



TRAVEL AND HOSPITALITY

Drive Reservations and Engage Guests

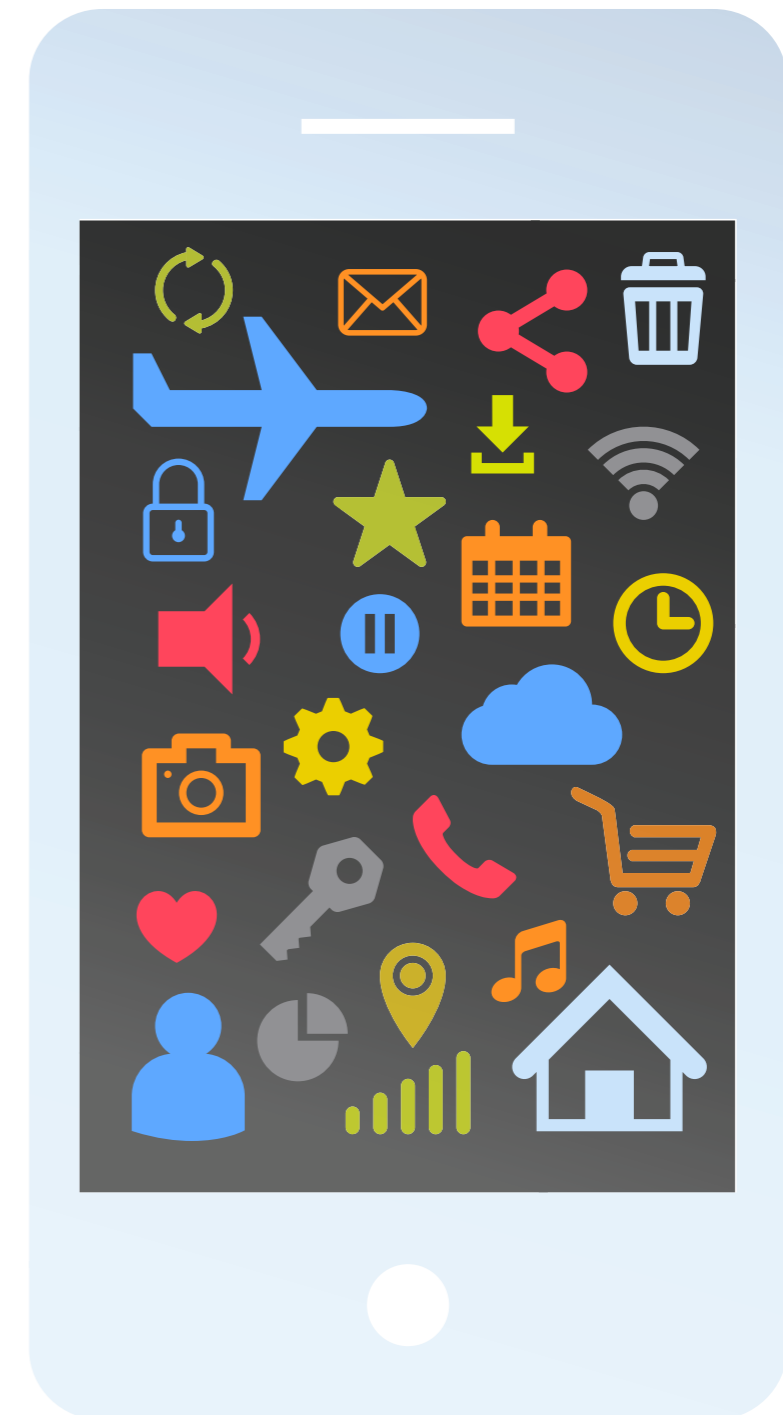


1 PROMOTE RESERVATIONS VIA MOBILE AND WEB

Time-sensitivity is undeniably a **fundamental trait of the travel industry**. It is based on strict timetables and even the slightest change or delay can throw carefully made plans into chaos. **Raising awareness** about the **hottest new destinations** and **latest offers** is of utmost importance.

Potential customers may not necessarily read a newsletter or brochure but one thing is for certain, they always carry a mobile phone on them and check their text messages.

PUSHTech™ multichannel platforms make sure customers are reached appropriately and enable travel agencies to send reservation information to both new and existing customers.



2 ENGAGE WITH GUESTS AS SOON THEY ARRIVE

SMS / Push messaging can play a **vital role** in the **customer relationship** management initiatives and **loyalty programs** for **hotels and resorts**.

Providing information about **on-site events**, as well as **dining and entertainment options**, can boost revenue for the hotels/venues. **Mobile communication is ideal** for any sort of **welcome messaging** and information sharing as well as **promoting limited activities** such as **show tickets**.

PUSHTech™'s easy to use platform allows for hotel managers on location to activate campaigns, when the tickets would otherwise go to waste. In **keeping their guests up to date** hotels/resorts are **building a stronger customer relationship** and thus increasing their chances of a repeat visit or an outstanding recommendation.



3

GENERATE ADDITIONAL SERVICE REVENUE ON SITE

PUSHTech™ mobile solutions can help companies and organizations in the travel, tourism and hospitality sectors keep current guests happy and attract new ones.

Hotels can adopt this messaging service as one of many hospitality solutions to communicate with guests to ultimately increase revenue.

- **Reservation reminders** - text messages can alert guests of their reservations so they can arrive on time.
- **Keep guests on site** - communicate activities, restaurant deals, events, and other functions going on in the hotel.
- **Fill restaurant tables** - alert guests about special deals and discounts for their restaurant.



4 DELIVER YOUR CUSTOMERS HIGH QUALITY TRAVEL-RELATED CONTENT

Receiving a text message now and then from a hospitality brand keeps the hotel or resort top of mind, and could mean the difference for a consumer deciding to remain loyal to that hotel or seek out a competitor.

Customers respond well to being contacted personally, an SMS is a very personal method of communication. Keeping guests/clients informed of important travel information via text maintains a hotel/agency in high regard.

Also when a guest has left the hotel or resort, Birthdays and holidays are excellent opportunities to show the clients they have not been forgotten, sending them a discount or special offer on a memorable day keeps relationship alive.



5 SEND OUT LAST MINUTE OPPORTUNITIES AND OFFERS

PUSHTech™'s multichannel platform offers a **simple and effective way to communicate** with consumers when they are in the process of making **travel plans** and **purchase decisions**, keeping them up-to-date on sales, influencing which hotel or destination they choose and driving them to specific locations with mobile vouchers or other incentives.

Mobile marketing is used by many hotels and agencies to improve customer service and encourage bookings of rooms, spa treatments and restaurants.

It is vital for hotels/resorts to maintain a lasting relationship with their customers, to ensure they come back again and again. A short thank-you text message sent after a stay plus a discount on their next booking will help create customer loyalty and encourage future reservations.





RETAIL / ECOMMERCE

WHITEPAPER

FOR MORE INFORMATION VISIT OUR WEBSITE

www.pushtech.com

www.pushtech.com

CONTACT LOGIN GET STARTED

PUSHTech™ WHY US PRODUCTS PRICING CUSTOMERS PARTNERS DEVELOPERS

PUSHTech™ Mobile Marketing Cloud
delivers:
Context-aware Intelligent Multichannel
Optimization in Realtime for Mobile

LEARN MORE GET STARTED