

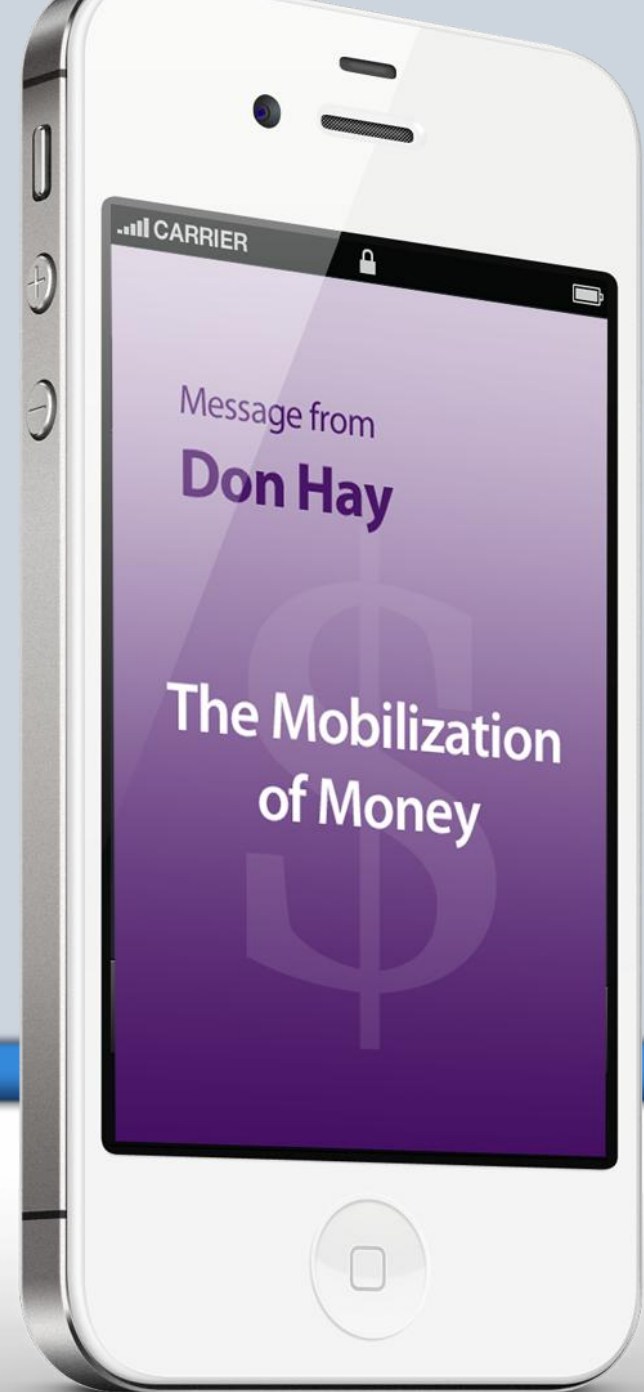


INTEGRATING EMAIL, MOBILE and SOCIAL TO DRIVE NEW REVENUE





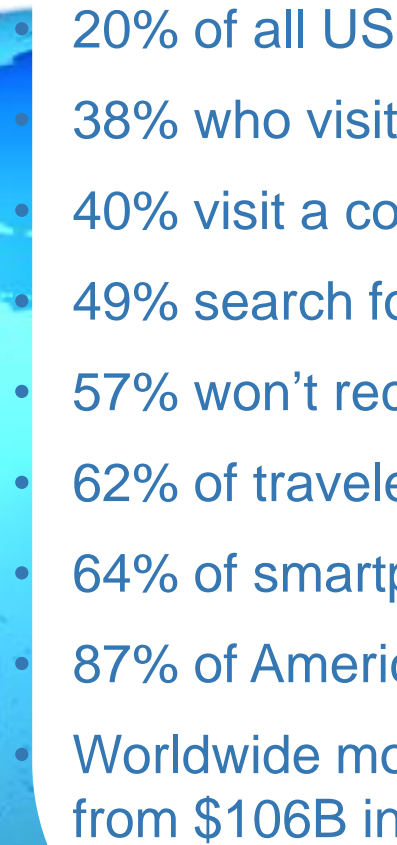
HME
HOSPITALITY MARKETING EXCHANGE



2013: Smart Phones Everywhere

	American Adults	American "Travelers"
Own a Smart Phone	58%	89%
Own a Tablet	31%	63%
Own an iPad or tablet	24%	56%
Used Web on Phone this month	51%	84%
Use it to combat boredom	42%	
Review Reservation Email on phone		77%
Use Property-Specific mobile Web Site when available		45%

Mobile Trends

- 
- 20% of all US website traffic, 50% of visits will be mobile by 2015
 - 38% who visit mobile-friendly site on property order an amenity
 - 40% visit a competitor's site after a bad mobile experience
 - 49% search for property information while on full-service property
 - 57% won't recommend businesses with a bad mobile site
 - 62% of travelers search for hotel information on their mobile device
 - 64% of smartphone owners use their mobile devices to shop online
 - 87% of Americans with smart phones say it's their #1 tech device
 - Worldwide mobile payment transactions \$171.5B in 2012, up 62% from \$106B in 2011. \$255B projected for 2013.

NFC

“Near Field Communications” OR “Not For Consumers” ?

- Considered the way to pay of the future.
- A chip in your phone acts as your credit card.
- Samsung, Nokia, HTC, Sony and others support.
- Android users & early adopters love it.

- No Apple Support.
- Thus no market until iOS 7.
- Apple is probably waiting to adopt it until after it ties to their processing service.

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT


LINKED IN MY SKILLS INCLUDE DONUT EATING

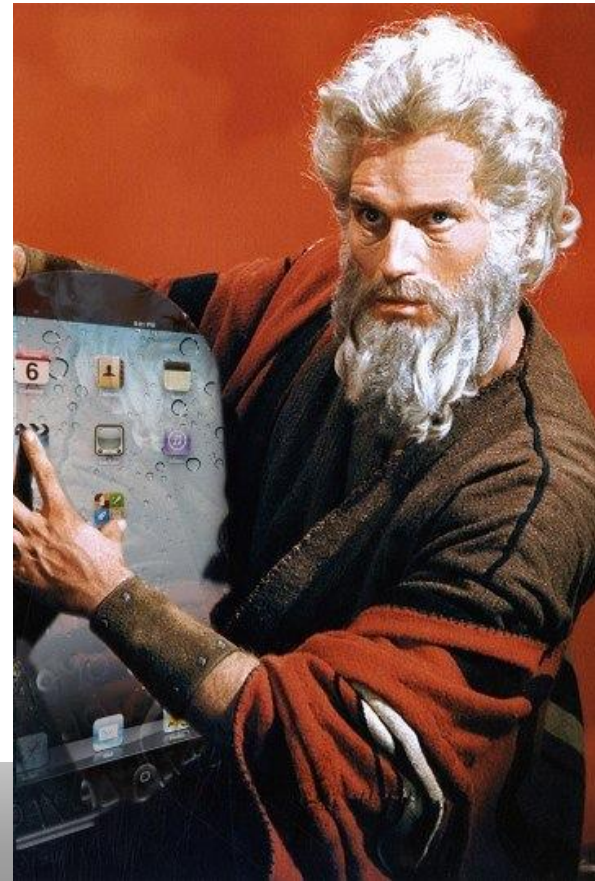
PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

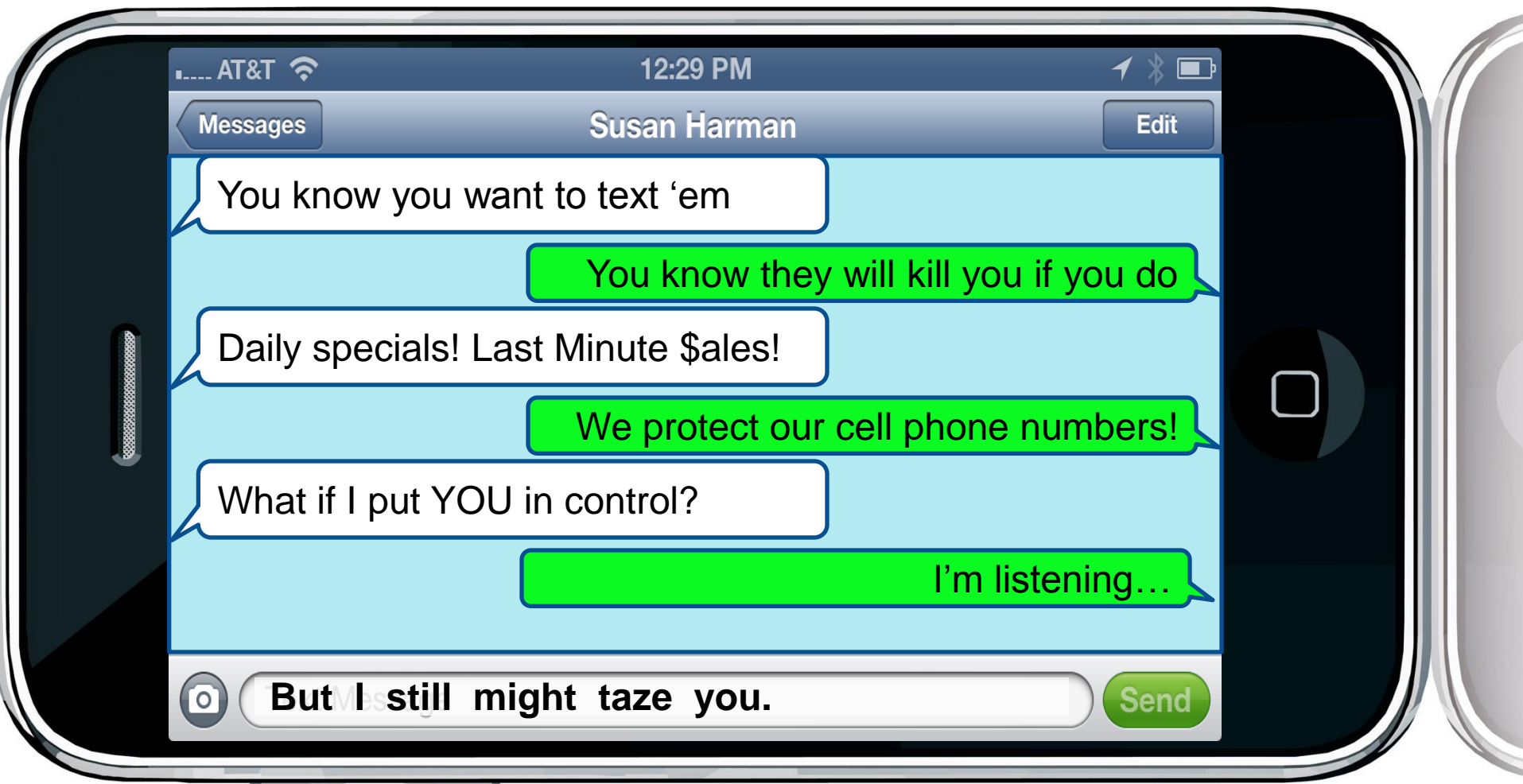
G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

FOUR INITIATIVES - #1

- 
- **On-Property Offers via Text**
 - Extend sales to new locations
 - Mobile Web Site/App
 - Email Best Practices



TEXTING OFFERS & INFO





twitter

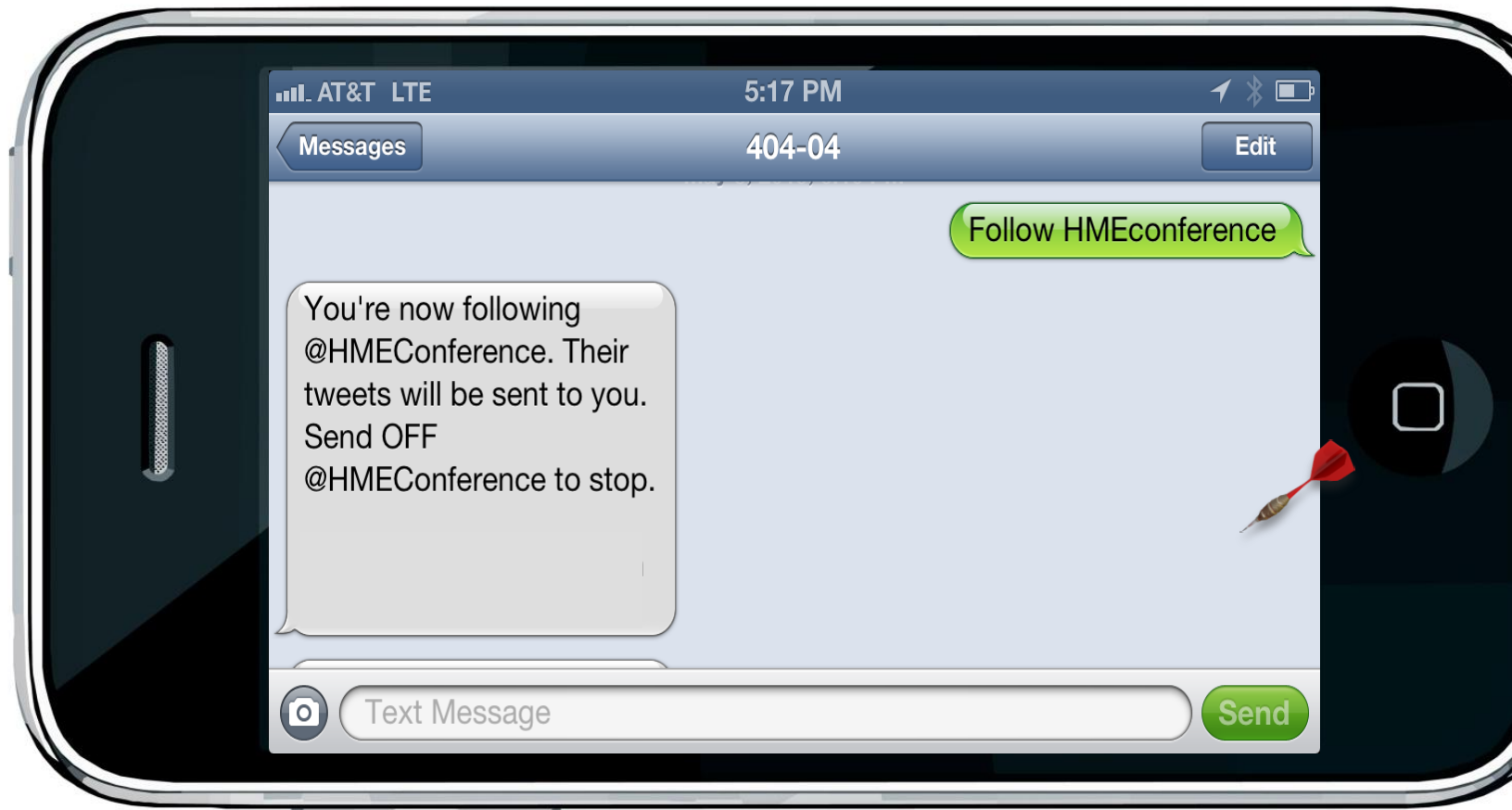


Seriously?




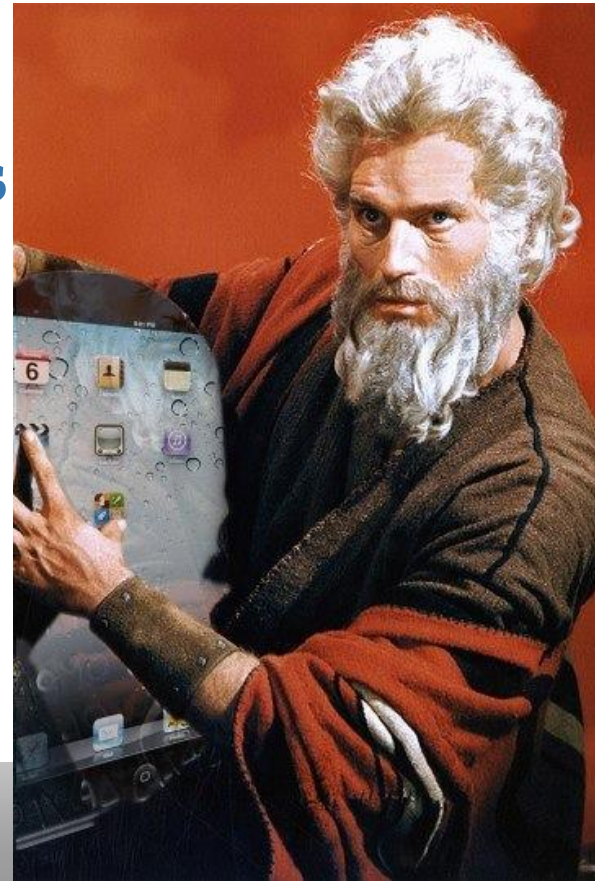
Easy Setup, Easy Use, Free

- One Twitter account for each revenue center:
 - General Hotel Activities (MyHotelDaily)
 - F&B Offers (MyHotelRestaurantName)
 - Spa & Golf Offers (MyHotelSpa, MyHotelGolf)
- Post your rules & Opt-In Method
 - Text “Follow MyHotelSpaOffers” to “40404”
 - No more than 3 per day
 - Never before 9am or after 8pm
- Each revenue center sends its own tweets.
- One business card can explain it to guests.
- Try it: Text “follow HMEConference” to “40404”



FOUR INITIATIVES - #2

- 
- On-Property Offers via Text
 - **Extend sales to new locations**
 - Mobile Web Site/App
 - Email Best Practices



Sales Anywhere




- Set up POS where the money is!
 - Lobby
 - Pool
 - Golf Course
 - Remote Check In
- “Square,” Intuit, PayPal
- 2.75% merchant fee
- WiFi or Cell Connection
- Custom Item List
- Apps are getting more powerful

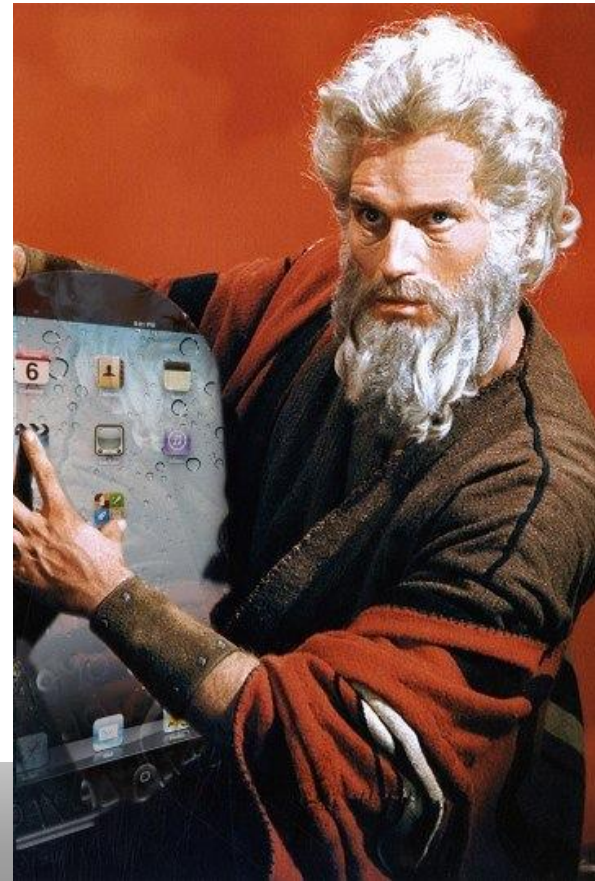


Instant Restaurant



FOUR INITIATIVES - #3

- 
- On-Property Offers via Text
 - Extend sales to new locations
 - **Mobile Web Site/App**
 - Email Best Practices



Not An App

- Marriott and Hilton Apps: Yes!
- How about a Sonesta Coconut Grove App?
- Guests will not install an App for a short stay.
- Would you?



Mobile Web Sites



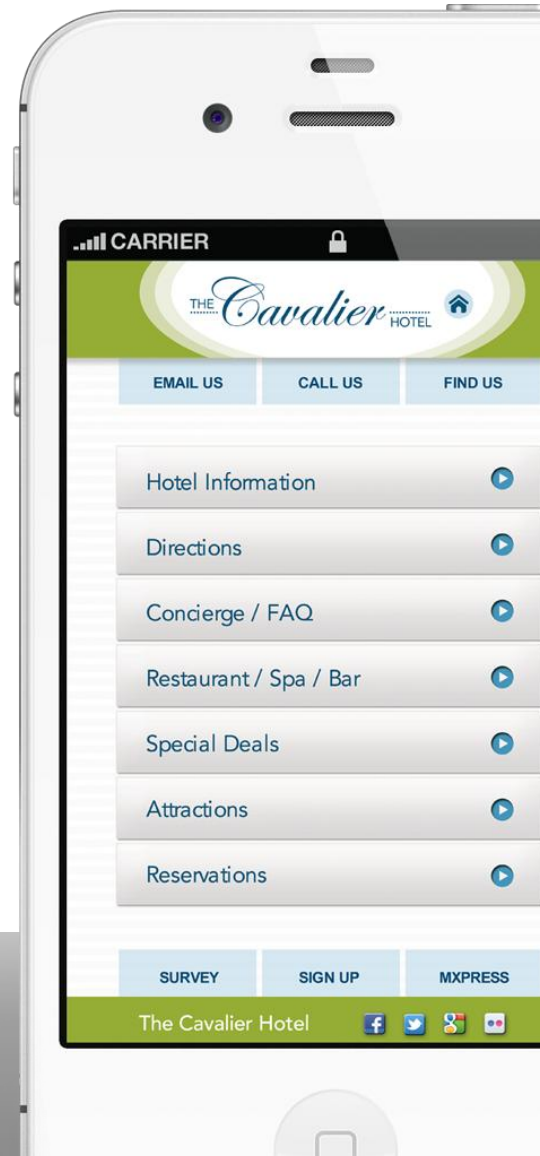
- Must Automatically detect device.
- Provide simple, short messages.
- Easy to navigate
 - Ask: What would a guest want to do on their phone?

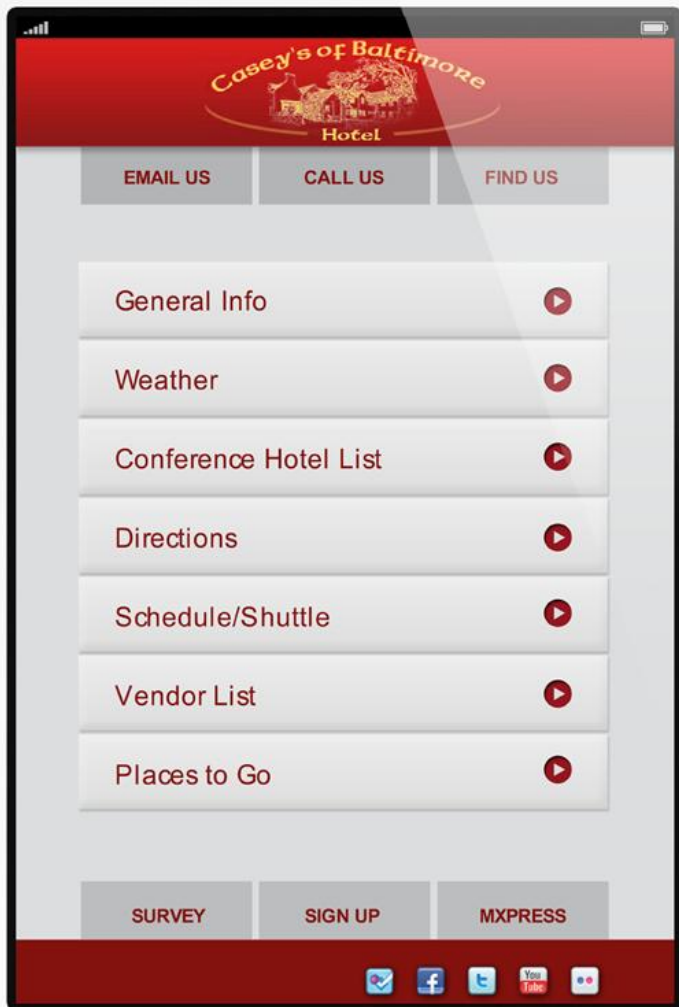
Do

- Think MOBILE
- Provide links for map & phone numbers.
- Provide hours, restaurant overview
- Link to Spa, Golf, Dining info.
- Offer Specials
- Book rooms

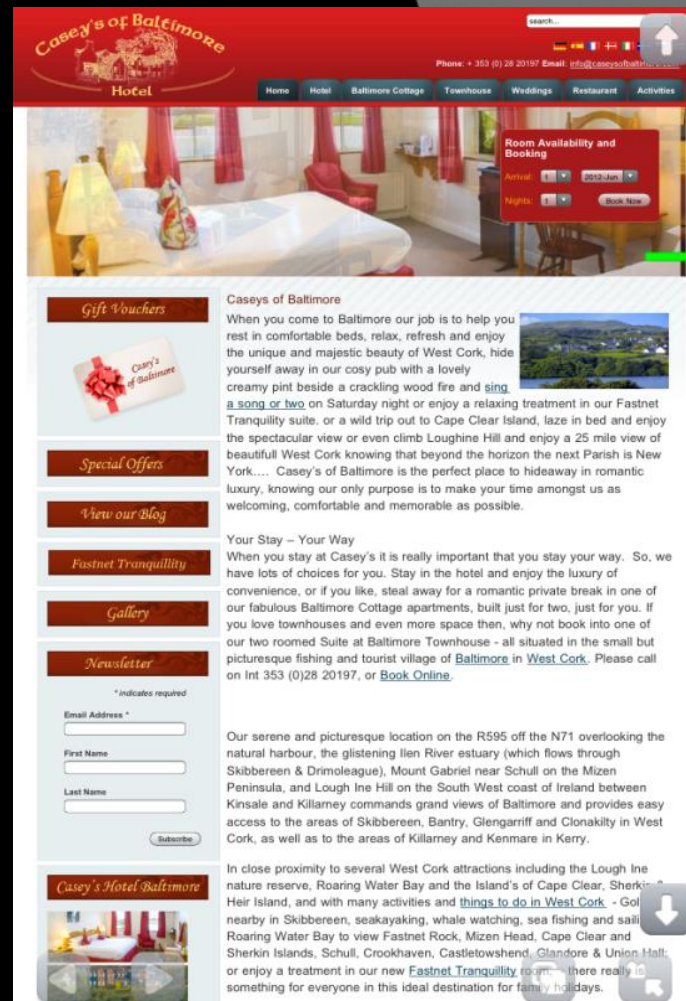
Don't

- Think this is a full-sized site.




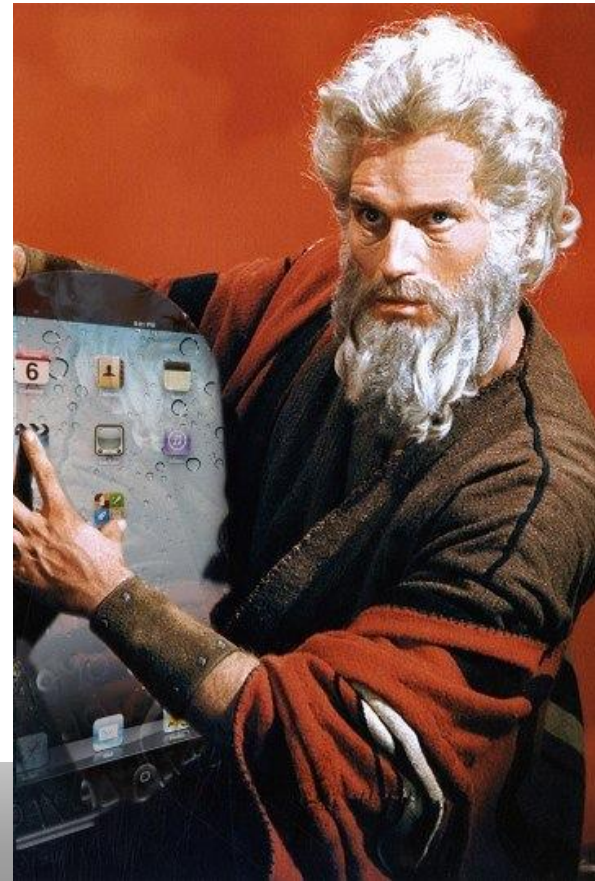


VS



FOUR INITIATIVES - #4

- 
- On-Property Offers via Text
 - Extend sales to new locations
 - Mobile Web Site/App
 - **Email Best Practices**



EMAIL REVENUE GENERATORS

- Arrive Early
- Depart Late
- Upgrade
- Pre-sell spa, golf, dining



Dear Carly Smith,

Thank you for booking your stay at Amway Grand Plaza Hotel. Your stay is only a couple of days away so here are some things you might have an interest in upon your arrival at our hotel! Complete our **Enhance Your Stay Form** to request additional items to make your stay more memorable

The Spa and Salon - Exclusively for you!

The Spa and Salon knows every vessel that enters his hands needs to be treated with the utmost respect and care. At The Spa and Salon, we take the same approach to each customer, gently discovering the beauty within, one individual at a time.

Whether it's an exclusive Spa and Salon treatment, an in-room service that transforms your guest room into a private spa, or a special event to indulge your party guests, The Spa and Salon has a range of delightful ways to relax and rejuvenate you.



Available Services

Below is a listing of the services offered:

- Exclusive Signature Services
- Massage
- Facials and Body
- Manicures and Pedicures
- Salon Services
- Services for Men
- Pre-wedded Bliss

Download the services and salon menu and pricing.

Call our spa concierge at 616.776.6498 to book your appointment either at our spa facility or in-room with a Suite Spa experience.

Upgrade Options

Please take this opportunity to view our upgrade options here at the hotel to make your stay as memorable and comfortable as possible. Prices listed are an additional charge for each night of the reservation. Please **contact** reservations for availability.



View details about these available rooms [click here](#).



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Your Stay At The Charles Hotel

Dear Ethan,

We are delighted that you have chosen The Charles Hotel and look forward to your upcoming stay with us November 17, 2009 to November 19, 2009. We recommend reserving your dining, spa, and other activities upon arrival. We are happy to assist you in making these arrangements.

If you purchased any enhancements, the hotel will be contacting you directly to arrange the details.

FIRST CLASS DINING EXPERIENCE

At The Charles Hotel, the theme of comfort and luxury extends through the hotel's many innovative, culinary options. Ranging from the "Fresh and Honest" cooking of Henrietta's Table, to the sophisticated and whimsical interpretations of regional Italian cuisine at Rialto, from the decadent nightlife of Noir to the world-famous jazz club, Regattabar, The Charles Hotel's impeccable service and sophisticated style provides each guest with a first-class dining experience.



SPA & FITNESS

We invite all guests to visit Le Pli Spa and Salon or the Weilbridge Athletic Club during their stay, both adjacent to the hotel.

Whether you are looking for top-of-the-line equipment in a state-of-the-art facility, or just a place to relax and unwind, you will be fully accommodated at The Charles Hotel.



ACTIVITIES & SPECIALS

With a variety of distinct neighborhoods, including Harvard Square, Boston offers something for everyone. It is a truly walkable city – visitors can stroll the historic streets of Beacon Hill, catch a Red Sox game at Fenway Park, or enjoy a first-class shopping experience along Newbury Street.

Following is a list of activities & specials you can enjoy during your stay.

- Unwind on Tuesday night at Noir Bar with a seasonal cocktail and a snack from their 5-4-3-2-1. It is available from 5-7pm and offers you \$5 Flatbreads. \$4 Sandwiches. \$3 Snacks. \$2 Salads. \$1 Sweets. \$0 Nuts.
- On Wednesday night head down to Rialto for Wine Wednesdays from 5:30pm - 7:30pm. Wine Director, Brad Nugent, will be sharing complimentary samples with lounge guests. Feel free to sit down, have a glass and pick his brain about all things vino.
- On Thursday evening, check out the Damian Ortega exhibit, Do It Yourself, at the Institute for Contemporary Art. The ICA offers complimentary admission on Thursdays from 5:00pm-9:00pm. More information is available is on their website - <http://www.icaboston.org/>





Your room with added value

Nightly Rate	\$159.00
<hr/>	
Limo From Airport	\$75.00
Roses	\$45.00
Her Favorite Chocolates	\$20.00
Their Favorite Champagne	\$50.00
Her Spa Package	\$150.00
His Ski Package	\$150.00
<hr/>	
Added Revenue	\$490.00
<hr/>	
Priceless!	

I now pronounce you
husband and wife!
You may update your
Facebook status!





THANK YOU!

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dhay@Digital-Alchemy.com