

# **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?

-  Share profile
-  Create new offer
-  Link to experience








**Sena**  
**The Adventurous Traveler**  
Your local in:  
Yokohama

[More about me](#)

[Cancel](#) [Share profile](#)

-  **Best of Tokyo Tour: Highlights & Hidden Gems**  
3 hours • City highlight tour [Share](#)
-  **Tokyo's Favorite Food Tour: 10 Tastings**  
3 hours • Food tour [Share](#)
-  **Tokyo by Night: Food & Drink Izakaya Tour**  
2.5 hours • Night tour [Share](#)

Engage your guests via the Withlocals chat!

# Most common requests from guests



Pick up & drop off



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**:

- Create a new offer and cancel the existing booking
- Adapt the routes to combine smoothly
- 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

**Thank you!**

