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I hate overbookings, says a guest. Overbooking is a great strategy, says the hotel manager. Who's right? Both. Hotels may not accept it for guests, but overbooking is a common revenue strategy. Guests, on the other hand, do not care about the high level of cancellation and how it affects overall revenue and profitability. Guests just want the rooms they booked. Period. Because, a bad overbooking strategy can cause a lot of damage and a lot of stress: from guests to like-minded people. This often leads to poor online reviews, damage to your online reputation, financial losses, and real-life complaints. However, a good overbooking strategy can bring many benefits. What makes it good? Planning. So it doesn't matter if you have to do it, it's about how you do it. If you plan this right, you open the door to optimizing revenue and even meeting guests. But you have to be prepared for all possible scenarios to work. Here is this post we will show you how to create an effective overbooking strategy that minimizes side effects and give you tips on how you deal when the worst happens and turn a bad experience into a positive one. Determining overbooking and why this happensY probably already know what overbooking is. But in case you're not sure in a nutshell, overbooking is when you're selling more rooms than you actually are, leaving potential guests room-less. Here are the main reasons why this happens: an unpredictable event reduces your inventory number on a sold-out night. For example, a broken air conditioner; Poor revenue channel management or poor data analysis System customization errors; Simultaneous booking - the same number from different channels is booked at the same time by different people. Even a good channel manager updates every minute or so, leaving an inevitable small window where several guests can book the same room. As a strategy or a simple mistake, overbooking is quite common in the hotel industry. Probably every hotel has experienced it at least once. It is worth noting, however, that this is considered illegal in some countries and the hotel may be subject to legal action when a guest walks. Not to mention being subjected to guest anger and bad reviews, promoting bad reputation online. But, if it can bring so many risks, why hotels overbook? Hotels take overbooking as a strategy because a room that goes empty overnight jeopardizes your annual income. Basically, because it can't be sold twice the next night or any other night. This is the main reason why overbooking is practiced. It is a low risk (when done correctly) and the oldest most commonly used method for increasing profitability. Overbooking strategy is not a shot at Overbooking strategy can be very useful or harmful to hotels. It all depends on how well it is planned. While guests, guests, consider overbooking as a negative situation, if the strategy is implemented on the basis of calculations, the potential for revenue optimization is great and can be positive for the hotel. This means that you can't just close your eyes and wish for the best. It takes a lot of data analysis to make overbooking a strategy rather than a simple error. Again, we're not talking about guessing. We're talking about probability. In order to succeed, an overbooking strategy requires professionally trained and experienced staff to reduce the risk of miscalculation. But miscalculation about what exactly? Overbooking when you sell more than you have, right? However, hotels also have a number of cancellations each month. So sometimes it may seem like the hotel has overbooking, but in fact, it's not, just because it has more cancellations than overbooked rooms per day. With what is said, this action plan is based on the assumption that a certain percentage of orders will not appear. Hotels book more rooms than are actually available on purpose because they know that the overbooking room is not real. Why is this so important? If the hotel cannot reach full occupancy, it also cannot reach the full potential of income. With overbooking strategy, you can maximize occupancy and average room rates while minimizing empty rooms and cancellations. In a nutshell, to be strategic, overbooking needs to be calculated, planned, and few of them will actually happen while maximizing hotel revenue.4 tips are needed to create an effective overbooking strategy for as much historical data as you can. Again, this strategy is based on probability, so you should have your numbers right. Calculate the percentage of cancellations that are usually available during this time period to predict how many guests will cancel on a particular night. Analyze the number of incoming bookings per day in relation to the usual last-minute cancellations and do not show. With this item, you will know if you need to move any reservation. Keep an eye on new bookings, cancelled bookings and current availability. All the time. With this data, you will control the overbooking monster and get the best out of it. When the strategy has the opposite effect As we have said before, without historical and real-time data, any overbooking strategy is simply shot in the dark, leading to negative financial consequences, negative advertising, and loss of trust of traveler and partner. It is worth noting that it is not advisable to use an overbooking strategy for special dates or city events. Not only because the chances of cancellation are low, but the chances of finding another accommodation for overbooked guests are low, so becomes even more complicated. When the guest book is with you, expectations are created. Both the first and the main one is that he/she will stay you, of course. Of course, elsewhere. As you can imagine, being entered is not an experience they will kindly appreciate it, even if it is only for the night. To minimize damage, the best thing to do if overbooking is imminent is to contact the guest in advance and report when possible. So their frustration is minimized and they will see this action as a way to show that you care. Just don't forget now just to give them a problem: overbooking. But especially the solution: where they are going to stay. Do it in a way that makes them feel help from you. Depending on how you handle the situation, it can lead to bad experiences and reputations, with negative reviews on the Internet. Also, when you have to find an alternative arrangement, it can mean higher cost and financial losses make up your part. Guests are not required to pay the difference between the apartments. It's on the hotel's account. Keep in mind that walking guests can lead to reduced customer loyalty. Be very careful with the number of overbookings and who you will walk around. Finally, don't forget that overbooking situations are also stressful for the hotel front desk agents. Be sure to train and instruct your employees properly and give them the support they need to handle this difficult situation. How to decide who will walk? There are some factors that play a key role in this decision: is this the first time a guest stays with you? Often a guest who walked to the last to arrive at the hotel. But this is not a wise strategy. These factors play a significant role in the results and consequences of overbooking. Analyze each case and make the best decision you can base on the information you have. Overbooking is here. What should I do? Even with well-planned, there is still a chance for real overbooking, which is not good for hotels or guests. This is mainly due to the age of the complex distribution networks in which we operate. It is imperative to be prepared when this happens and always have a backup plan. As we have said before, when possible, inform the guest about overbooking before he/she gets to your hotel lobby ready to check in. Guests moved to the front desk are usually very upset and upset - for good reason. Emotional intelligence is crucial here. Don't let the guest's emotions control yours. Dealing with hotel partnerships. Overbooking happens to everyone, so usually hotels cooperate with each other. After all, you never know when you're going to need it either, do you? Start with list of properties that you can develop this kind of relationship. Check their value and quality to make sure they are similar to yours. Partnership can in the form of discounted rates for numbers or exchange for the same courtesy. Be prepared, get set and action - practical tips for overbooking managementGet are prepared for overbooking. Here are 7 tips according to Cloudbeds: Identify where overbookings came from and close the source; display genuine care and empathy; Start calling other local properties you are cooperating with in this situation; Make sure they know exactly what compensation is being provided; Update guests on return or offer some other form of compensation action; Keep an eye on guests to make sure they are satisfied; Create a plan to restore guests. Overbooking for hotels is an income management strategy that helps maximize overall capacity and increase room revenue. When overbooking is done based on past statistics, then the odds of miscalculation decreasesMake sure your overbooking is right on target rather than shot in your foot! Overbooking hotels can be very annoying, but there is a way to manage overbooking without losing its competitive advantage. With a high-performance and high-quality PMS system, overbooking can be avoided, or at least effectively organized. In periods of high traffic, when the chances of being 100% booked are probably moving some guests can be beneficial to your income. However, it is very important to implement a clear overbooking strategy. In a hotel that has several types of rooms, overbooking can occur on two levels: overbooking of the room type and general overbooking of the hotel. Number-type overbooking occurs when single numbers are no longer available, but other room types remain available. In this case, you should rethink your pricing strategy to optimize revenue from other types of numbers. If you consult the yield management module carefully, you may find that the date in question is popular because of the event that is held near your hotel. You may have rated your level of activity in a certain way, but it turns out that the event also arouses more interest in your hotel. Before all the remaining numbers are sold, this is a good time to consider your prices. A fully overbooked hotel is more difficult to manage as there are no rooms available at all and you have to move redundant guests. The hotel can face overbooking for many reasons. Sometimes overbooking occurs because a guest books the last room through an online booking agency, while another guest books the same room directly on your hotel's booking site. In this case, if you do not have a PMS hotel connected to the reservation system, your hotel room inventory will not have time to be updated on online sales platforms. With the connection to the PMS hotel booking system and online booking, room inventory and fares are updated in real time. If your PMS hotel doesn't have this feature, you should deal with two guests who have booked your last available room. You will need to move of these two guests. Your hotel may also face an overbooking situation if you choose to risk leaving rooms available in anticipation of a possible cancellation. So even if you have two guests booked in the same room in this room category, when the guest cancels the reservation for the same category, you will end up with a free room to which you can allocate an additional guest prior to their arrival. Depending on your pricing policy and overbooking strategy, you can keep a very popular type of room available online, even if it isn't, and provide a few loyal guests with an update on arrival. You can also give to your guests; They will enjoy the superb room and you will increase this guest's average basket. Overbooking often creates a crisis situation in the hotel. And yet, some hotels live with this reality on a daily basis. For example, a hotel in the city center with a very flexible cancellation policy can take several overbookings and deal with them on the same day. Indeed, it is important for these hotels to have overbooking because their non-show rate is often high. Overbooking is an innate part of doing business for these hotels if they want to optimize their revenues and achieve maximum occupancy. If your hotel is overbooked, you will need to upgrade some guests in some cases and move others when there are no rooms left to highlight. It is very important to offer guests an alternative hotel of the same or better quality, which has similar services. Gifts or discounts for future stays can also help ease the situation for guests and make sure they are considering staying with you the next time they plan to stay in the area. To avoid dissatisfaction with guests, call and pay in advance for a taxi to take them to an alternative hotel. In this way, you effectively manage your guests and show that you care about their satisfaction. Where overbooking can be avoided, the PMS Hotel is a huge asset. If you have a room and guest book long stay, the distribution of rooms by hand in advance may not be optimal. The PMS Hotel, which automatically assigns rooms, optimizes the allocation of rooms and allows the guest to book a room for a few days without having to change rooms during their stay. Once you have determined that you need to move one guest or more, you should ask yourself which guest will most likely accept this inconvenience without much trouble. All in all, business travelers don't mind too much to make unforeseen hotel changes, as long as the hotel to which you move them is not too far from where their conference or event is going, and their room includes amenities such as Wi-Fi services equivalent to yours. Of course, the groups are out of reach and guests who stay for a few days would prefer not to have to reschedule their entire trip. Guests, staying only for one night, can often be easier without breaking their plans too much. However, here again, make sure to choose a similar hotel that offers an experience close enough to what the guest was looking for in your hotel. Resettlement is a delicate task. Be sure to consider all the options to make the best decision. With the wealth of information your PMS provides, you can organize these changes in the most efficient way possible. Overbooking will not be a headache anymore, as you can manage it with confidence. Confidence. overbooking in hotel meaning. overbooking in hotel pdf. overbooking in hotel essay. overbooking in hotel ppt. overbooking in hotels definition. overbooking in hotels what to do. how to handle overbooking in hotels. how to avoid overbooking in hotel

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