

EXPERIENTIAL MARKETING OPENS UP NEW REVENUE STREAMS FOR HOTELS & RESORTS



From immersive spa treatments to unique VIP offerings, experiential marketing strategies open up new opportunities for non-room revenue streams.

In hospitality, experiential marketing is an excellent way to engage and connect with guests by crafting immersive experiences that leave a lasting impact. By focusing on creating interactive and memorable moments, hotels, resorts, and spas can foster deeper emotional connections while boosting ancillary revenue through personalized, hands-on experiences.

Here are a few of the experiential marketing strategies hotels and resorts can employ today:

1. Interactive spa experiences

Pop-up wellness events: Hosting exclusive pop-up spa or wellness events, where guests can sample new treatments or wellness products, can encourage bookings and product purchases. These could include mini-massages, meditation sessions, or skincare demonstrations with expert consultations.

DIY aromatherapy workshops: Offering a class where guests can create their own signature scents from essential oils (which can later be purchased in the spa) ties the experience to the ancillary product line.

2. Themed cabanas and VIP poolside experiences

Themed cabana experiences: Creating themed cabanas (e.g., tropical, luxury retreats, celebrity-style, special events, like Super Bowl) with customizable elements like exclusive food and drink menus, personalized service, and wellness add-ons like spa treatments or yoga sessions. This enhances the guest's visit while encouraging higher spending on premium services.

Poolside mixology classes: Offering guests the chance to learn how to make signature cocktails – and invent their own – in a poolside class led by the hotel's bartenders can lead to increased revenue from bar services and future bookings for private mixology events.

3. Exclusive adventure and activity programs

Curated adventure packages: Offering guests curated experiences like guided nature hikes, photography tours, or water sports, with the opportunity to book related services or equipment rentals. Partnering with local experts can enhance the experience while driving revenue through activities and memberships.

"Behind-the-scenes" hotel tours: Giving guests an insider look at areas of the hotel they usually wouldn't see (e.g., wine cellar, chef's kitchen, spa facilities), paired with food tastings or spa treatment samplings. These can be marketed as premium, behind-the-scenes experiences.

4. Exclusive member experiences

Wellness membership events: Introducing people to a wellness membership through an event that offers participants samples of services – personal training, spa treatments, or access to fitness classes – can help boost membership sign-ups.

Spa loyalty program with exclusive perks: Creating a spa membership or loyalty program with experiential perks, like VIP spa days or members-only wellness retreats. Offering immersive experiences like private consultations or treatments further encourages membership.

5. Culinary experiences

Farm-to-table experiences: Hosting a cooking class using fresh, locally sourced ingredients where guests can participate in creating a farm-to-table meal. This can tie into hotel wellness programs or special seasonal events and lead to increased ancillary revenue from related products (cookbooks, ingredient packages, etc.).

Chef-led market tours: Offering guided tours with the hotel's chef to local markets where guests can pick out ingredients for their own curated meal or cooking class. The experience builds engagement and may lead to bookings for future classes or exclusive dining events.

6. Wellness retreats and transformative experiences

Weekend wellness escapes: Creating a wellness retreat package including yoga, meditation, healthy cooking classes, and other wellness activities. This taps into the rapidly growing wellness tourism market and generates revenue from bundled experiences that include spa treatments, personal training, and meal plans.

Sleep wellness programs: Introducing a sleep-focused wellness program where guests can partake in guided sleep therapy, relaxation techniques, and evening spa treatments aimed at improving sleep. These services can be marketed as part of a larger wellness package and increase revenue from specific treatments and take-home products.

7. Seasonal and themed events

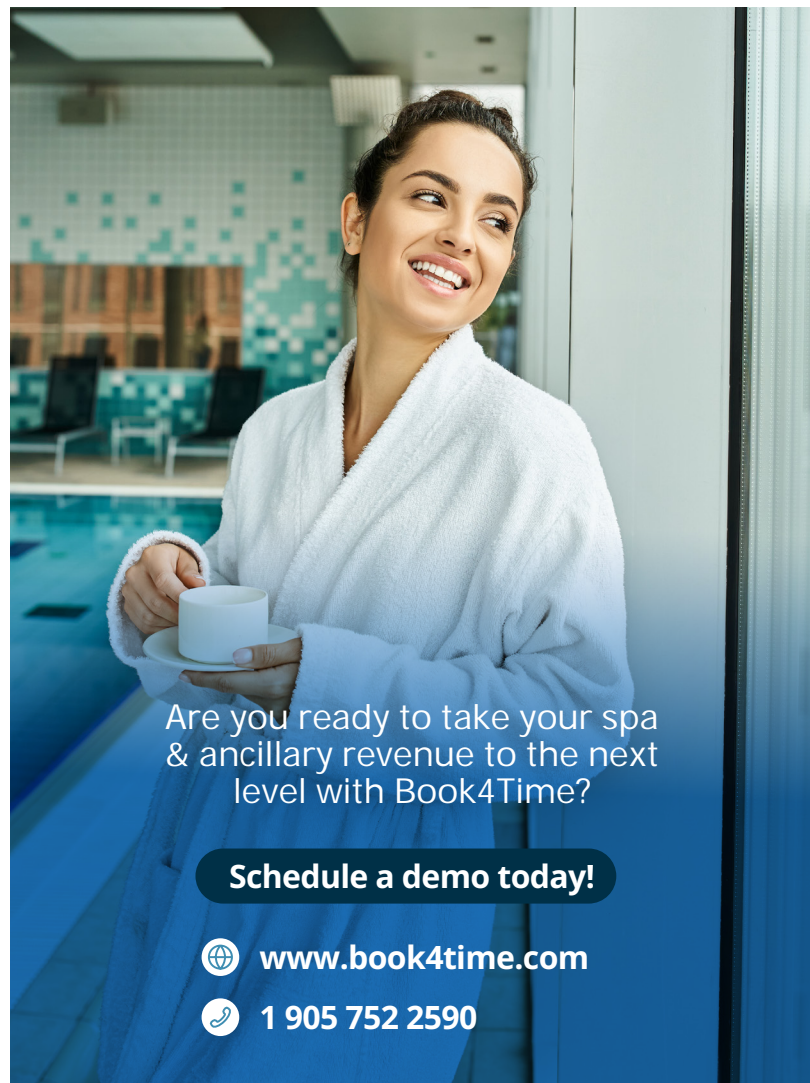
Holiday spa packages with experiential add-ons: Creating limited-time holiday packages that include treatments like (for Christmas) chocolate massages or peppermint facials,

paired with hot chocolate or mulled wine experiences. These packages can be bundled to increase ancillary revenue during peak holiday times.

Wellness and fitness challenges: Organize hotel-wide wellness challenges, like a 5K race or yoga marathon, where participants can win prizes like spa credits, special wellness products, and free treatments. This can tie into ancillary services like fitness class packages or memberships.


Stand out by offering unique, tailored experiences


These experiential marketing strategies enable hotels and resorts to stand out by offering unique, tailored experiences. From pop-up wellness events to curated adventure packages, these immersive moments resonate with guests on a personal level, creating stronger brand loyalty and encouraging higher spending across non-room services.



Are you ready to take your spa & ancillary revenue to the next level with Book4Time?

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