

# Guest-centric marketing: Belmont Hotel Manila's secret to direct booking success



**HOTEL TYPE:** Group (Part of Megaworld Corporation)



**SOLUTIONS USED:** Revinate Marketing, Revinate Guest Feedback



**REGION:** APAC

**GOAL**

Increase direct bookings via email channel.

**STRATEGY**

Leverage guest database to personalize email.

**RESULTS**

More than 18M Php since 2020 in direct booking revenue via email marketing.



## Meet the customer

"Revinate is a major tool for us to stay meaningfully connected with past guests and in generating repeat business."

**Jayme Cuarentas**  
Digital Marketing Officer, Belmont Hotel Manila

### The brand

Belmont Hotel Manila is a 4-star hotel strategically located across from the airport, NAIA Terminal 3, and within the renowned entertainment destination of Newport City in Manila. It is a "home away from home" for local and international business travelers as well as vacationers who seek convenience, safety, and consistency in excellent service. Belmont Hotel Manila is proudly a local brand that is part of Megaworld Hotels & Resorts – one of the largest hospitality chains in the Philippines.

### The challenge

In 2020, the marketing team at Belmont Hotel Manila realized that they were not keeping pace with their digital transformation goals. Every time they wanted to reach out to past guests, they needed to manually export lists from the PMS, reviewing them carefully for duplicates or upcoming guests, before sending emails. Due to how manual and time-consuming the list development and email creation process was, emails were typically generic in nature, with little personalization. As a result, engagement was low and sends were sporadic.

The situation was similar to a challenge the Belmont Hotel Manila faced close to a decade ago when it came to collecting and responding to guest feedback. The hotel didn't have the right technology platform in place to help them aggregate, analyze, and respond to guest feedback.

In 2015, they turned to Revinate Guest Feedback to help them automate the process of requesting, responding, and leveraging guest feedback to drive new bookings and improve the guest experience. The investment paid off, so they once again got in touch with Revinate to help them with email marketing.

### The solution

Once Revinate Marketing was implemented at the hotel, the staff had access to all guest data in a single place. The view into guest loyalty and preferences allows the team to recognize repeat guests at check-in and ensure personalized stay experiences.

Access to guest data was a game-changer for marketing initiatives. Once limited to generic promotional emails, the marketing team can now easily segment the database to send personalized communications to guests, especially around holidays. The most recent campaign (featured right) drove more than 293 room nights for the property. These one-time inspirational campaigns received an average open rate of 31% and have contributed so much revenue that email marketing is now a leading direct booking marketing channel.

The integration with Revinate Guest Feedback ensures that every guest that checks out receives a survey request in the post-stay email. Digital Marketing Officer Jayme Cuarentas shares, "After guests fill out the survey, Revinate smoothly directs them to specific online platforms, enhancing our hotel's visibility. This has not only made the feedback process more efficient but has also significantly contributed to the overall promotion of our property. In addition, Revinate Guest Feedback has revolutionized how we assess and enhance our facilities and operations, resulting in a significant uplift in the quality of our services and ultimately the guest experience."

### The results

For years, Revinate Guest Feedback has been an indispensable platform for critical feedback monitoring, helping the team understand and improve the guest experience. Now, with the addition of Revinate Marketing, it is also a significant revenue driver for Belmont Hotel Manila.

Jayme says, "Since beginning with Revinate Marketing, the hotel has successfully generated more than 18M Php in direct bookings, with close to 8M Php in this year alone. It is a major tool for us to stay meaningfully connected with past guests and in generating repeat business."

