online check-in, the first three offerings you were presented within your Guest App were:

- A 15% discount for the kids club
- A shuttle service from two nearby airports to arrive at the hotel
- A birthday package offering which included balloons and a birthday cake.

At this point, you'd probably stop scrolling through the list and close the Guest App, because if there was an equation to the art of upselling it would probably look something like this:

Selling the right product

To the right person

At the right time

Using the right medium

You don't need to reinvent the wheel in order to ace your upsell strategy. The ordinary upsells are exactly what's working with Duve's customers, with one key difference: the way they turn those upsells into personalized ones by selling the right product, to the right person, at the right time, using the right medium.

Taking your upsell strategy to the next level

As hoteliers and hosts, collecting essential information about guests before their arrival to your property is critical. By using automated tools to collect information such as arrival time, arrival method, purpose of travel, or who your guests are traveling with, you'll have just about everything you need to start upselling at scale.

Upselling can help your business generate significant ancillary revenue, but **personalizing upsells at scale** will help your business reach maximum revenue per guest.

Once essential information is collected, it's time to segment according to different guest profiles – this is where the magic happens. By understanding which types of upsells would attract which types of people, you'll be sure to maximize the potential revenue from each guest that is staying at your property. This is what we like to call **profile-driven upselling**.



Family vacation

Book a parking space
From €19

Kids club activity

- _____
- _____
- _____



**New Forest
Cycle Hire**
From €25



**Eiffel Tower skip
the line tour**
From €20



**Disneyland Paris
1-Day Ticket**
From €100



Romantic vacation

Breakfast for two
From €30

Most romantic places in paris

- _____
- _____
- _____



**Special couple
spa package**
From €100



Cheese Platter
From €20



Romantic kit
From €25



When looking at how Duve's customers were doing it we noticed the profile-driven upselling method working well across the board. Let's take a look at a few examples:

- Discounts for nearby parking lots were presented for those arriving by car, while transportation services were presented to ones arriving by flight.
- Early check-ins were only being offered to guests that specified that they are arriving before the regular check-in hour, based on availability that was automatically checked by Duve's smart tools. Late check-out - likewise.
- A couples massage was presented to two lovebirds travelling on their honeymoon together, while a family with three young kids was offered a buy 2, get 1 free deal for kid's club access.

It didn't end by just segmenting them and selling the right products to the right people, but it went further than that to ensure that the timing and medium was right as well. Selling early-check-in as another step in the online check-in process would make more sense than sending a WhatsApp message to guests about the early check-in options while they were already mid-stay at your property. Similarly, sending a broadcast message to all couples in the hotel notifying them of the couples massages available in the spa will be more effective than including it in the digital check-out process.

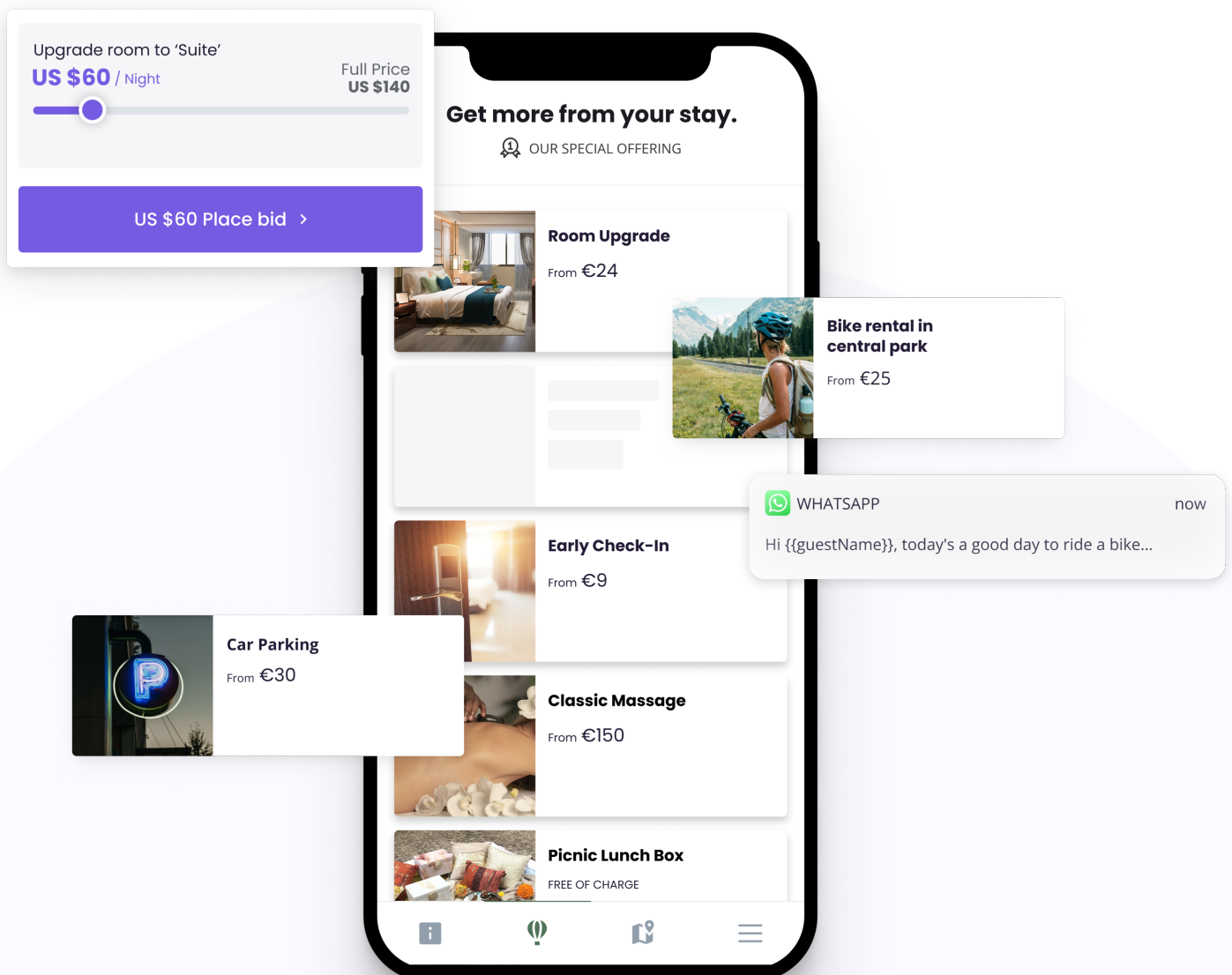
Taking it even another step further, by making it simple for guests to get more details about the service, as well as reserve, and pay for the service through Duve's web-based Guest App, the guests were able to enjoy a fully seamless experience, while the hotels and hosts were able to automatically begin generating extra revenue.

Bottom line our customers were able to provide additional services to their guests in a fully digital and personalized manner - boosting their purchase-rates immediately!

We've laid out some of the most successful upsell offerings that work best across hotels vs. vacation rentals below:

Hotels	Vacation Rentals
Early check-in	Early check-in
Late check-out	Late check-out
Room service	Mid-stay cleaning
Room upgrade	Pet fees
Transportation services / Parking lots	Physical (paid) check-in
Spa services	Fill my fridge
Marketplace services (attractions, guided tours, ticketing)	Transportation services / Parking lots
Special packages (birthday, honeymoon, anniversary)	Marketplace services (attractions, guided tours, ticketing)

While early check-ins, late check-outs, and transportation services are a no-brainer across the board, spa services and room service are more successful for hotels, while mid-stay cleaning and pet fees are more common amongst vacation rentals. However, while there is a standard of the main leading products across our customers, it's important to remember that in order to see the highest effect they should be offered to the right people, at the right time, using the right medium.



Analyze & optimize your upsells

After letting your upsells run for some time, check back into your data to analyze what's working. The analytics that our customers use significantly help them understand how to optimize their upsell strategies from time to time.

Not only does analyzing this data help Duve's customers compare what works more or less across different properties that they are managing, but it also helps them better understand what their best-sellers are so that they can expand the offering.



Let's take a look at another example:

A hotel was offering a special package called “Lovebirds Kit” which included a bottle of champagne and chocolates in the room, a couples massage, and complementary welcome cocktails. It was being presented to guests that specified that they are traveling with their partner, and was easily available for purchase in pre-stay and mid-stay.

After a few months, they noticed that it was one of their best-sellers, so rather than letting this package continue to run on its own, the hotel decided to now offer a better version of the Lovebirds Kit while letting the other one continue to sell. They now offered “Lovebirds Mini Kit” which included everything in the original kit, and “Lovebirds Full Kit” which included everything in the previous one, plus breakfast-in-bed and a tour at one of the local service providers. The hotel was immediately able to generate extra revenue from couples that were interested in splurging a bit further than just the mini kit!

So remember

selling the right product, to the right person, at the right time, using the right medium means you're on the right track to reaching 605% ROI (or even more) with Duve's upselling tools.

Here's what some hoteliers and apartment hosts had to share about Duve's innovative upselling tools:



"For us - Duve is basically 100% free. Thanks to the upsells, not only am I not spending money, I am even earning money with Duve."

Michael Pajczer,
Owner, Your Host Helper, France



"Our guests can easily acquire many additional services directly through the Duve app. Kula was immediately able to automatically sell more services to guests."

Moran Machtey,
Co-founder & CEO, Kula Lisbon.



"Duve improves the professional profile of our company. Many of our guests pay for extra services through the upsell's app, increasing our company's income."

Owner, Hotel in Greece



"Improving our revenue by using automation is amazing! Using Duve we were able to offer upgrades to guests and create new revenue streams, which directly improved the company's revenue and helped us upholster even during low seasons."

VP Marketing,
Vacation Rental in Tel Aviv



"I can't even remember how we did it before Duve...Duve essentially has become our front of house with upsells sold and guest information provided on the guest's terms."

Richard Maurin, CEO



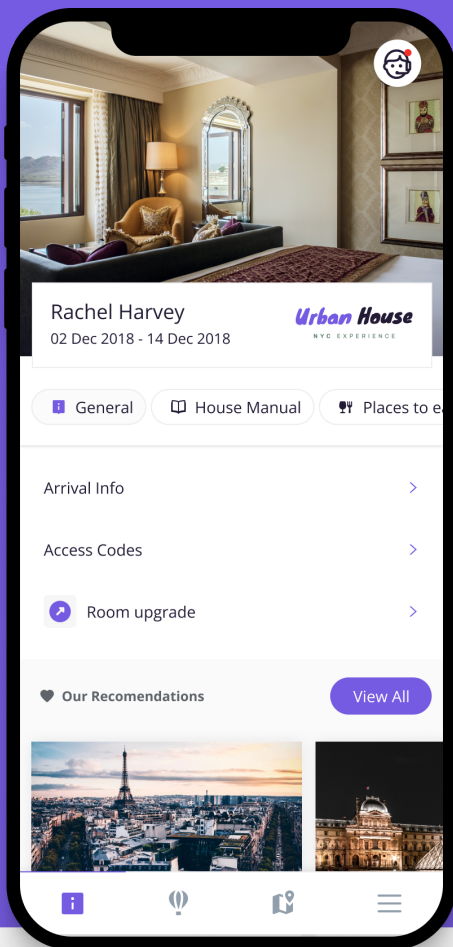
64+
Countries

100+
Integrations

1050+
Customers

250k+
Engaged guests / mo

The world's first personalized guest management platform.



- ✓ Online check-in
- ✓ Guest app
- ✓ E-Commerce
- ✓ Digital spots
- ✓ Communication hub
- ✓ Mobile key
- ✓ Marketplace
- ✓ Digital checkout
- ✓ CMS

Are you ready to transform your hotel?

Duve's end-to-end guest management platform helps hoteliers offer a personalized digital guest experience, improving guest satisfaction, revenue and performance. With Duve, every guest gets the personal, digital attention they deserve from your brand.

[Book a demo](#)



Think professional. *Be personal.*