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## Ways to entice guests to stay at hotel

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### Abstract

The hotel business is a dynamic one. Traveling to distant locations still causes people discomfort. Hoteliers are eager to research new travel trends and behaviors that have emerged because of the low level of travel confidence. It is crucial that hoteliers roll up their sleeves and adapt to the new changes despite the ambiguity. Given the strong recovery plan, the moment is now ripe to capitalize more on the local tourism industry. In addition to securing business, bringing in local visitors can enable the hotel to generate enough cash flow to pay off mortgages and rehire furloughed workers. Hotels could now advertise the idea of staycations to attract more locals to the venue for a good time. Taking advantage of local travelers provides a consistent source of income even when business is slow in other regions of the country or the world.

**Keywords:** Stayover, offseason, discounts, check-in, chatbots, perks, no-show

### Introduction

Hotels that want to attract new visitors face a congested marketplace and a lot of competition. While other hotels promote their offerings, internet travel agencies (OTAs) market low prices, and sharing-economy competitors like Airbnb provide unconventional rooms. Getting a prospective guest's attention is difficult enough without having to worry about them making a reservation. Both, though, can appear to be significant obstacles. In many circumstances, marketers are tempted to follow the OTA's lead by competing on price and pushing discount deals. While this may increase reservations in the short term, it does little to develop loyal customers in the long run. Instead, marketers should examine these five effective marketing methods.

### Local visitors can be an excellent source of advertisement

- Pleased local guests can spread the word like wildfire. As a result, those in the vicinity learn and want to learn more.
- Local visitors can be a terrific source of indirect marketing.
- Locals who have a positive experience are more likely to offer favorable feedback on review sites.
- With more local passengers in the hotel, stay over guests can interact with them, resulting in cultural exchange.
- The presence of locals at the hotel adds authenticity to the property.
- How to Attract Local Guests to Hotel
- It is advantageous to attract more local guests to the facility, but this requires a comprehensive approach.

### Do not take off seasons for granted

Remember that the off-season months are typically slower for the surrounding neighborhood. Hotels might attract local customers with unique packages and bargains during this time. It will allow them to relax in a location close to home. It's a wonderful idea to sell last-minute discounts like vouchers and staycation coupons. It's an effective approach to manipulate the psyche of the guests by giving them the opportunity to feel lucky.

### Encourage people to stay and play

The idea of a staycation is back and here to stay. You can look for staycation opportunities based on your hotel's location. If a hotel is in the city, it can cater to visitors who are hesitant

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to drive a considerable distance. Similarly, if it is placed a little further away from the city, it has a locational advantage; all it needs to do is promote the stay and play theme so that it strikes the proper chord.

#### **Allow the marketing tone to connect with the locals**

The language employed on the website or on social media accounts determines the persona of the visitors. To attract more local customers to the hotel, identify the aspects that most interest them.

For example, if the hotel is located between two popular city sites, it could tempt customers by claiming that a stop at the hotel will make the trip more enjoyable. They can travel to new destinations and enjoy luxury away from the monotony of everyday life at the most affordable prices.

#### **Concentrating on event planning**

When the temperature rises, combine a beer festival with a night's stay. With such enticing offers, can easily attract the young population. There are more intriguing approaches. For instance, a baking workshop, a small fair featuring local artists, or a live music event. However, the golden guideline is to always combine all events with a night's stay. This way, guests looking for a tiny gateway as well as some interesting events can be attracted.

#### **Make use of local influencers as a marketing technique.**

Hotels can enlist the assistance of local influencers to market their facilities to local visitors. When approaching local influencers, keep in mind that they, too, have been affected by the pandemic, so it may be a win-win situation for both. Words spoken by well-known members of society have a greater impact on individuals. Look for genuine influencers to help you make the best of the situation.

#### **Use social media to promote your brand**

More than technology, social media is about society and psychology. Social media plays an important part in brand promotion. Hotels can inform their target clients about the many amenities they provide, such as discounts and freebies. In addition, given the current situation, hotels should specify their security practices to ensure a virus-free atmosphere. Utilize the power of social media to penetrate people's minds and feed them the content they seek.

#### **Work on the website's local SEO**

Attracting local tourists is a difficult task. Several factors must be considered. Local SEO is one of them. When the business's target audience changes, the website should be updated as well. The web pages should be developed with the tastes of local visitors in mind. It may be expanded to include more information about local attractions or a sentence or two about experience with local food. To provide guests with a memorable experience, a clear message should be delivered. For the locals, the material should be more vocal.

#### **Localizing is the new normal**

Being loud on behalf of the locals is the norm today and will remain so. The wisest course of action for a hotelier would have been to jump on board and draw in local visitors. The difficulty, though, is in doing it properly. It's crucial to make sure that every visitor has an engaging experience if you want to encourage staycation activities on the property. For

the best possible experience for visitors, it must emphasize nearby attractions and collaborate with nearby businesses. Including indigenous artwork in each room to give your appreciation for the people even more authenticity. The best aspect is that these features will appeal to both hotel visitors from the area and other guest types, which is a great perk. Local tourism can be successfully attracted by combining marketing strategy, aesthetics, a love of the local environment, and inventiveness. Additionally, they can turn a hotel into a well-liked vacation spot for a large number of visitors from different cultures.

#### **Accept emotion**

While discounts and special offers appeal to the wallet, good content marketing should speak to the audience's hearts. Furthermore, hotel marketers should develop message that appeals to viewers' emotions. Campaigns should appeal to guests' desires, whether they are for luxury experiences or relaxation. Virtual reality is a wonderful tool for accomplishing this. In a recent survey of viewers who took a virtual tour of a Carnival cruise ship, 66 percent felt the experience excited them. Almost as many said it gave them a "feeling of delight," and 58 percent said it was "wonderful." These are tangible emotions elicited by a VR experience, not emotions elicited by a normal web advertisement.

#### **Share a story**

Like this, a successful marketing for a property will highlight its distinctive story. Images or films of opulent gifts are effective at drawing viewers' attention. To maintain their interest, you must prioritize the property's narrative. What sets it apart? What distinguishes it from a comparable hotel or resort? It can be the welcoming staff, the unique experiences offered only by the property, or the superior quality of hospitality guests can anticipate. Put these offerings at the forefront of whatever it is. The more closely the viewer can resemble really being at the location, the more probable it is that they will desire to visit in person.

#### **Promote sharing**

Viewers will be eager to share engaging marketing messages with their friends and followers, whether they are in the form of films, tales, or interactive experiences. Promote your messages on social media networks and include links that invite users to share them after they've seen them. Utilize Facebook's move to a "video-first" strategy and its 360-degree video tools to post video content that is more likely to be shared.

#### **Provide worth**

While it is best to avoid emphasizing a property's monetary value, there are numerous additional advantages that can be highlighted in marketing. These could be roundups of local attractions, useful advice for business travelers, or recipes for a well-known cuisine served at the resort. If a promotion gives the viewer a clear takeaway, they are more likely to remember it and relate positively with the marketing message.

#### **Create an immersive environment**

Look for ways to simulate visiting the property. Nothing will ever be able to equal the actual thing. But the more it can do to simulate a hotel environment through the senses,

the more of an influence it will have on potential guests. Instead of ordinary video, explore with 360-degree video as an alternative. Beyond 360-degree video, make the experience even more immersive with fully interactive virtual reality experiences. Whatever efforts are taken, the more the viewer can feel as though they have visited the location, the more probable it is that they will desire to visit in person.

### How to win over hotel guests and increase business

Hotels should put the satisfaction of every visitor first, regardless of whether they are a planner on a site visit, an event guest, a leisure guest, or a business traveler. The way information is delivered can make a negative, average, or positive stay difference from pre-stay to post-stay. Considering this, we came up with a list of ways hotels can dazzle visitors and make their stay a memorable one that they will undoubtedly want to share.

#### A strong web presence is helpful

First impressions do count for something. The first step to booking a hotel, whether for pleasure or business, is developing a compelling web presence. There are various ways to do this:

- **Boost online ratings:** Take the time to reply to reviews on Google, Trip Advisor, and Facebook. Encourage them after their visit, and of course, keep up the excellent visitor experience.
- **Be present on social media regularly:** Show that a hotel is a real, breathing entity! Travelers want to know what makes a hotel so outstanding, and social media platforms are where they may get an idea of what to expect from their stay.
- **Optimize OTAs and channels:** One of the best ways to impress hotel visitors before they even book is to maintain online travel agency and source profiles current and comprehensive, whether it's for leisure, corporate travel, or anything else.
- **Make your hotel website interactive:** Even though a visitor's search may not start there, it still has the power to influence whether they choose to come or organize an event there. Make SEO a priority, write blogs frequently, and make sure users have a positive end-to-end experience.

#### Convince visitors to your hotel before they arrive.

A hotel room has been reserved by someone. Now is your moment to demonstrate your great customer service. To do this, make sure all pre-stay communications are informative and give guests a chance to learn about the details of their visit.

- **Be familiar with the visitors:** Recognize the importance of getting to know your visitors. What's the reason behind their visit? Do they intend to go for business or pleasure? Showing guests that you genuinely care about them in every way can help you to deliver an exceptional experience.
- **Provide vouchers:** Provide museum or sightseeing vouchers after learning the purpose of their visit.
- **Pre-arrival emails:** Get to know visitors before they check into the hotel. Make sure they have all the details they need for a stress-free trip to the hotel.

#### Make a memorable greeting for your visitors.

Arrival impressions matter when hosting guests. It improves their experience overall, puts them in a fantastic mood, and keeps them from wishing they had made a different reservation. It's the responsibility to relieve all that worry as traveling and picking a hotel may be stressful experiences.

- **Upgrades that are free:** Who doesn't enjoy a freebie? Why not use them if a spare room is available? Giving away superior rooms might enhance a visitor's experience and go above and beyond what they would have anticipated.
- **Allow early check-in:** If a guest lets you know they'll arrive early, try to make sure early check-in is an option so they don't have to wait in the lobby.
- Ask a guest whether they would be interested in a pick-up service if they haven't already. The same goes for shuttle services.
- **Self-check-in:** If hotels have self-check-in options, making these available will speed up the check-in process and reduce face-to-face interaction.
- **Celebrate significant occasions:** The holidays are here, and there is a joyful mood all around. When visitors arrive, they will be delighted to find a welcoming and joyful atmosphere. Offer free mulled wine as an illustration.
- **Assist with the children:** Making your visitors' lives simpler is what it's all about, and parents will be especially appreciative. Give them a free food or engaging activities throughout their stay.

#### Train employees to offer guests a first-rate stay

The interactions between staff members and some visitors can make or break an encounter, as they play a significant part in the entire guest experience. Make sure staff members give customers an unrivaled experience if you want to genuinely amaze hotel guests. As follows:

- Encouraging employees to go above and beyond Customer service excellence depends on showing guests that you care.
- Conduct regular training sessions on the most recent developments in customer service: Customer demands and wants are ever-changing. Giving employees regular training opportunities will guarantee that the entire workforce is knowledgeable about current trends. Additionally, it offers the ability to remedy any potential weak points.

#### To impress your visitors, use chat bots.

The significance of hotel digital transformation has increased dramatically. It is now necessary rather than just nice to have. One of these modern essential tech devices? bots for hotels. According to Entrepreneur, chat bots can manage and improve a variety of aspects of your hotel's business when employed properly.

Here are three effective techniques to amaze hotel visitors while using chat bots:

- **Lower no-show rates and raise occupancy:** How can the low email open rates hotel experience be improved? Directly to your guests' Facebook Messenger app, send a confirmation SMS. It's a wonderful approach to make sure visitors see them, with an opening rate of 90%.
- To get in touch with you before and throughout their stay for things like room service, questions, and problems, etc.

- **Contactless customer service:** You may utilize chat bots to give visitors a faster way to get in touch with you before and throughout their stay for things like room problems, questions, room service, etc.
- Use chat bots to solicit evaluations from visitors to increase visibility and generate reviews.

### Impress visitors with hotel perks

Visitors take trips for various purposes. However, one thing is certain: hotel facilities may significantly alter the whole experience. Therefore, providing amenities that would please customers is a terrific method to wow hotel guests. Having said that, here are some essential tips for impressing visitors:

- **Personalized welcome gifts:** It's straightforward but remarkably simple. Make individualized welcome gift baskets using what you already know about your visitors. The reason they are traveling (for work, pleasure, etc.) and whether they are bringing children, pets, or a spouse along will probably become clear during the booking process.
- Baskets loaded with drinks and snacks from nearby establishments: This is a terrific way to promote your neighborhood's small businesses while also giving your hotel a distinctive allure.
- **Co-working areas or in-room offices:** Business travelers, event participants, or planners may need to complete some work while they are away. It will be a pleasure to work in your hotel if you provide open and pleasant co-working areas.
- In-room games: Providing board games or video games in rooms is a terrific way to keep guests entertained, especially for families or individuals who are still young at heart.

### Communication after your stay is crucial

After they depart, staying in touch with them is a surefire method to demonstrate your appreciation for their time and may lead to more repeat business. A great post-stay experience will be maintained if this message is timed correctly.

- **Get in touch right away:** Reach out to the guest within three days of their departure to express your gratitude for their visit.
- **Request reviews:** Don't forget to request reviews or social media posts from visitors (provide a hashtag or ask them to tag).
- **Quickly and professionally respond to complaints:** Do everything you can to resolve the issue and work toward a successful conclusion.
- Make a donation: Promotions will keep hotels in the back of the traveler's mind, whether it be a discount for a future stay or something else.
- **Focus your offerings on:** Send the visitor offers based on their preferences if they joined your mailing list. For instance, do they travel for business or pleasure.

### Conclusion

Hotels can promote themselves well by taking advantage of the nearby tourist attractions. You can draw in more customers by tying your services to popular tourist destinations. To expand your audience, form tourism alliances. Pay attention to the tourism-related events and conventions. Include the closest tourist attraction in your

advertising. Trade exhibitions become the ideal brand recognition tool. It is especially useful if you have a young business or want to expand your brand into a new region. The tourist business is expanding every day. So, by making some adjustments to your strategy, take advantage of this and expand your hotel business.

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