



Fáilte Ireland
National Tourism Development Authority



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UPSELLING BREAKFAST AND GUEST COMMUNICATIONS

Upselling breakfast

This topic at a glance ...

How can you drive breakfast revenue if room only is your best-selling rate? Can you promote breakfast to a local market or grow breakfast customers from those coming to meetings and events? Check out the 'Tips and Opportunities to Upsell Breakfast.' Consider the important role your staff play and discover what you can do to increase your sleeper to breakfast ratio. Review the options for promoting breakfast and the type of messages to include in your customer communications and where to reach your customers to influence sales. Support materials include 'Tips on Capturing Fabulous Food Imagery.'

A key financial metric for hotels is the sleeper to breakfast ratio. This measures the number of guests taking breakfast as a percentage of the overall number of guests in house.

The most effective way to reach 100% conversion on sleeper-breakfast ratios would be to only sell bed and breakfast rates on your sales channels, whether they are for leisure, corporate or events guests.

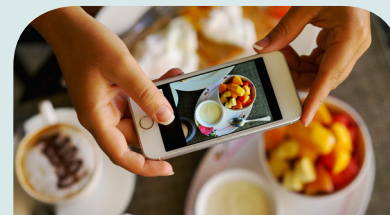
As rate strategies go however, this is not an option for most hotels, particularly given the current economic climate. Depending on the markets you serve (leisure/corporate), room-only rates often sell first and they are cheaper than your other rates.

If revenues are to be maximised, a policy around upselling breakfast is therefore worthwhile to every hotelier. Such a policy also has positive impacts on cost management with economies of scale based on the more you sell.



Tips on upselling breakfast

- ▶ Put your breakfast menu on your website
- ▶ Train and incentivise reservation and reception staff to upsell breakfast
- ▶ Discuss it at pre-service briefings
- ▶ Promote it on your social media
- ▶ Run a monthly competition by encouraging guests to post good photos
- ▶ Erect digital screens in the hotel lobby
- ▶ Erect pop up screens in the hotel lobby or lifts
- ▶ Promote it in your communications material for clients who are booking meeting rooms
- ▶ Add a pop-up promotion when guests log on to your free wifi
- ▶ Promote it on other poster sites, for example, in the car park
- ▶ Packaging and marketing
- ▶ In room guest services platforms/portals
- ▶ Use QR codes to allow guests easy access to your daily breakfast menus and specials
- ▶ Present breakfast as a priced menu so resident guests see the value they get for buying a B&B rate



Staff's role in upselling

One of the most effective ways to upsell breakfast is through the reception and front of house teams. Reception staff will know from the arriving guest folio if a guest has booked a room only rate. This is a great opportunity to upsell breakfast if this is the case.

Capable and confident

If reception and service staff are well trained in upselling techniques and are comfortable and confident with sales, success rates will always be higher.



Check out the **Staff Communications** section for some useful tips.

Incentivise upselling

A measurable incentive for those who are upselling results in higher conversion rates. The incentive does not need to be exorbitant, but the reward will build and be worthwhile over time.

Premium additions

Another approach to upsell breakfast is to provide a separate menu to promote signature dishes which carry a supplement charge. Examples could be;

- ▶ Smoked salmon and scrambled eggs, Dover/lemon sole, barista coffees, champagne snipes, "power breakfast" or high protein on-trend dishes.
- ▶ How about oysters and champagne served in a prime viewing spot of the dining room (ideal for rooms that have amazing views)?
- ▶ Or a champagne organic smoked hot seafood and caviar sharing breakfast platter (assuming you carry this stock for other meals/special occasions)?



Both kitchen and restaurant staff need to be well set up and organised to deliver consistency on this selling technique. Depending on the business mix of a property there will always be opportunities to upsell in this way.



Grab and go as a revenue stream

People travelling for work or those leaving on an early flight don't have the time or the inclination for a leisurely breakfast in the restaurant.

Don't train these room-only guests to check out and go to a local café or service station for breakfast. Instead, offer them an attractive grab and go breakfast at an attractive price. Remember, you don't need the same gross profit (GP) margin on a grab and go, as it won't require the same level of staff costs as table service, so price accordingly.

Make it convenient and good value - it's all about building additional revenue streams right now!



À la carte breakfast

Consider introducing an à la carte breakfast menu alongside your all-inclusive B&B resident breakfast menu. This can present more choice and value for guests who don't necessarily want a big breakfast. It can also entice those on a B&B inclusive rate to opt for premium dishes and coffees from the à la carte, for a supplement charge above their fixed menu allowance (increasing average spend per guest). It can also appeal more to increase breakfast sales to corporates and non-residents such as locals and those attending meetings or events - so they only pay for what they want/order.

Up-sell and new revenue opportunities



Customisations/add-ons

Across your menus, whether for table service breakfast, full room service breakfast, or breakfast bag/basket options, consider whether there is an opportunity for optional extras or supplements.



Beverage

Including barista coffee as an optional extra at breakfast makes a lot of sense and can be provided through a good bean to cup machine if barista staff are not available.



Breakfast lounge

A coffee dock or mid-morning snack offering after the main breakfast period could provide an opportunity for additional revenue – and can sell a limited menu of items (e.g. pastries/home baking) from the breakfast menu which might be available up until lunch service or all day.



Grab and go

Boxes or bags could be ideal for guests who want to leave early - before your regular breakfast hours. For example, catching an early flight, heading out early for a leisure activity (e.g. a 7.00am tee time), or a day long tour. Or simply for your corporate guests who want a simple, tasty breakfast option for their car as they travel.



Retail (Pantry)

If making your own items, such as jams, sauces, bread, scones and other baked goods, consider whether retailing these could offer another revenue stream. This might work particularly well in the run up to seasonal holidays. Packaged goods are also an opportunity to expand your brand. Note that if you are selling packaged items, you will need to adhere to retail labelling requirements. See www.fsai.ie for information.



Make sure to communicate these offerings at table, in bedrooms, with a display at reception etc.



Guest communications



Your new breakfast experience can add significantly to the guest's experience so it deserves a special announcement and celebration.

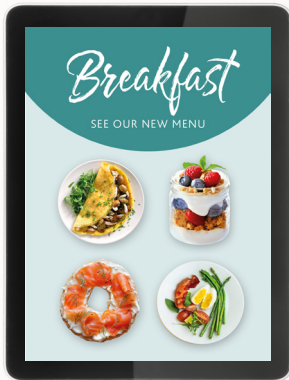
Marketing your new breakfast offering to guests

With a new breakfast offering in place, it's essential to effectively share this news with your customers and leverage the opportunity that the new service and offering presents.

Key communication messages

- ▶ Using local products and working with local producers shows that you care about supporting the local community and quality Irish food.
- ▶ Hotels that place particular emphasis on a children's breakfast show that they care about the family experience and recognise the novelty of a hotel stay for children by making them feel important.
- ▶ By using seasonal breakfast items, you are demonstrating an awareness of seasonality, perhaps using fewer air miles, less waste and therefore being more eco-conscious. Adding seasonality to breakfast also sets the intent that breakfast will change regularly throughout the year and that for the next stay, guests may have another enjoyable, varied breakfast experience.
- ▶ By offering specific vegetarian, gluten, dairy free, vegan and healthy options, you are showing that you are aware of ALL customer dietary needs and you may open previously untapped markets for your business.
- ▶ Other more practical details you need to guide customers on include:
 - Breakfast serving hours and advice on booking requirements in light of Covid-19 capacity restrictions.
 - Options for walk-in breakfast customers.
 - Service options (table service/room service/breakfast to-go).
 - Allergy alerts.
 - The Covid-19 measures that are in place.
 - Opportunities for customer feedback.





New marketing ideas within an existing business can often be challenging to create. Offering a new breakfast menu or service, however, gives you an excellent reason to reach out to previous guests, as well as provide opportunities for marketing to new potential guests. Below are some tips on various marketing platforms to ensure the news of your new breakfast offering gets the recognition it deserves.

The customer journey

Think of all the touch points your guest encounters both before and during their stay. Many of these are good opportunities to promote your breakfast offering. Consider some or all of these ideas below.

Website	Social media	Newsletter	A note in guest communications - e.g. booking email, when they connect to your WiFi, etc.	On arrival at the front desk (to upsell from room only).	Poster sites around the hotel - lift, car park, in-room TV, in the leisure centre
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Website

Although it might sound obvious, using your website to promote your new breakfast offering is essential. It's surprising how many Irish hotels have absolutely no mention of breakfast on their website!

Some tips on announcing and promoting your new breakfast offering:

- ▶ Consider adding an element to your homepage where visitors can quickly be informed and learn about your breakfast offering. In many cases, a great breakfast offering could be the deciding factor when choosing between two otherwise similar accommodation providers.
- ▶ Add the breakfast menu to your website and ensure the link is provided at all visitor touchpoints when mentioning breakfast, i.e. on room selection, availability, special packages etc.
- ▶ Write a piece for the news/blog page of your website. The title may be along the lines of "New Irish artisan breakfast offering" / "New seasonal breakfast basket" / "New in-room breakfast service". Within the piece, make sure to mention the names of some of your local producers plus any other important information, i.e. any new vegetarian or vegan options / healthy options / family-friendly etc. This content can also double up for your newsletter and can inspire your social media posts too.
- ▶ To help with search engine optimisation (SEO), use a range of keywords that are important to telling the story about your unique breakfast offering.



A pop-up window, a scrolling carousel image, or a link to the news item on the homepage will alert visitors that you have an inspiring new breakfast offering.



Your new breakfast can also help position your business values

For example, it is important to recognise the 'hero' Irish brands and producers within your new offering. Help customers see and connect with the local livelihoods your business supports, it's not just about the jobs you directly create. These may be producers that are held in high regard in the media and industry for their work, or perhaps they produce an award-winning product.

Use these accolades in your marketing, for example:

'Our fluffy buttermilk pancakes use award-winning Irish Cuinneog buttermilk'

or

'...served with streaky bacon from the Mulhall family-run Coolanowle Organics farm in County Laois'.





Social media

Most accommodation providers use at least one social media platform to promote their business. With the use of social media comes the understanding of how important imagery is to the success of a page and indeed a post, so only use imagery that is appetising and showcases the best of your breakfast. Ideally a professional photographer would be commissioned, however, if this is not an option, see the **'Tips on Capturing Fabulous Food Imagery.'**



Ideas to maximise content and reach

1. Collaborate with your suppliers

Social media will not only allow you to announce your new offering, but it will also provide an opportunity to leverage the producers you are using. Many Irish producers will have large numbers of social media followers and would be good to align with, particularly if you share a similar business ethos. Ensure you tag or include these suppliers when posting dishes, or elements of your offering which feature their produce. Often, they are quite happy to share posts and content and thereby expand your reach.

2. #Hashtags

Think about how you can add or introduce suitable hashtags which may also widen your exposure particularly if you use Instagram or Twitter, for example, [#irishveganbreakfasts](#) [#zerowastebreakfast](#).

3. Your bio

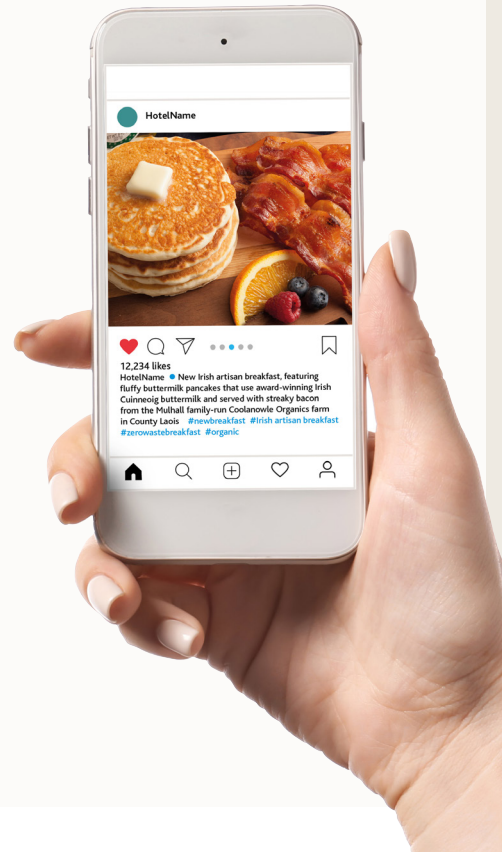
Change the link on your bio to bring visitors to the latest news or blog post, where they can read more about the new offering. Adding a new link to your bio, particularly for Instagram, means not only can viewers get more information, but it also shows your page is dynamic and worth following for news and latest events.

4. Imagery

If your new breakfast offering provides a unique selling point, consider using some of your new imagery to change headers on social media platforms. Facebook now allows for a 'Cover Slideshow of Images' so you can give guests a fully formed expectation of experience. Check out our supporting document **'Tips on Capturing Fabulous Food Imagery.'**

5. Third party listings

Ensure other third-party listing sites such as [DiscoverIreland.ie](#), OTA and hotel booking sites such as [Tripadvisor](#), [Yelp](#), [Google My Business](#) etc. have relevant up to date details and, where suitable, include new breakfast imagery.



Newsletter

Edit and use the content that was written for your website to reach out to your newsletter subscriber list or email database. Ensure you are GDPR compliant before using any email addresses for contact.

By including clear links back to your website and a call to action, you should notice more traffic hitting your site within hours of a well worded, well-positioned email. Depending on how your email list is segregated, you could reach out to various demographics with a slightly varied message:

- ▶ **Guests who have visited before:**
Invite them back to try your new breakfast offering or simply announce that your new service awaits their next visit.
- ▶ **General newsletter subscribers:**
For people on your database who have not visited before, suggest that now is a perfect time to visit and announce your new breakfast process/offering/service.
- ▶ **Corporate guests:**
The main message here may include an early breakfast service/grab and go offering/in-room dining service, which may appeal to single or short-on-time business travellers.