

A photograph of a modern hotel room with a bed, a desk, and a woman in a black blazer standing in the foreground. The room is dimly lit with blue and orange tones. The woman is smiling and has her arms crossed, holding a gold card.

Maximise Revenue Through Smarter Marketing

**Hi There,
Welcome to the August Edition of GuestPoint
Newsletter!**

Maximise Revenue, Not Your Marketing Budget

This month, we are diving into clever, cost-free ways to supercharge your revenue, right from your front desk. Whether it's a timely SMS, a well-placed in-room offer, or a personalised upsell at check-in, your best marketing opportunities might already be walking through your door.

In this edition, we explore how simple, in-the-moment strategies can drive real results, delight your guests, and build long-term loyalty all with no expensive marketing spend required.

New Integration announcement - We are also excited to announce our latest integration with Reckon One, bringing smarter, simpler accounting automation to GuestPoint users.

Let's get into it!

Personalisation is the New Expectation

Today's travellers want more than just a bed for the night; they expect experiences that feel tailored to their needs. The good news? You don't need advanced tech or deep data to deliver it.

According to Expedia Group's 2024 Traveller Insights Report, 74% of guests say they're more likely to spend more when they feel the experience is personalised. Whether it's a welcome message using their name, to recommending the best local café based on the weather, these small touches can all make a big impact.

And as an independent operator, you are in the perfect position to deliver that personal feel, fast, flexibly, and without corporate roadblocks.

Boosting Revenue Opportunities Starts at Check-In

Your In-House Guests Are Your Greatest Opportunity

Your in-house guests are your warmest leads, they have booked, they've checked in, and they're ready to spend more when it adds value or enhances their experience.

The real question is: Are you making the most of that opportunity?



In our latest blog, we reveal seven (7) practical, high-impact strategies to boosting your revenue without blowing the expense budget, including:

- ✓ Timely SMS promotions statistically offering 98% open rates
- ✓ In-room flyers, TV messages, and QR codes
- ✓ Front desk offers and digital compendiums
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A well-timed offer, like a late check-out or dinner deal, feels like a nice touch to guests but works hard behind the scenes to boost your revenue all whilst elevating their stay.

Industry Insight: Accommodation Providers are Adopting Retail Strategies to Boost In-Stay Revenue



Rethinking Revenue: Why More Motels Are Thinking Like Retailers

One of the biggest shifts in the accommodation industry right now is what experts are calling the “retail-isation” of accommodation. While it might sound like something only the big hotel chains are doing, the reality is that many independent properties, just like yours, are starting to use smart, influential retail- style tactics to increase guest spend after check-in.

Think product bundles, flash deals, late check-outs, local add-ons, and simple in-stay offers delivered via SMS or digital compendiums. These aren’t gimmicks, they are practical strategies that work, especially when you already have the guest on- site and ready to buy.

In fact, according to Skift’s 2024 Digital Transformation in Hospitality report, 67% of hotel executives now rank in-stay personalisation and real-time offers as their top priority for growing revenue, above even rate optimisation shift and it’s not just for the big end of town.

This movement is being driven by:

- Easy-to-use tech tools that let you send timely upsell messages based on guest type and booking habits
- Guests who are already used to making purchases on their phones and expect instant, on-demand upgrades
- The influence of platforms like Airbnb, which have normalised paying extra for extras, from early check-ins to premium experiences

Even hotel giants like Marriott and Accor are getting serious, hiring “Heads of Retail” to manage in-stay sales, treating the guest journey as a series of opportunities to add value (and revenue), rather than a one-time transaction.

What does this mean for your motel?

You don't need a huge marketing team or complex systems. With a few small, strategic changes, like adding optional extras at check-in, using your Wi-Fi splash page for promos, or automating SMS offers you can start thinking (and earning) like a retailer too.

Bottom line: You already have the guest. Now it's time to make the most of their stay.



We are excited to announce the latest updates to the GuestPoint platform, focused on improved usability, enhanced reporting, and greater visibility across your operations.

GuestPoint Mobile Enhancements

New Dashboard Tab: Stay on top of property performance with the Dashboard now available in GuestPoint Mobile.

Switch View Option: Easily toggle between Desktop and Mobile views for greater flexibility on the go.

Optimised the Make Payment and New Reservation screens in GuestPoint Mobile for a smoother experience.

Dashboard Improvements

Category & Sub-Category Filters: Gain deeper insights by filtering dashboard data using custom-defined categories.

Reporting & Notifications

Multi-Property Custom Reporting: You can now build and run custom reports across multiple properties, perfect for group operators or enterprise setups.

Channel Manager Booking Alerts: An automatic email notification will now be sent if a booking from the channel manager fails to import due to a mapping error, so you can act quickly and avoid missed reservations.

Reckon One Joins the Accounting Automation

GuestPoint now integrates seamlessly with Reckon One, the smart, cloud-based accounting platform designed for growing businesses.

GuestPoint®

Reckon **R**

GuestPoint Now Integrates with Reckon

A powerful online accounting solution designed to simplify financial management

Reckon joins Xero and MYOB as one of our supported automated accounting platforms, giving you even more flexibility in how you automate processors.


Here's what you can expect:

- Automatic syncing of daily takings and invoices
- No more double-handling or manual entry errors
- Faster, more accurate behind the scenes automation
- Greater control and compliance at your fingertips

Perfect for hotels, motels, resorts & more, this integration streamlines your end-of-day processes so you can focus on delivering great guest experiences.

We're Exhibiting at NoVacancy 2025

 ICC Sydney

 17-18 September 2025

[Meet Us](#)

We are excited to announce that GuestPoint will be exhibiting again at No Vacancy Hotel + Accommodation Industry Expo - Australia's leading event for hotel and accommodation professionals!

Where: ICC Sydney

When: 17-18 September 2025

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Hotel Technology: Stand 551

Come and see what's new in the world of hospitality tech! From our latest product innovations like TrustPoint Owner Accounting to powerful integrations and booking solutions, we will be showcasing how GuestPoint is helping properties like yours thrive.

We have also invited the team from **GuestpointPay/Eway** to join us at **NoVacancy** this year so swing by, say hello, and find out how GuestPoint Pay and integrated EFTPOS can streamline payments at your property.

Planning to attend? Be sure to stop by our stand and meet the team. We would love to connect, answer your questions, and show you how we are powering smarter stays.

Let's shape the future of hospitality together at No Vacancy 2025!

Our Final Thoughts!

Marketing isn't just about attracting new bookings, it's about making the most of every guest you already have. With the right marketing tools and strategies, upselling becomes effortless and impactful, increasing revenue while strengthening the guest experience.

At GuestPoint, we are here to help you market strategically, operate easier, and grow stronger, from in-stay offers to automated accounting. Be sure to visit us at NoVacancy 2025 to see how our latest innovations are helping properties like yours thrive.

We are dedicated to help you succeed in business!

We thank-you for being a valued GuestPoint customer as we continue to focus on your business growth, innovation, and future successes!



Connect with us online!



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