

PowerPoint Outline: Upselling in the Hotel Business (A2 Level)

Slide 1: Title Slide

Title: Upselling in the Hotel Business

Subtitle: Helping Guests Enjoy More – Helping the Hotel Earn More

Image suggestion: Smiling receptionist talking to a guest at the front desk

Slide 2: What is Upselling?

- Offering guests a **better room or service** for a small extra cost.
- It makes the **guest happier** and the **hotel earns more**.
- Example: A guest books a standard room → offer a deluxe room with balcony.

Key Idea: Upselling = offering something *better*, not just *more*.

Slide 3: Goals of Upselling

1. Increase hotel income
2. Make guests happier and more loyal
3. Promote hotel services
4. Give a personal guest experience

Example: Offer a romantic dinner to a couple or a bigger room to a family.

Slide 4: Common Upselling Opportunities

Room upgrades: better view, balcony, bigger bed.

Meals: add breakfast, dinner, or buffet.

Spa: offer massage or wellness packages.

Transport: private car, airport transfer, local tours.

Time flexibility: early check-in or late check-out.

Room setup: flowers, cake, or decorations.

Slide 5: Room Upgrade Example

“For only \$25 more per night, you can enjoy a deluxe room with sea view and a big balcony.”

Benefits for Guest: More comfort, better view.

Benefits for Hotel: More revenue, satisfied guest.

Slide 6: When to Upsell

- **Before arrival:** Email or online upgrade offer.
- **At check-in:** Offer better rooms or services.
- **During stay:** Offer spa, tours, or dinner.
- **Before check-out:** Offer discounts for next visit.

Best moment: At check-in – guests are excited!

Slide 7: How to Upsell

- **Know your guest:** Offer what fits them.
 - **Talk about benefits:** Focus on what they gain.
 - **Be polite:** Never push. Smile and be friendly.
 - **Create urgency:** “Only two rooms left at this price!”
 - **Practice:** Staff should train and role-play.
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Slide 8: Who Can Upsell?

Department	Example Offer
Front Office	Room upgrade, late check-out
Restaurant & Bar	Meal plan, dessert, drink
Spa	Massage, beauty package
Concierge	Tours, transport, experiences

All staff can upsell politely and naturally.

Slide 9: Tools for Upselling

- **PMS:** Shows free rooms and upgrades.
 - **CRM:** Saves guest history and preferences.
 - **Upselling software:** Oaky, Revinate.
 - **In-room tablets/apps:** Guests can book spa or tours themselves.
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Slide 10: Benefits of Upselling

- More hotel profit.
- Happier guests.
- Better hotel image.
- Motivated staff (bonuses, recognition).

Result: Guests return and give good reviews!

Slide 11: Common Mistakes to Avoid

- ✗ Being too pushy.
 - ✗ Offering the wrong product.
 - ✗ Overpromising.
 - ✗ Bad timing (tired or upset guests).
- ✓ Upselling should feel like *help*, not *sales pressure*.
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Slide 12: Example Scenario

Guest books a room for \$80/night.

Receptionist says:

“For \$20 more, you can have a deluxe room with balcony and free minibar.”

Result: Hotel earns more, guest is happier.

✓ Perfect upselling!

Slide 13: Summary

Upselling = Offering **better rooms, services, or experiences** for a small extra cost.

Good upselling is:

- Friendly 📊
- Helpful TM
- Personalized 🧑
- Natural

When done right, both guest and hotel win!

Slide 14: Practice Activity (for staff training)

Role-play: 1. Partner A = Guest

2. Partner B = Receptionist

3. Try to upsell one of these:

- Room upgrade
- Spa treatment
- Romantic dinner

After role-play, discuss: What words worked best? How did it feel?

Slide 15: Thank You

Message: Upselling is good service, not just selling.

Image suggestion: Smiling hotel staff helping a happy guest.