

June 2023 Newsletter

In the June 2023 Newsletter, we have a lineup of exciting topics for you! We delve into the resurgence of Aussie Motels as a popular choice for authentic and affordable stays in 2023. Get ready for a new feature, GuestPoint Pay, coming soon! Discover a detailed guide on how to add extras to a guest's room account. Take a closer look at our property of the month, Cozy M. And lastly, we provide valuable manager tips to help you master channel management!



Industry News

Aussie Motels Experience Resurgence in 2023 with New Additions and Upgrades



Motels in Australia are making an impressive comeback in 2023, reclaiming their position as an authentic and affordable accommodation option amid growing travel trends. This article delves into the reasons behind their surge in popularity and explores the unique features that attract both domestic and international travellers. Additionally, we discuss the potential developments that could shape the future of Aussie motels.

Embracing the Aussie Spirit

Motel stays have become synonymous with laid-back vibes, friendliness, and warm hospitality, perfectly capturing the essence of Australians. Since motels are often locally owned and managed, guests can expect an authentic Australian experience complete with genuine "g'days" and heartfelt smiles. Motel owners and staff go above and beyond to ensure their guests have a perfect stay, offering personalised service and a welcoming environment.

Iconic Road Trip Culture

Australia's breathtaking landscapes and scenic drives entice travellers to venture off the beaten path and explore the country's hidden treasures. Motels play a crucial role in providing comfortable and convenient pit stops along the way. Whether embarking on a coastal drive or an outback adventure, motels are strategically located to access the prime regional destinations, allowing travellers to truly experience Australia's diverse beauty.

Budget-Friendly Accommodation

In the face of economic challenges and rising living costs, motels have emerged as a budget-friendly option in the accommodation landscape. They offer comfortable rooms at competitive prices, and many are now even providing family-sized accommodations. This affordability allows savvy travellers to explore Australia's wonders while staying within a reasonable budget, contributing to the increasing popularity of motels.



Unique Regional Experiences

Australia's diverse regions each have their own distinct character, and motels often reflect the local flavour. Whether situated by the coast with breathtaking ocean views, nestled amidst picturesque vineyards in the countryside, or serving as an oasis under the starry outback sky, motels serve as gateways to unique regional experiences. Travellers seeking immersive encounters with Australia's stunning landscapes, wildlife, and cultural heritage are drawn to motels for their proximity to these one-of-a-kind destinations.

What's Next for Aussie Motels?

As we surge into 2024, motels in Australia are poised to continue reclaiming their beloved status as accommodation options. With their embodiment of the Aussie spirit, budget-friendly rates, unique regional experiences, and connections to local communities, motels will undoubtedly continue to win the hearts of both domestic and international travellers seeking authentic and affordable stays.

However, in order to stay ahead and meet evolving customer demands, motels must adapt and embrace change. Here are a few potential developments that could shape the future of motels in Australia:

1. *Update and enhance technology:* Motels need to embrace advanced technology to enhance guest experiences. This could include features like mobile check-ins, keyless entry systems, smart room controls, and personalised automation for in-room amenities.
2. *Introduce and promote sustainable practices:* As environmental awareness continues to grow worldwide, motels will be expected to adopt more sustainable practices. This may involve incorporating energy-efficient appliances, utilising renewable energy sources, implementing waste reduction and recycling programs, and promoting water conservation.
3. *Install electric vehicle charging stations:* With the increasing demand for electric vehicles in Australia, motels may consider installing EV charging points, particularly in more remote regions, to cater to eco-conscious travellers.
4. *Improved connectivity:* Motels must provide reliable and high-speed internet access to cater to the needs of tech-savvy guests and remote workers who rely heavily on digital connectivity while travelling.
5. *Diversify amenities:* To attract a wider customer base, motels may consider adding amenities such as swimming pools, on-site dining options, spa facilities, business centres, conference rooms, or recreational



Coming Soon! GuestPoint Pay - Your Smart Payment Solution

GuestPoint Pay is an all-new comprehensive payment solution coming soon! GuestPoint Pay is designed to streamline the payment experiences for managers, ensuring payments are collected securely and timely.



Managing and running an accommodation business is challenging, but one aspect that should be easy and hassle-free is the collection of payments. However, hoteliers often face numerous pain points when it comes to processing payments from guests. These challenges not only make the payment collection process cumbersome but also raise concerns regarding data security, cash flow management and the fear of chargeback. GuestPoint Pay, a comprehensive payment solution, addresses these pain points to provide hoteliers with a streamlined and secure payment experience.

GuestPoint Pay covers you for all your Card Not Present transactions. Say goodbye to complicated payment processes and manual reconciliation. Automate the entire payment flow, making it effortless for you to collect payments and freeing up your time for more important tasks.

With GuestPoint Pay, you can enjoy fast and reliable settlement, ensuring your funds are deposited promptly into your designated account. This helps maintain a steady cash flow, enabling you to meet financial obligations and focus on delivering exceptional experiences to your valued guests.



Read more of the key features of GuestPoint Pay on our latest blog article here:

[GuestPoint Pay](#)

Adding Extras to a Guest's Room Account

Extras are a list of items that can be charged to guests, all with pre-set charge amounts. They can be adjusted if need be from within a reservation. You would not use an Extra for dinner at your restaurant, because the charge amount would always be different, however, if you have a set price for breakfast, an Extra is perfect.

Step 1: Go to the Standard Rates, Extras & Promotions in GuestPoint

Firstly, go to the Management Tab, then Setup, and select 'Standard Rates, Extras & Promotion'.

From here, select Extras and click '+ New Extra'.



Step 2: Fill Out the Details of the Extra

Name: This is the name of the Extra charge and will appear on the Room Account (unless the Extra is included in a Standard Charge)

Type: You can select:

Per Room: This means that the charge is not determined by the number of persons in the room (e.g. Newspaper)

Per Person: This will be charged based on the number of persons (e.g. Breakfast)

Charged: You can tell GuestPoint whether the Extra is only charged once 'Not Per Night' or charged 'Per Night'. This really only applies to automated charges where Extras are included in the Standard Rate and where the guest has selected future charges.

Morning Charge: For any Extras that are provided in the morning where the revenue needs to be included in the Roll Over of the previous night, tick 'Morning Charge'. This will always include Breakfast and Newspapers.

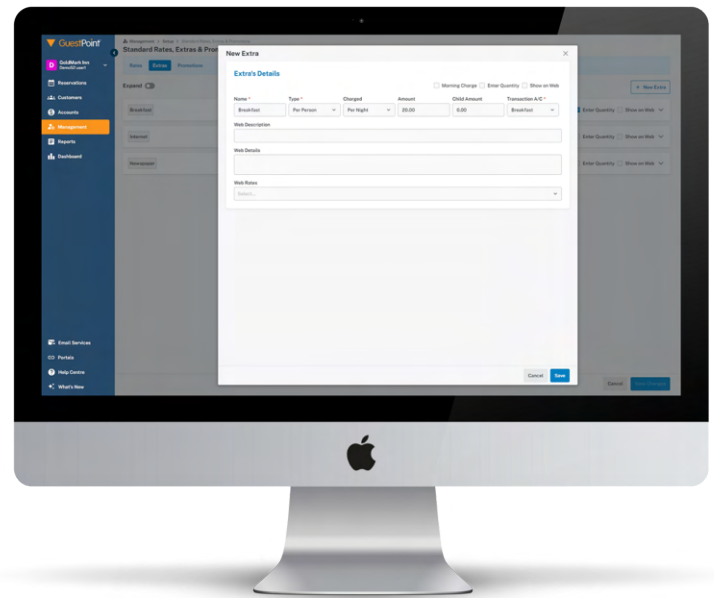
Enter Quantity: If you can vary the quantity of the Extra for each guest, tick the 'Enter Quantity' box. If you don't tick 'Enter Quantity', the quantity is automatically set at 1.

Show on Web: Tick this option if you want this Extra to appear at the bottom of the online booking form.

Amount: This is the amount to be charged if the Extra is a 'Per Room' charge and is also the amount to be charged for an Adult if the Extra is a 'Per Person' charge.

Child Amount: This is the amount to be charged for a Child if the Extra is a 'Per Person' charge.

Transaction A/C: Select the Transaction Account you want this revenue posted to.



Step 3: Fill Out Web Details

Morning Charge: For any Extras that are provided in the morning where the revenue needs to be included in the Roll Over of the previous night, tick 'Morning Charge'. This will always include Breakfast and Newspapers.

Enter Quantity: If you can vary the quantity of the Extra for each guest, tick the 'Enter Quantity' box. If you don't tick 'Enter Quantity', the quantity is automatically set at 1.

Show on Web: Tick this option if you want this Extra to appear at the bottom of the online booking form.

Amount: This is the amount to be charged if the Extra is a 'Per Room' charge and is also the amount to be charged for an Adult if the Extra is a 'Per Person' charge.

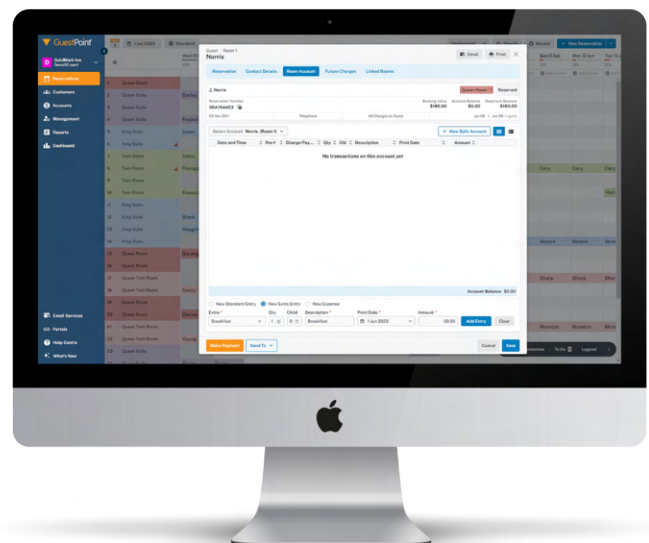
Child Amount: This is the amount to be charged for a Child if the Extra is a 'Per Person' charge.


Transaction A/C: Select the Transaction Account you want this revenue posted to.

Step 4: Adding the Extra to a Room Account

To add an extra to a room account, firstly double-click on the booking on the reservation plan. Then click on 'Room Account'. Down the bottom, select 'New Extra Entry'.

Select the extra you have just created and be sure to select the correct quantity. Simply 'Add Entry' when you are happy, and the extra will automatically be applied to the Account Balance.



 Congratulations, you have successfully added an extra to your property! Guests now have the flexibility to select and pay for the specific services they desire, tailoring their stay to meet their individual needs!

Optional Extras	
<input checked="" type="checkbox"/> Delicious \$20 buffet breakfast. \$20.00	
<i>\$20.00 per adult \$0.00 per child</i>	
Adult <input type="text" value="1"/>	Children <input type="text" value="0"/>
Our buffet breakfast is the perfect way to fuel up for a day of exploration and adventure. Indulge in an array of mouthwatering options, including freshly baked pastries, a selection of cereals, eggs cooked to your liking, crispy bacon, sausages, assorted bread, and a range of beverages including juices, coffee, and tea. Our dedicated breakfast team ensures that the buffet is constantly replenished and maintained to provide a delightful dining experience for our guests.	
<input type="checkbox"/> Get a HSP \$20.00	
<i>\$20.00 per adult \$10.00 per child per night</i>	
Adult <input type="text" value="1"/>	Children <input type="text" value="0"/>
HSP, hallal snack pack, all you need in life	
<input type="checkbox"/> Hiring our very spacious Conference Room \$100.00	
<i>\$100.00 per room per night</i>	
Quantity <input type="text" value="1"/>	
This conference room can hold up to 100 strippers if need be so go crazy	
Optional Extras Total: \$20.00	

Cozy M

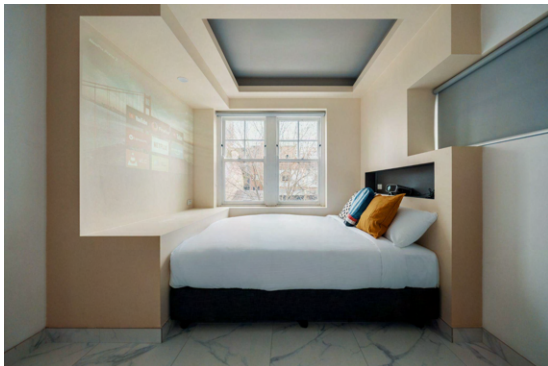
Nestled in the vibrant heart of Sydney, Cozy M is a delightful hotel that offers an exceptional stay for all its guests. With its outstanding service, complimentary breakfast, and recent technological advancements, Cozy M has become the go-to choice for travellers seeking comfort and convenience.



At Cozy M, guests are greeted with warm hospitality and a range of amenities designed to enhance their stay. The complimentary breakfast ensures a delightful start to each day, while the attentive staff goes above and beyond to provide exceptional service.

Cozy M recently adopted the GuestPoint channel manager, resulting in a remarkable increase in online bookings. In just a month, the hotel's online bookings rose from 147 in March to over 200 in April. Additionally, Cozy M garnered attention from 121 potential guests through Google Hotels. The hotel seamlessly integrates with bookings.com and Airbnb, the two primary online travel agencies (OTAs), making it effortless for guests to find and book their ideal accommodations.

By implementing the innovative GOKI integration, Cozy M offers guests convenient access to their rooms, even when they are away from the property. After guests book and pay for their stay, Cozy M's team sends them a unique access code via email. This hassle-free process allows guests to enter their rooms at their convenience, granting the Cozy M team some well-deserved time away from the front desk.

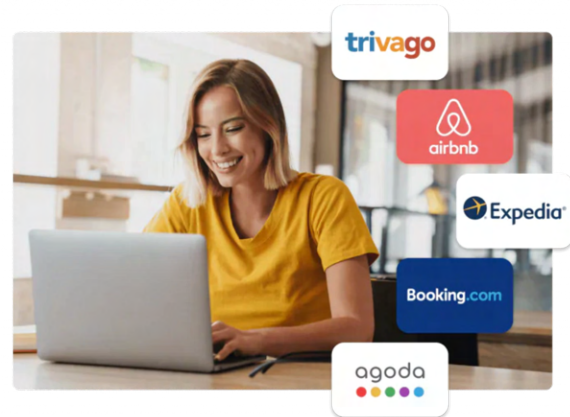


Whether you're visiting Sydney for business or pleasure, Cozy M offers a haven of comfort and warmth in the heart of the city. With its dedicated service, complimentary breakfast, and seamless integration of technology, Cozy M guarantees an unforgettable experience. Discover the charm of Cozy M, where every guest is treated like family, and every stay is a cherished memory.

Mastering Channel Management

Effective property channel management is crucial for maximising occupancy, revenue, and overall profitability. Here are some management tips to enhance your hotel's channel management strategy:

- 1. Understand your target market:** Gain a deep understanding of your target audience, their preferences, and booking behaviours. This knowledge will help you choose the most appropriate channels to reach and attract your desired guests.
- 2. Select the right channels:** Identify the channels that align with your property's target market. Consider online travel agencies (OTAs) such as Booking.com, Expedia, or Agoda, as well as global distribution systems (GDS).
- 3. Maintain rate parity:** Ensure consistent rates across all your distribution channels to avoid customer confusion and dissatisfaction. Rate disparities can harm your hotel's reputation and lead to commission-related issues. Regularly monitor and update rates to maintain parity.
- 4. Optimise content and visuals:** Provide accurate, up-to-date, and visually appealing content for each distribution channel. Ensure that descriptions, amenities, images, and other information accurately represent your hotel. High-quality visuals and compelling descriptions can significantly impact booking conversion rates.
- 5. Monitor channel performance:** Continuously evaluate the performance of your distribution channels. Track metrics such as booking volumes, revenue generated, cost of distribution, and customer reviews. Identify underperforming channels and consider realigning your strategy accordingly.



Remember, effective channel management requires a proactive approach, continuous monitoring, and strategic decision-making. By optimising your distribution channels, you can enhance your property's visibility, attract more guests, and drive revenue growth.

Quarterly Newsletter

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