

MY HOSPITALITY PARTNERS

Update on voucher sales & trends across the UK and tips for success in the lower months



SK Chase pioneered digital voucher technology over 17 years ago and now work with over 300 luxury hotels worldwide, providing the software *with a service* that enables them to successfully sell & manage their gift 'experiences' online & in-person.



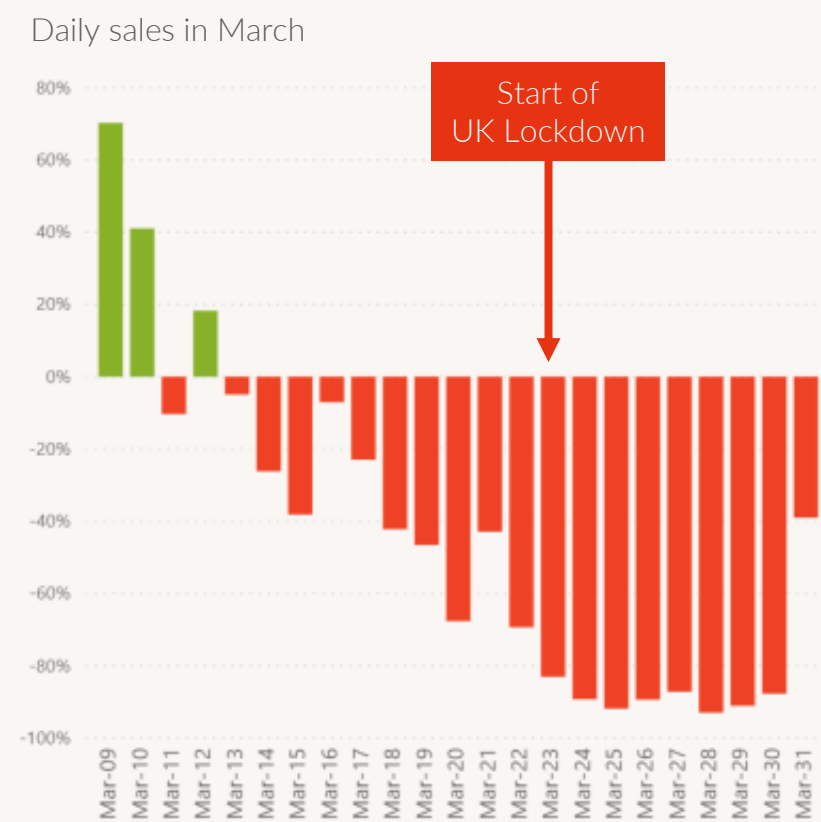
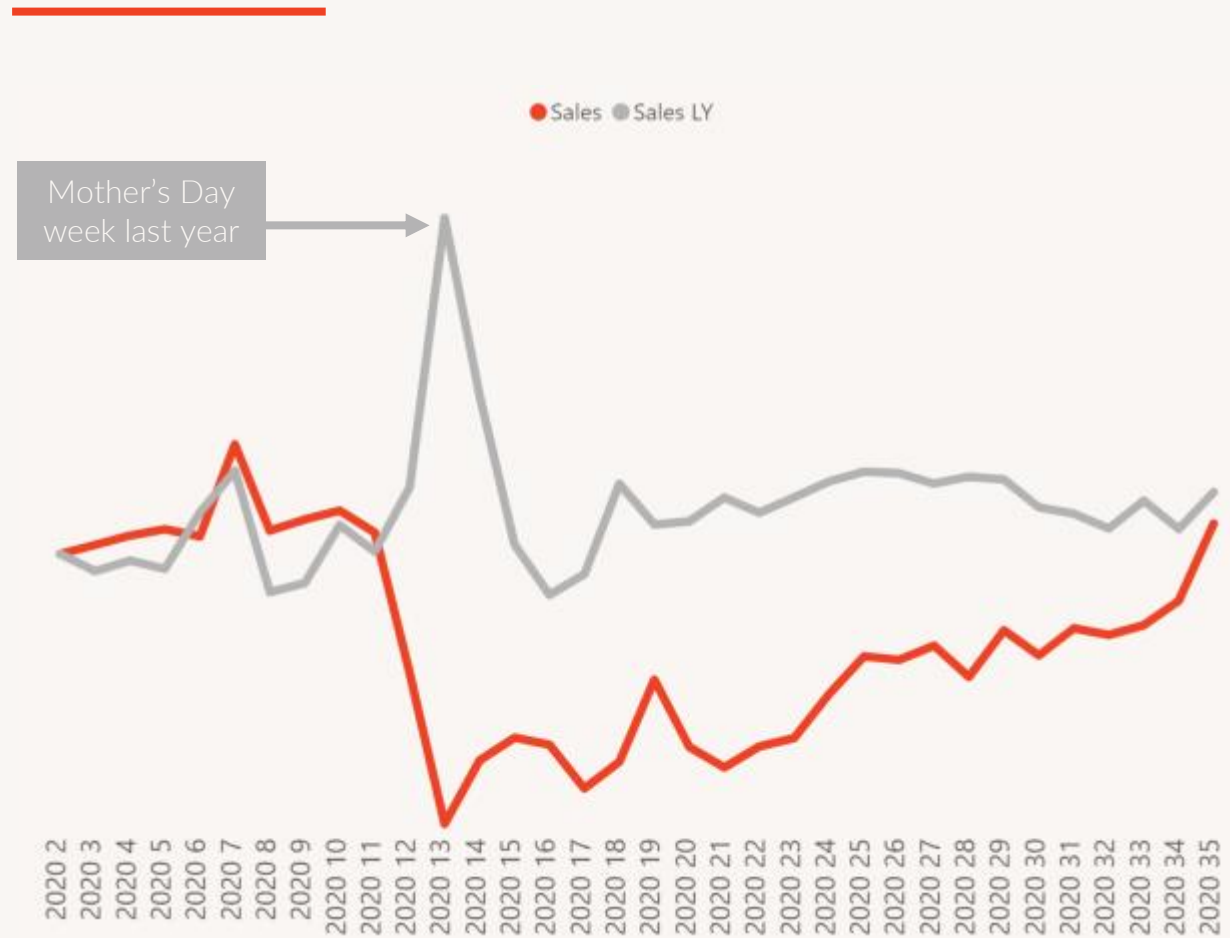
C VID 19

The impact of the pandemic on the hospitality industry has been immense.

SK Chase is dedicated to assisting existing and new clients navigate the current challenges and with creative & thoughtful campaigns and initiatives, help them 'meet the moment' and secure a gifting revenue stream.

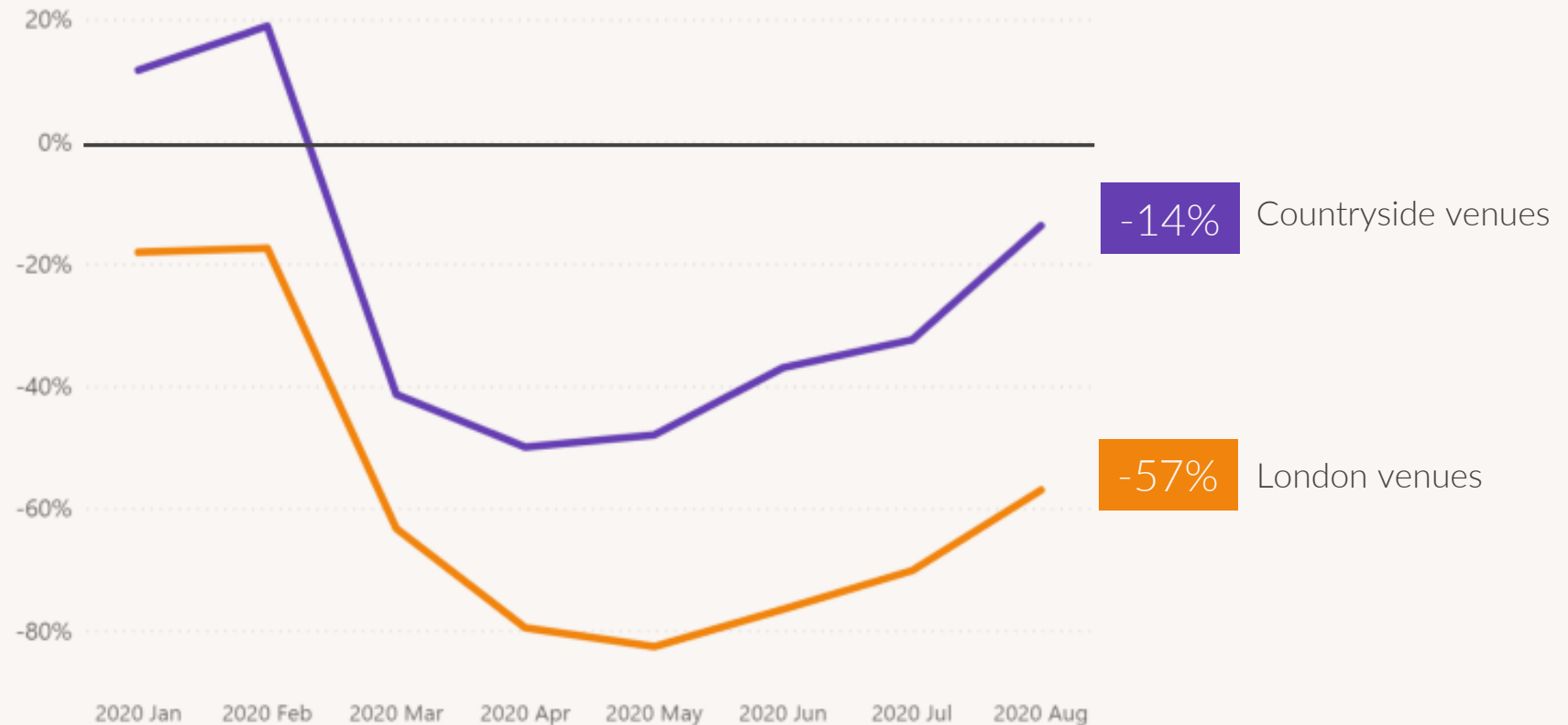
Out of the abyss

Weekly sales from January 2020



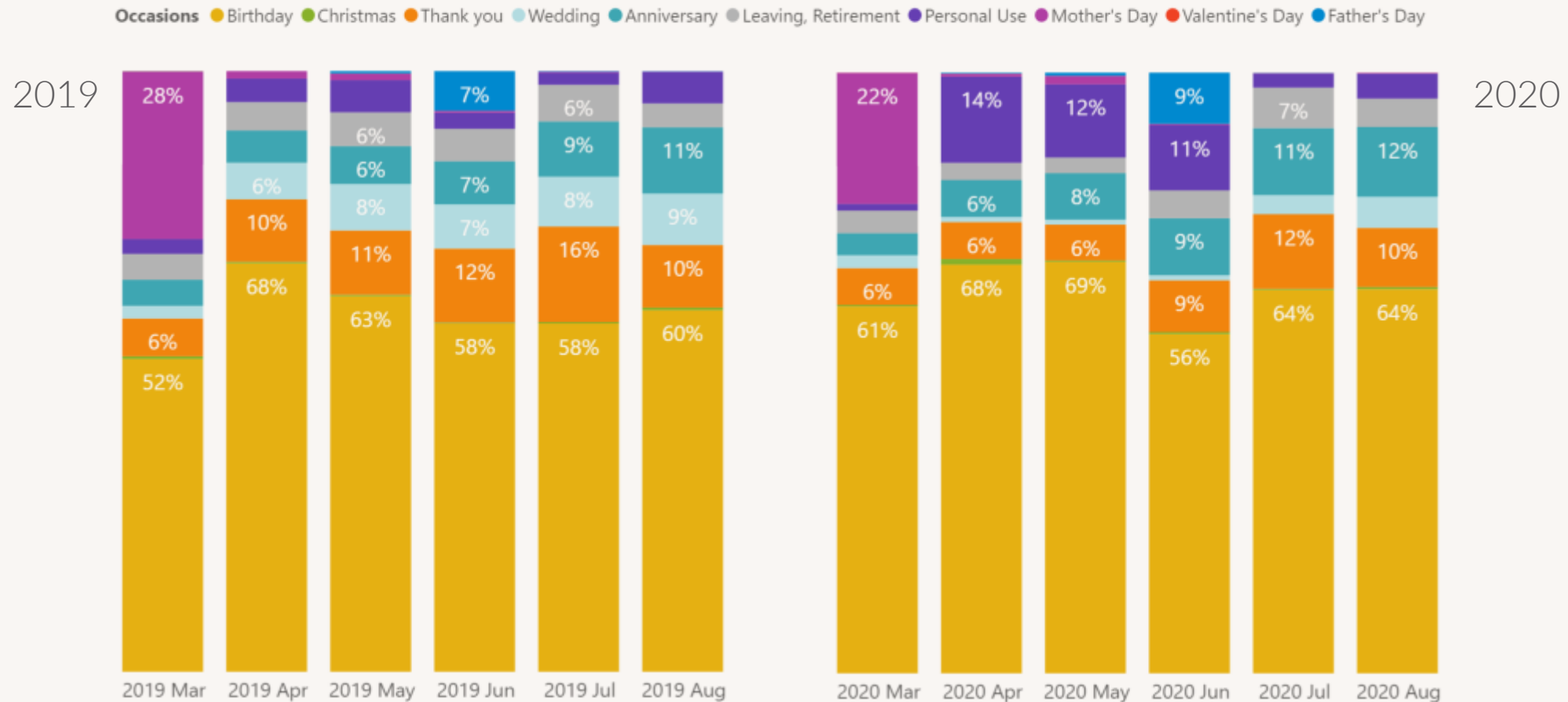
The 'segment' story behind the data

Hotels in London were more impacted and are taking longer to recover, versus countryside resorts.



A local market focus

With the pandemic restricting travel & events, there has been more emphasis on UK domestic market, with a rise of 'personal use' as the reason for purchase, with very little wedding gift sales.



Surviving & thriving – case study 1

Feversham Arms Hotels ran their most successful / best performing voucher campaign to date during May.

- Unique email open rate **2.4% higher** than a standard email sent around the same time
- Unique clicks nearly **three times higher** than a standard email sent around the same time
- Average voucher spend **increased by £54** compared to last year
- Best seller: **Overnight Retreat in a Deluxe Suite**
- 33% of vouchers purchased for personal use (vs. 8% LY)
- 52% of vouchers purchased for 'myself' or 'partner'
- **Sales increased by 515% on last year**



Surviving & thriving – case study 2

A 5 Star Countryside Resort (Ireland) bucked the trend with 149% increase in gift voucher sales in August.



New client success stories

New Client #1 - £19K in first MONTH (July)

New Client #2 - £15K in first WEEK (August)

Our client base

More hotels are seeing gift vouchers as not only a useful recovery tool, but as dependable e-commerce revenue stream that enhances their brand. We have seen a 22% increase in our client base from March.



RAFFLES

LINKS HOUSE
DORNOCH

SOFITEL
LEGEND

CORDIS
HOTELS & RESORTS

the hoxton



Black Friday

Traditionally the busiest sales date of the year.



Strategic planning

- Revenue management tool
- Strong offer
- Limit the sale window
- Restrict Validity



BUSIEST DAY
of the year

In 2019, more sales were recorded on Black Friday than on any other date in the year.



x12
more sales

On average, sales are 12 times greater than a usual Friday on Black Friday.



£100K
sales in a day!

The top seller on Black Friday 2019 sold £100K vouchers in a day.

A Christmas cracker

Hotels generate (on average) the same amount of revenue in December as in the first 6 months of the year. More than half of the annual gift sales happen in Q4.

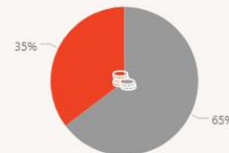
We've noticed that gifts with a **Christmas twist in the name** tend to perform well, helping guide people in choosing a Christmas gift, turning visitors into buyers.

We recommend having one or two Christmas highlight gifts. This will be useful for your gift campaigns too.

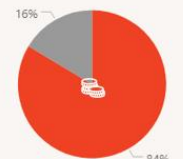


It's all about Christmas

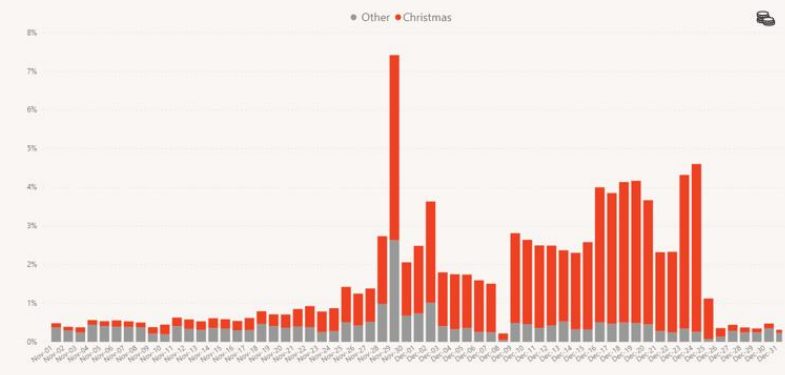
Christmas Gifts represented 35% of the total sales for the year. This is the **second** most popular reason for purchase after birthday gifts. In December, 'Christmas gift' represented the **majority** of sales (84%).



Whole year round (2019)

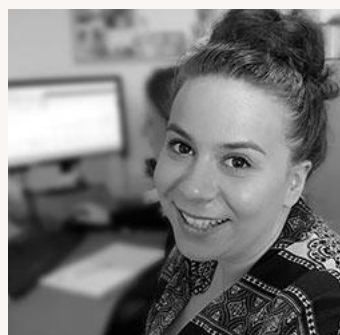


December (2019)



2019





As always, our friendly team are here to help. Please do get in touch with us.

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