WITHLOCALS WEBINAR

Upselling via the Withlocals Platform

Practicalities

- This Webinar is **recorded** so it can be shared with the rest of the Withlocals host community
- ❖ Please make sure to **stay muted** during the webinar
- You will have time to ask questions in writing (in the comments) at the end of the presentation
- ❖ You will receive this presentation in a follow up email



Topics

Why upselling?

How to create value?

What tools to use?

Upselling with Personalized Offers

Q & A

Why upselling?

- For you: extra revenue from 1 booking
- Creating extra value for the guests
- Making the experience more unique for you and the guests



How to create value for your guests

Taking the time to understand your guests

Example: Tailoring the experience to the guest's knowledge & interest

Create additional value based on specific groups

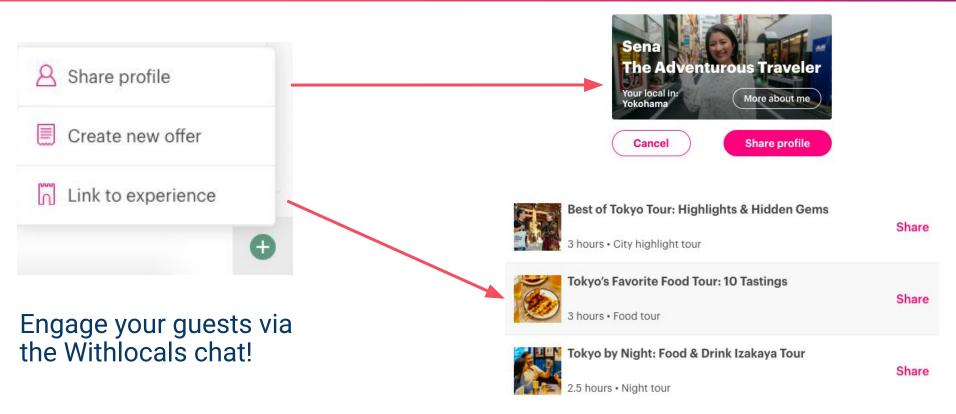
Example: Adapting the route to a family

Making the best of your guest's time

Example: Offering an experience bundle for a guest who is in your city for only a day



What tools can you use?



Most common requests from guests



Creating a multi days itinerary

†† Combining experiences

Upselling via personalized offers

50% of personalized offers convert!

For **small edits** (pick up, adding stops):

→ Create a personalized offer on top of the existing booking

For whole new experiences:

→ Create a new offer and cancel the existing booking

For multi-days experiences:

→ Create a new offer and cancel the existing booking



100% Personalized Offer Template

Check a 100% personalized offer for Molly

The requested offer is based on:



100% Personalized



Upselling via personalized offers

For experience combinations:

- \rightarrow Create a new offer and cancel the existing booking
- → Adapt the routes to combine smoothly
- \rightarrow Pricing: duration + inclusion + extra work spent on creating a unique experience for the guests
- → Use the template of the existing experience

Check your personalized offer for Molly

The requested offer is based on:



Lisbon's Favorite Food Tour: the 10 Tastings

Questions?

Please take a few minutes to type any questions you may have on the topic of this webinar

