

E-book

Unlocking Value Across the Guest Journey

How Hotels Capture More Value
From Every Stay



Duve

INTRODUCTION

The New Era of Hotel Revenue

For decades, hotel revenue strategies were built around a single metric – Room revenue.

But the economics of hospitality have changed. Rising operating costs, staffing challenges, and evolving guest expectations are forcing hotels to rethink how they generate revenue.

Travelers now expect seamless digital experiences, personalized service, and flexibility throughout their stay. As a result, many hotels are expanding their focus beyond the nightly rate and exploring new opportunities across the guest journey.

Instead of viewing revenue as a single transaction, forward thinking hotels now see the entire stay as a sequence of opportunities to create value.



Hotels are very focused on optimizing room revenue, but there's a huge opportunity in everything that happens around the stay.

– Jeremy Atlan
Co Founder and CBDO
Duve



When offers are introduced at the right moment, they enhance the guest experience rather than interrupt it. A breakfast offer the evening before arrival or a late checkout option on departure morning can feel helpful rather than promotional.

Hotels that align their revenue strategy with the natural flow of the guest journey are discovering that ancillary services can become a meaningful contributor to overall profitability.

01

The Guest Wallet Opportunity

Why Room Revenue Alone Isn't Enough

Room revenue remains the foundation of hotel profitability. However, it represents only one part of the total spending that occurs during a trip.

Travelers spend money on transportation, dining, experiences, and convenience services throughout their stay. The opportunity for hotels is to capture more of that spending within the property itself.



Travel demand continues to grow globally, and hotels have an opportunity to capture more value from each stay if they think beyond the room.

– Ryandeep Bains
Account Director
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Guest purchasing behavior already reflects this shift.

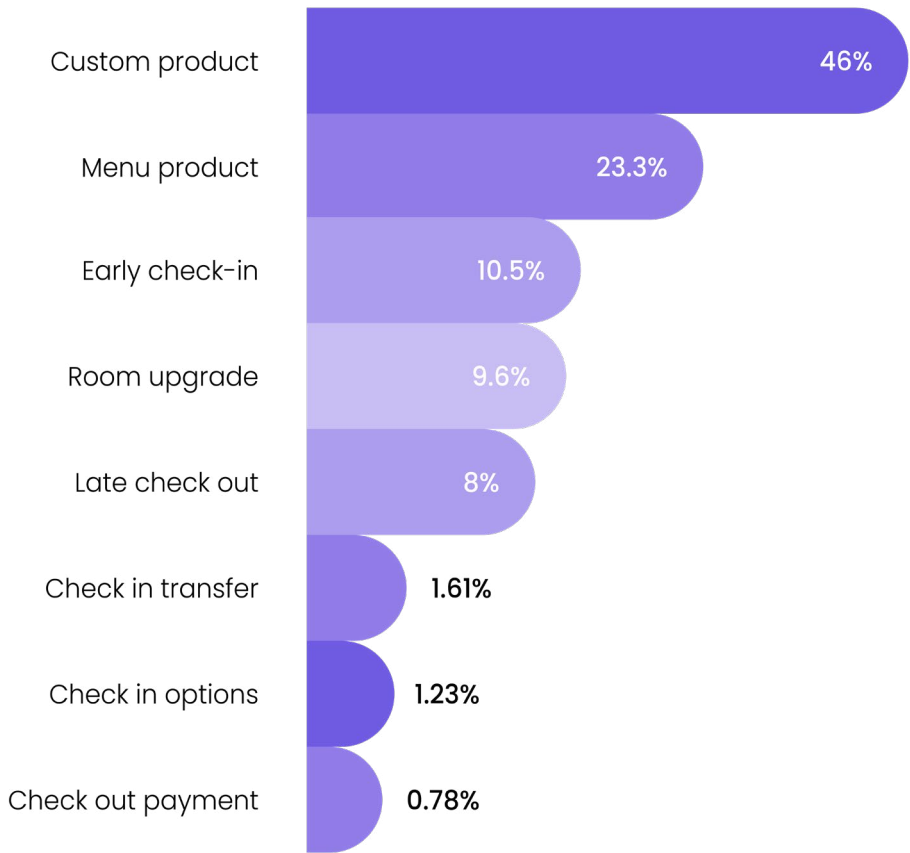
Across transactions analyzed through Duve’s platform, custom services represent **44.3 percent of all upsell purchases**, making them the most frequently purchased add ons. Dining and menu orders follow at **23.3 percent of purchases**, while early check in represents **10.5 percent** and room upgrades account for **9.68 percent of transactions**.

Custom products are services tailored to both the guest and the property, such as transportation, curated experiences, flexible check in options, or seasonal offers like holiday packages.

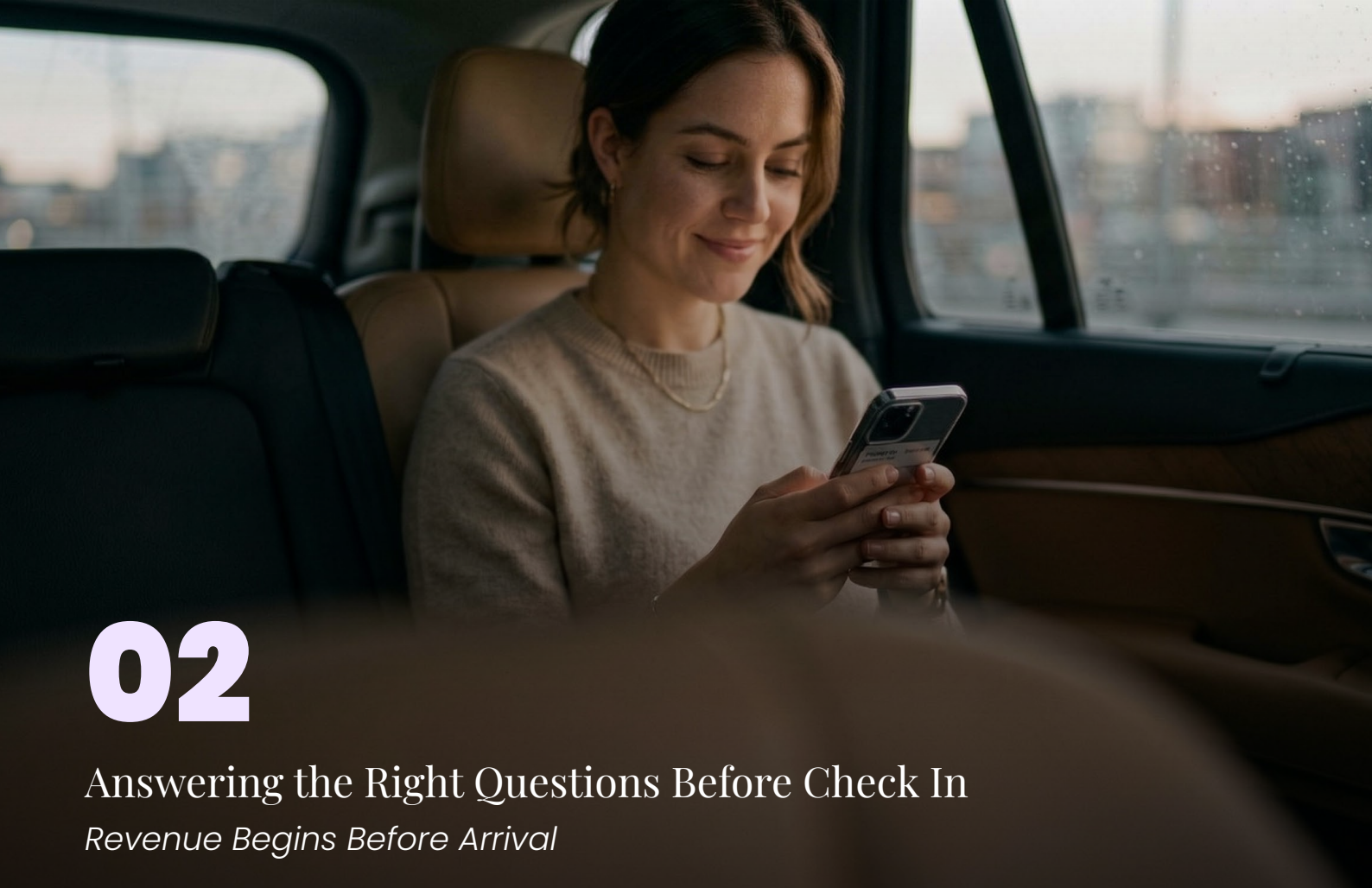
What makes them effective is their level of personalization. Instead of offering the same upsell to every guest, these services are adapted based on guest preferences, stay details, and timing. This creates a more relevant experience, which is the foundation of effective upselling.

In many cases, these tailored services outperform traditional upgrades because they feel like a natural extension of the stay, not an added sale.

Purchases per Product Type



Source: Duve Frontdesk | Duve BI



02

Answering the Right Questions Before Check In *Revenue Begins Before Arrival*

Successful ancillary revenue strategies begin before the guest arrives.

In the days leading up to check in, guests are thinking about logistics. Arrival time, directions, parking, breakfast, and how the stay will work once they arrive.

This is when hotels have the greatest opportunity to remove uncertainty and introduce relevant services.

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It's about presenting the right offer to the right guest at the right moment, with the right context.

– Jen Paylor
Group Revenue Director
RBH Hospitality Management, UK



Guest messaging behavior shows just how important this moment is.

Across Duve's platform, **42 percent of guest messages are sent on the day of check in**, while **20.5 percent are sent one day before arrival** and **10.2 percent are sent two days before arrival**.

Together, more than **72 percent of guest messaging happens before arrival or on check in day**.

What Can We Learn?

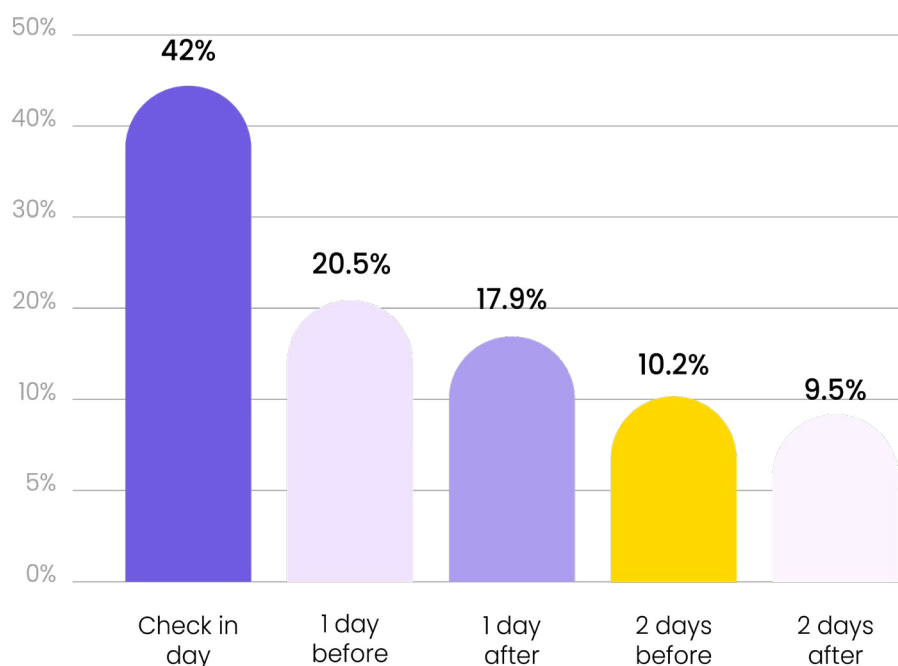
This pattern reflects a simple reality. Guests reach out when they need clarity, but by the time they do, it is often too late.

The day of check in is when uncertainty peaks. Guests are confirming arrival details, checking logistics, and trying to understand how their stay will work. These interactions signal that key information was not surfaced early enough.

For hotels, this creates a clear opportunity. The most effective teams shift communication earlier in the journey by proactively sharing arrival details and introducing relevant services such as early check in, parking, or breakfast before guests need to ask.

When this happens before check in day, it reduces friction, improves the guest experience, and increases the likelihood of conversion.

Guest Sent Messages by Days Before Check In



Source: Duve Frontdesk | Duve BI



03

Context Is the Key to Conversion

Relevance drives purchases more than visibility

The timing of an offer can determine whether it converts.

Many hotels attempt to promote upsells during the booking process. However, guest decisions often happen later in the journey when travel logistics become clearer.

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If the first purchase goes well, the second and third purchases become much easier.

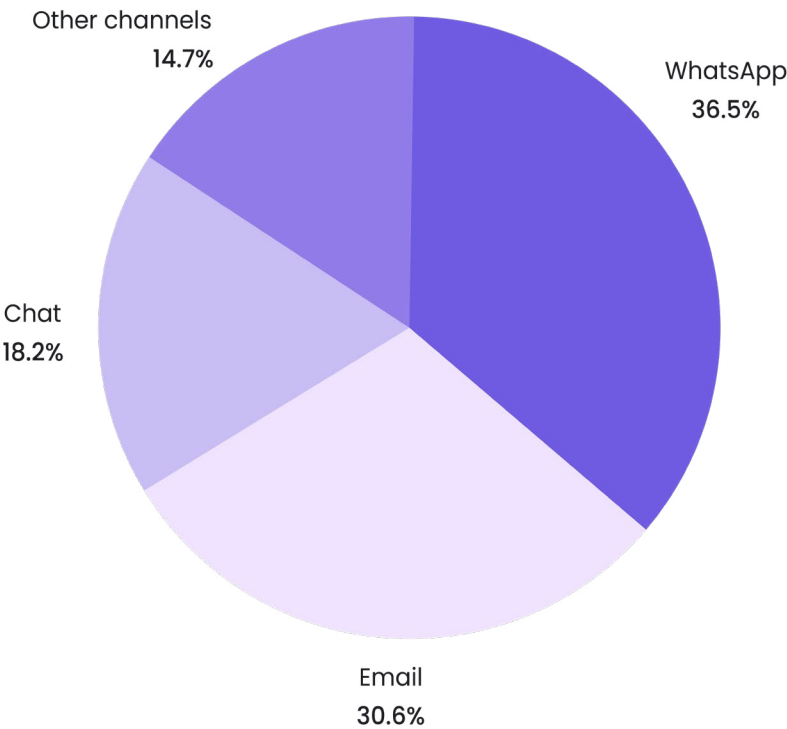
– Jeremy Atlan
Co Founder and CBDO
Duve



Guest engagement data shows that upsell offers perform best when delivered through real time communication channels.

Across Duve’s platform, **WhatsApp drives 36.5 percent of upsell link clicks**, making it the most effective channel for purchase engagement. Email generates **30.6 percent**, while in app chat accounts for **18.2 percent**.

Upsell Purchase Link Clicks by Channel



Source: Duve BI

04

The Guest Journey Creates Revenue Moments

Timing Matters

Ancillary revenue does not happen randomly throughout a stay. It occurs at specific moments when guests are planning their day or making decisions about their stay. Understanding when guests interact with hotel services helps hotels introduce offers at the moments when they will have the greatest impact.

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Generic offers create noise. The more relevant and timely the message is, the more likely the guest is to engage.

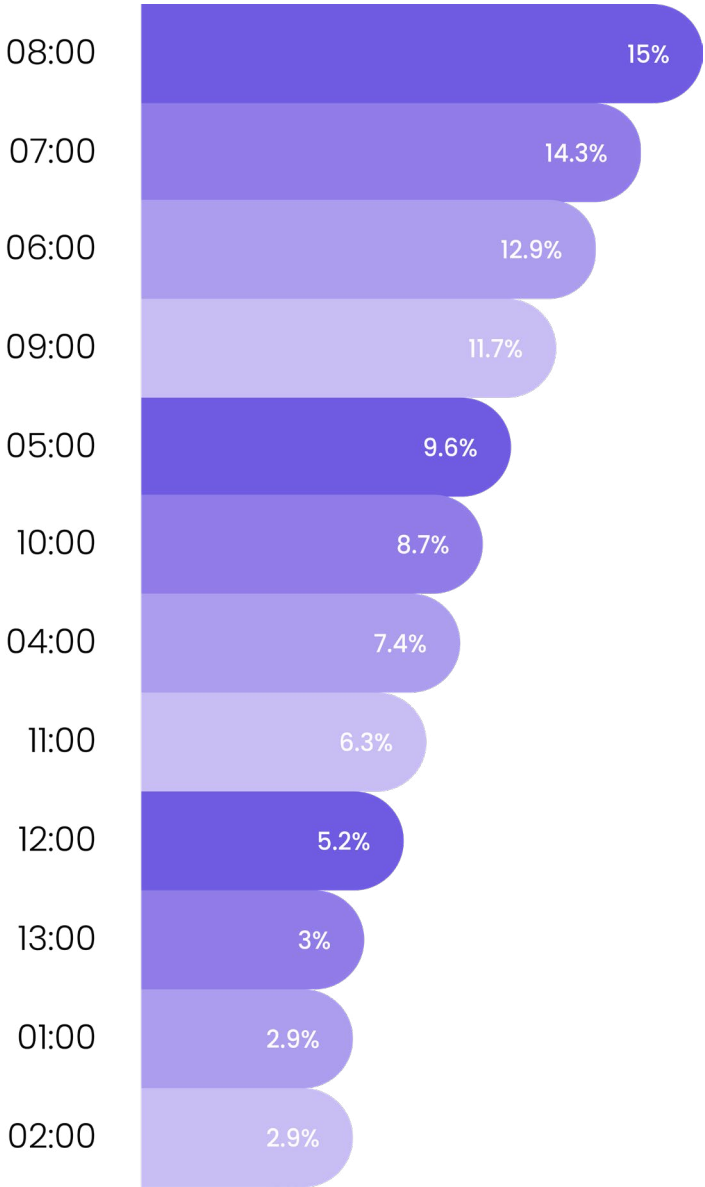
– Jen Paylor
Group Revenue Director
RBH Hospitality Management, UK



Guest behavior data shows that menu orders are heavily concentrated in the morning hours.

The highest purchasing activity occurs between 7 AM and 9 AM, suggesting that guests are most likely to engage with hotel services while planning their day.

Guest Purchased From Menu by Hour



Source: Duve Frontdesk | Duve BI



05

Designing the Experience Around the Guest

What Guests Actually Click

Digital guest platforms provide a clear window into how guests explore hotel services. Instead of relying on assumptions about what guests want, hotels can observe how travelers interact with services directly inside the guest app.

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Guests are interacting with hotels more than ever before, especially before arrival, and that creates a real opportunity to guide their journey.

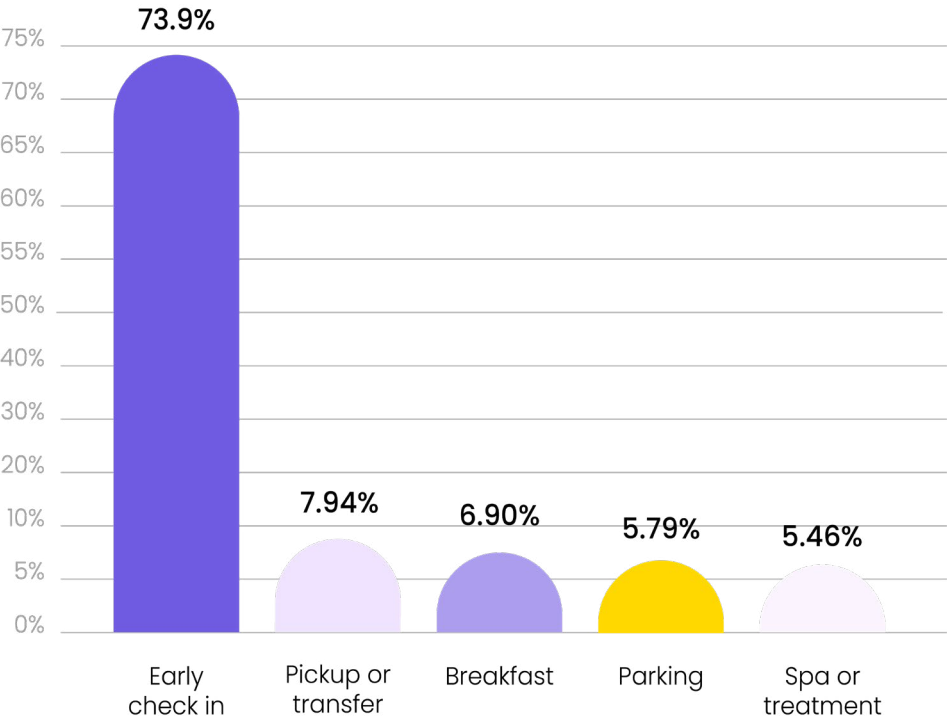
– Jeremy Atlan
Co Founder and CBDO
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Guest app data shows that services which simplify arrival tend to attract the most attention.

Across the top upsell posts clicked in the guest app over the past 30 days, early check in accounts for **nearly 74 percent of all upsell clicks**, significantly outperforming other add ons.

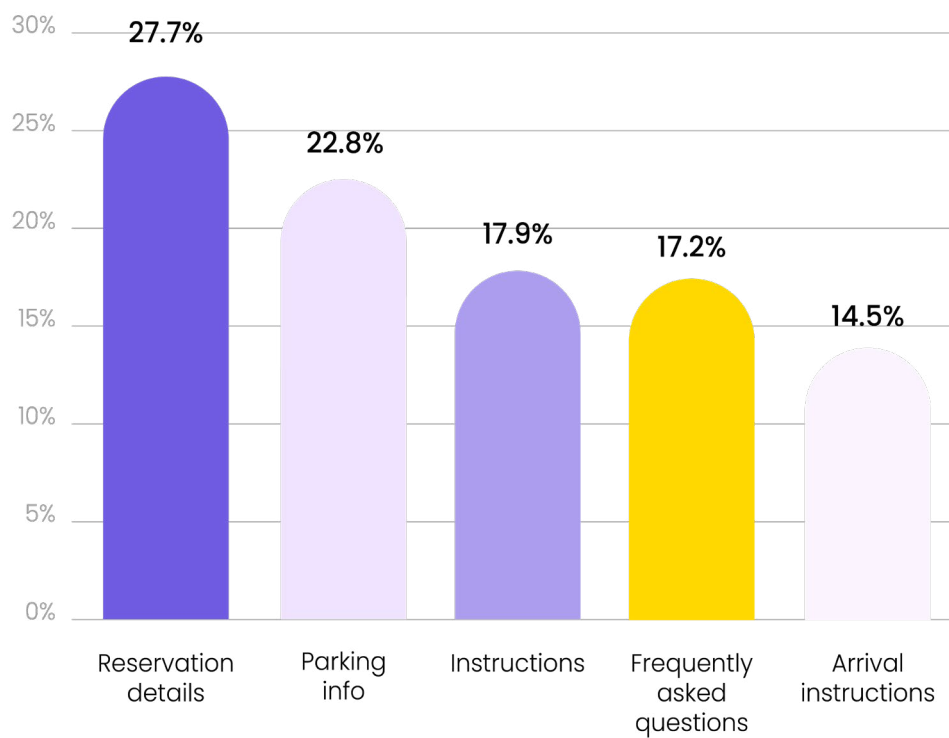
Top 5 Clicked Upsells in Guest App



Source: Duve Frontdesk | Duve BI

Guest behavior also shows that travelers frequently use the guest app to find practical information about their stay.

Top 5 Clicked Posts in Guest App



Source: Duve Frontdesk / Duve BI

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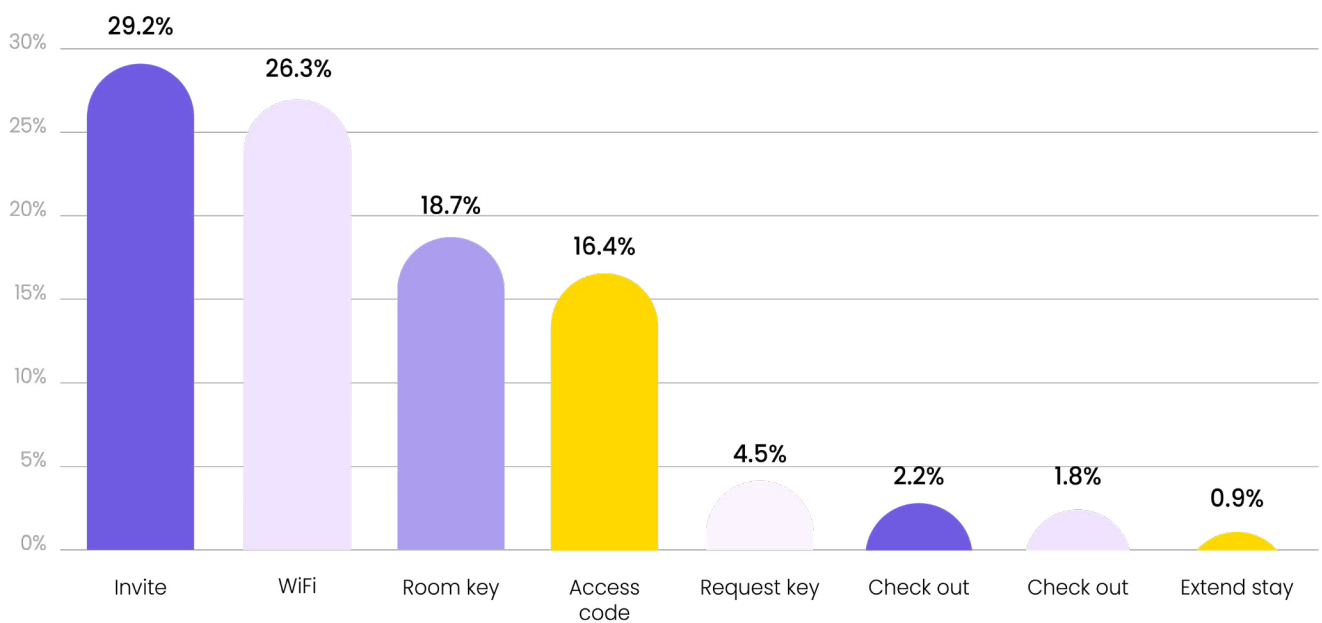
Convenience Drives Engagement

The most used features are the simplest ones

Guest behavior data shows that convenience tools are among the most frequently used features in the guest app.

These tools help guests complete everyday tasks quickly during their stay.

Most Used Guest App Quick Actions



Source: Duve Frontdesk | Duve BI

THE FUTURE OF HOTEL REVENUE

The hospitality industry is entering a new era of revenue strategy.

Room revenue will remain essential. However, it is no longer the only driver of profitability.

The greatest opportunity now lies in expanding revenue across the entire guest journey.

Hotels that succeed in this environment focus on five principles:

- Understanding the guest
- Timing offers to decision moments
- Using messaging as a revenue channel
- Prioritizing convenience driven services
- Measuring revenue beyond the room

By aligning revenue strategy with real guest behavior, hotels can unlock new revenue opportunities while improving the overall guest experience.

Ready to capture more of the guest wallet?

Discover how Duve helps hotels increase ancillary revenue through personalized guest journeys, digital upselling, and seamless guest communication.

Seamless Upsell Made Easy With Duve

