

## Holiday Revenue Boost Guide for Accommodation Providers



During the busy holiday season, gift cards are a key revenue opportunity for hotels. However, manual processing can demand significant staff time and resources. With Reserva, you can automate this process, reducing the need for manpower while boosting operational efficiency.



**Seamless Guest Experience:** Guests can purchase and redeem gift cards instantly without the need for calls or emails. This convenience elevates satisfaction, helping create loyal, returning customers.



**Time Savings for Hotel Staff:** By enabling self-service for guests, your team can focus on providing an exceptional in-person experience rather than administrative tasks.



# Customer Success

- A partner adopted Reserva's automated gift card processing and saw impressive results in six months, boosting revenue and efficiency while freeing up the team for core tasks.

## Revenue

Remarkably, gift card sales contributed to 5% of their total revenue, this accumulates to over 500 gift cards.

## Time saving

Processing each gift certificate manually takes about 3 minutes. With Reserva, this hotel saved approximately 30 hours in manual labor by automating the booking process.

## Bookings

With over 500 gift certificates sold over 6 months the increase in certificates sold from previous year is over 35%

## Unredeemed

Unredeemed gift cards contribute bonus value, further enhancing overall profitability

## Improved service

Reserva enhanced their guest service by enabling guests to book directly with them, allowing for personalized service and tailored offers.

## Payment security

Payment is made and received instantly with 3DS authentication.

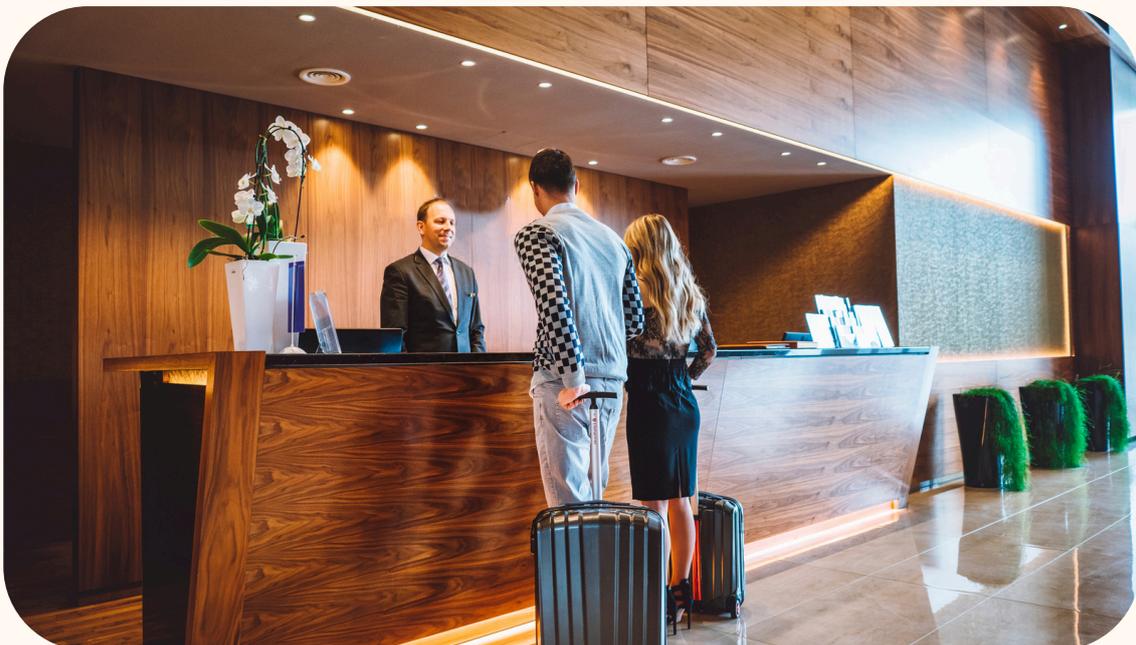
# Tips for Hoteliers during Holidays!

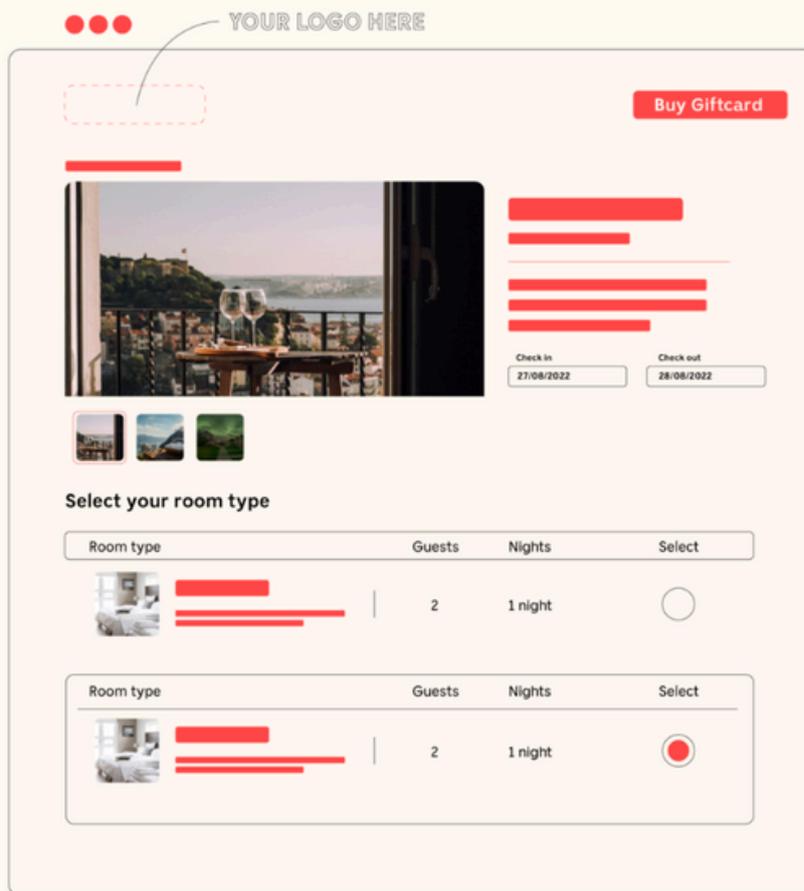
**Early-Bird Specials:** Encourage guests to purchase early by offering special discounts for gift cards bought in advance of the holiday rush. This builds momentum and captures sales before competitors start promoting heavily.

**Corporate Gift Cards:** Enhance your revenue by issuing gift cards in bulk and allow your corporate clients to book directly with Reserva without needing to coordinate with the hotel. Now you can market your hotel as an optimal destination for employee rewards, client gifts, or promotional events.

**Upsell and Upgrade:** Reserva's upselling tools offer personalized upgrades and add-ons, from room enhancements to exclusive packages offered through the hotel. These tailored offers not only delight guests but also increase your average revenue per booking.

**Scarcity effect:** Create urgency with exclusive, time-sensitive deals on gift cards for holiday shoppers.





Explore the power of automation with Reserva and see how easy it is to increase revenue while saving time. Take the first step toward a more efficient and profitable holiday season.

[Get Started with Reserva Today](#)



See how our Booking Engine works!