



# THE 2020 HOSPITALITY HANDBOOK



Your Hospitality Business Partner

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# HOSPITALITY OUTLOOK

## 1a) The Changing Face of Global Travel.

The world of global travel, tourism and hospitality has entered into a new era post the global economic shifts brought about by Covid-19. Even before the global pandemic, the hospitality and travel industry was rapidly moving towards a more digital space that was highly responsive to social media trends as well as global market influences.

What we have now, and will continue to evolve over the next 12 to 24 months, is an entirely new market place. One that will rely heavily on technology, be shaped by emerging health and safety regulations globally and be dominated by the local traveler and adventure tourists who will be seeking safe, memorable experiences on a budget.

## 1b) Domestic and Regional Tourism

Properties that heavily relied on the international traveler as their primary market source will need to redefine their target clientele. Emerging trends reveal that local and domestic tourism and travel will be the first to recover, essentially making them the new frontiers.

This is of course backed by the fact that the travel and airline industry will take some time before streamlining global healthcare protocols to enable seamless travel across international borders.

Add to that that countries will ease and open up their borders at varying proportions over an indefinite length of time, meaning your preferred guests may not be able to visit quite as soon as expected. All the above point to an over reduction in global travel in the short term. However, all is not gloom and doom. The local traveler will be that more likely to visit extraordinary culinary establishments & picturesque hotel destinations that will provide that exotic experience close to home.

So how can you turn this into an opportunity for your business?

- Target the local market for your stay and dining guests
- Curate market specific offers and deals tailor made for the domestic market.
- Promotions and Discounts are key. Remember, everyone is trying to get back on their feet, and a sure way to help your business is by providing affordable services to your guests, and remembering to reward their loyalty. More on this under boosting your property earnings section.





## 1c) Survival In A Digital Age

There's no getting away from this. If there's one thing that has become clear in the first half of 2020, it's that digital solutions are key to ensuring the survival of any business.

- Online meetings.
- Virtual Tours.
- Digitized Guest experiences.
- Webinars.
- Online ordering and delivery.
- Virtual communities. Etc.

For any business to survive in this new market place, adapting a smart digital strategy is key. Especially if you're a hotel or Restaurant. Consider reaching out your guests where they are, in their homes or offices. If they can't come to you, you can definitely apply creative strategies to get to them.



## 1d) Convenience, Safety & Personalized Experiences

Social distancing and sanitization will be key considerations for all businesses open to the public. Even more so for the hospitality industry.

The Ministry of Health (MOH) Guidelines, World Health Organization (WHO) travel advisories and other key stakeholders in Health and safety will be continually releasing and updating various safety protocols that will need to be adopted by business.

Already, the social distancing regulations already in effect will significantly affect occupancy levels for many dining establishments. For Hotels to re-open, they will need to ensure that the public spaces and function areas where guests have the potential of running into each other are well ventilated, with plenty of sanitizers or soap and water for hand cleaning alongside any other updated protocols that may be released.



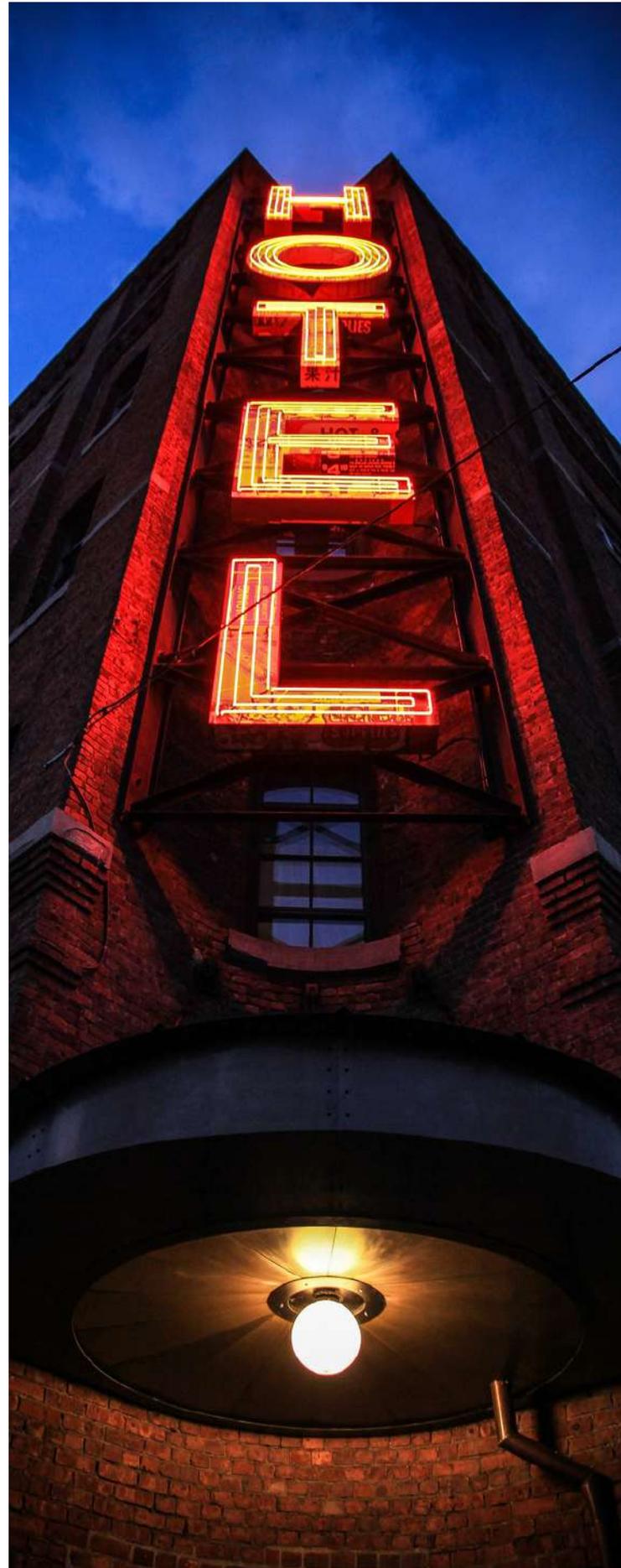
## 1e) Change Management

One of the core skills that will be required in navigating your business back into profit making territory is being able to manage change effectively.

Some changes are obvious – in the short term, some of the changes to be expected include:

- Changes in customer demographics – Your business will need to tap into new and different customer groups in order to begin recovering sales
- Changes in Service delivery – You may need to adjust how you engage and deliver services to your guests. This has been mentioned before and more details are in the next chapter.
- Changes in operations – From working hours all the way to managing how many guests you can have at your property in one seating, there will be a myriad of changes that will need to be applied in your daily operations to ensure adaptability.

In the long term, some industry wide changes may take effect globally and require you to adapt to the new face of hospitality while still maintaining your business's individual identity.





# GROWTH DRIVERS FOR THE HOSPITALITY INDUSTRY

Now that you've had a glimpse at the Hospitality industry's outlook both in the short and middle term, how then do you begin to apply this knowledge now to the benefit of your business?

Here are a few core areas that can guide you in making the decisions needed for the survival of your business:



## 2a) Delivery and Off Premise Dining

If you haven't already, it's definitely a good idea to explore delivering your meals to your guests wherever they are i.e. at home, at the office etc.

In addition, with the various health and safety protocols needed to ensure restaurants are fit to reopen, it will definitely affect the number of guests you can server at any given time. So what do you do with all the others who would like to experience the same culinary delights? If they can't come to you, then you can go to them. There are many options available for this:

**i) Direct Delivery** - On your restaurant website, enable a delivery tab that will redirect your guests to a virtual restaurant where they can place their own orders. An example of this is the Foodie platform for Restaurants and Eateries. You can see a demo here: <https://food.reserveport.com/>

- This is ideal for all restaurant sizes as it allows you full control of the order and delivery process.
- It can be linked directly onto your website giving the same look and feel.
- It's integrated with payment options to allow for a seamless guest experience.
- It can also be linked with your restaurant management system for ease of order execution.
- Unlike other food delivery platforms, this is an in-house run and managed system that is easy to run, fast to deploy and is free to use, only charging for the payments processing. You can visit the website [www.pesapal.com](http://www.pesapal.com) for more information on this and other products.

**ii) Delivery Partners** - You can also partner with established food delivery companies to reach your guests and clients wherever they are. Currently in our market the most common being Uber Eats and Glovo.

**iii) Delivery Menus** - Design Menu items specifically available for Delivery and Take away. There's a lot of creativity and room available here. You can opt to sell special sauces and salsas in bulk to guests, signature pastries can be ordered in bulk, marinated menu items can also be part of the offering available for pickup and delivery to allow guests to recreate their favorite meals at home.

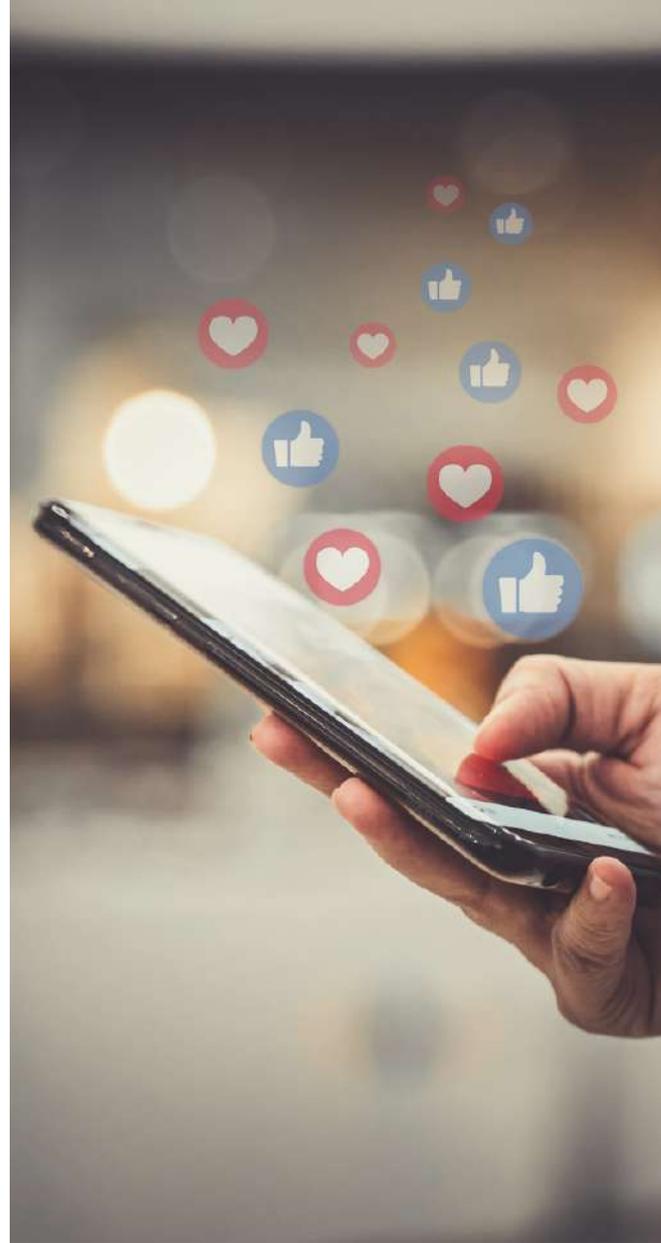


## 2b) Digital Footprint Transformation

There are many ways to ensure that your business is able to survive in this highly digital marketplace. We've put together a couple of ideas that are worth paying attention to:

**Digital Marketing** – The primary source of this being social media platforms. Now more than ever, there's an increased number of people spending a lot of their free time on various social media platforms. The demographics range from Pre-teens all the way to middle aged users. So how do you tap into this market?

- Develop interactive Social media pages - Upload new and relevant content every so often, be responsive to questions and have property contact details updated on your profile
- Explore marketing with Facebook and Instagram ads – This is an affordable way of reaching a specific target audience. Develop and deploy specific ads based on your weekly specials, online offers, deals and other promotional content you may have.
- Captivating Photography and Imagery – This is the make or break in determining whether users will stop scrolling long enough to view whatever content you will display. The higher the quality, the more striking the imagery, the better the responses.





## 2c) Online Distribution

This mostly relates to the Hotels and accommodation facilities. How do you make sure you're still selling your rooms and that your hotel is visible online?

- Direct Website Bookings – Ensure your hotel has an active booking engine that highlights all the Hotel's facilities and allows guests to seamlessly make bookings directly. You can go a step further by integrating the booking engine to your hotel management system to ensure data is synchronized both online and at the hotel.

For a locally available and easily deployable booking engine, visit [www.reserveport.com](http://www.reserveport.com)

- Online Travel Agents – There is a vast selection available for OTA's to partner with that will increase your Hotel's visibility. The most common being Expedia group, Agoda, TripAdvisor, Lastminute.com etc.
- Channel manager – This is a single platform through which you can easily manage all your online distribution platforms – from the OTA's to your hotel's booking engine. A single platform allows you more visibility and control over the rooms you make available for sale, and with an integration to your hotel system, it increases efficiency in your overall reservations process.

Other Channel manager benefits include:

- Live Updates of Room Inventory
- Enables you to increase your visibility on availability
- Allows you to benefit from having a pooled inventory system
- Helps to avoid Manual Errors when keying in data onto the Hotel system

## 2d) SEO

Investing in a professionally done website has the potential to increase your brand awareness through the incorporation of Keywords, interesting brand videos and Search Engine Optimization.

There are a lot of ways to do this, including On-page SEO, Technical SEO and Off-site SEO. Your web developer should be able to guide you on what will work best for your type of business.

For Hotels, this is a crucial part in ensuring traffic is driven to your website to increase the number of direct bookings made as well as the hotel's visibility online.



## 2e) Enable Online Payments

Simplify the overall guest experience by enabling them to make payments for all your services directly on your website. Whether they be local or foreign guests making food delivery orders or reserving rooms or conferencing facilities, your payment platform should be able to accept both local and foreign currency, as well as process various payment platforms – from mobile money to Credit and debit cards to Google and Apple pay.

For this and more payment solutions and products designed specifically for Hospitality, visit [www.pesapal.com](http://www.pesapal.com)



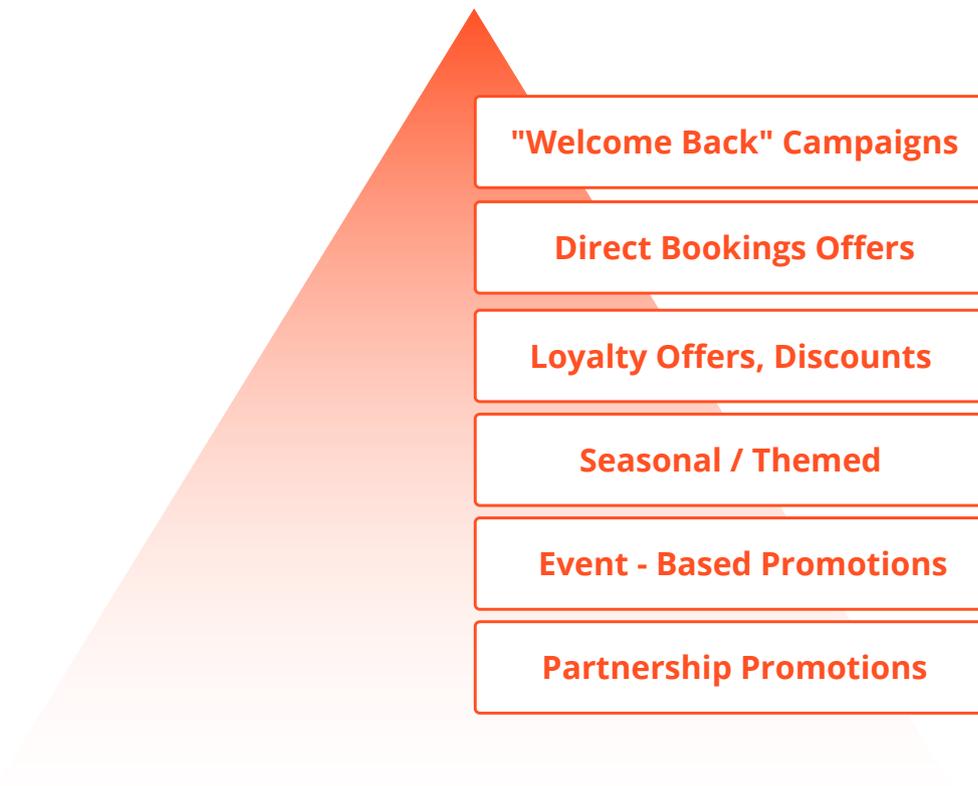
## 2f) Leveraging Your Ecosystems

Now is a good time to evaluate and diversify your product offerings as well as partner ships with other players e.g. Restaurants can venture into catering for small office/ corporate events/meetings/AGM's, Or Hotels in the city can partner with event planners during festivals both Online/ Virtual events as well as physical ones (once they resume) etc.

## 2g) Promotional Campaigns

There's a lot you can do here, and frankly, this is one of the surest ways to stand out to your guests and have them coming back to you over and over again.

The point of any of these promotions is to firstly increase the foot or digital traffic back to your business. Once that has been established, you can then weigh how to best return to your previous product costings, or use this as an opportunity to design a loyalty platform where the guests who came back first will get the opportunity to enjoy discounts and promos whenever they're made available.



There are endless ideas on how you can do this, and here are a few:

- Have discounts on all orders or bookings made from your website – from delivery to room bookings
- Book now redeem later offers for Hotels, or plan your virtual holiday offers
- Post a simple recipe on your social media platforms and have people compete from home on how to make them. The closest replicas get a free meal or a discount on a meal or service
- Deliver meals to offices within your vicinity, allowing them to enjoy the dining experience while maintaining social distancing

## 2h) Safety and Security Considerations Post Covid 19

Both Hotels and Restaurants will have numerous factors to consider as far as health and safety is concerned. You will need to be both creative and detail oriented in ensuring that the health conscious travelers and diners enjoy their experiences while at your premises.



A few things to consider would be:

- Enabling contactless experiences wherever possible i.e. digital menus, self-check in options at hotels, self-service kiosks for certain services etc. All the while ensuring that a helpful employee is available/ visible at not too far a distance
- Numerous sanitizer locations or also the option of using soap and water (for those who may be allergic to certain sanitizer products)
- Keeping up to date with the Ministry of Health guidelines
- Ensuring all your employees maintain the highest levels of Hygiene in all their client interactions.
- Managing the common areas such as waiting areas, lobbies, Gyms, Spas etc. in such a way that guests feel that their health and safety was factored into the planning.
- Consider having basic kits onsite with thermometers, disposable masks or gloves for guests who may have forgotten theirs/ need one etc.

## 2i) Streamline Operations/ Optimizing Operations

Use this downtime to update systems and internal operational protocols. Review how you can increase efficiency in areas where you would notice a general lag especially during peak hours of operation.

You can also use this time to:

- Evaluate Operations
- Run system audits
- Conduct system Backups
- Conduct Employee refresher courses
- Reviewing menu items – the top sellers and slow movers etc.



# SUSTAINABILITY & THE FUTURE

The future of Travel and Hospitality is constantly being reshaped as more and more countries begin to slowly open up their borders and apply various stimulation packages to ensure the survival of this industry. While there may still be a number of unknown variables, the following key areas will remain relevant even in this unfolding process:

### 3a) Leveraging Innovation & Technology (adaptability)

Every business – whether restaurant, hotel, lodge, resort, apartments, QSR- will need to be able to leverage innovative solutions and incorporate technology into their business models.

They will need systems in place to ensure they can migrate to a digital space, such as the ones discussed earlier. Innovative solutions that will enhance guest experiences and increase operational efficiency will be critical to their overall survival. A balance between delivering online services and in person services will need to be struck.

### 3b) Multiple Revenue streams/ Diversification

Businesses will also need to explore alternate revenue streams to support the overall growth and sustainability of the business. Primarily relying on guests coming to the business location may not be sufficient anymore.

Bringing guest services to them at home or at their offices may open up new opportunities for growth.

### 3c) Online/ Digital Presence

This has been alluded to many times before. An online presence is crucial in ensuring your business survival in the coming months.

Numerous options have been highlighted here, and even more are available online. The first step is to analyze your business and its current state and make the right decisions towards applying the various online tools that will set you on the right course.

### 3d) E-commerce

Having an online presence in one thing, enabling your guests to fully engage in all the products /services available as well as being able to pay for them easily and conveniently is another.

Cash will be handled less as people try to move to more sanitary forms of making payments. In addition, with the general move towards online businesses, delivery and self-service platforms, enabling contactless payment processing options for guests will go a long way in enhancing their guest experiences.

### 3e) Recovery and outlook for the industry

The industry's recovery prospects are good. Many experts say that we should see an upward trajectory of growth in the next 12 to 24 months.

However, positive as this news may be, that period is still quite lengthy especially for a 24 hour industry that's operational all year round.. Even then, certain elements of travel and hospitality may have changed permanently and may require adaptive measures to be applied by individual stakeholders.

That said, with the right strategy and by applying of some of the areas highlighted in this handbook, you will have the tools necessary to ride out and manage this period and still have a positive outcome at the end of it all.





# HOSPITALITY PARTNER

In conclusion, most, if not all of the areas raised in previous chapters require you to have a reliable Hospitality partner to walk with you, providing the relevant information and services that will enable you to navigate this current season and to get back to the sales volumes that made your business successful, and even to surpass them.

It's important to choose one that is reliable, responsive, has the necessary skills and expertise specifically designed for the hospitality industry.

Here at Pesapal, in addition to over a decade of experience in providing payment processing solution, we also have a vast portfolio of Hospitality specific products and industry specialists ready to guide you on the journey back to recovery.

# How to Maximize your Oracle Licence With Pesapal's Reserveport



*Reserveport has achieved Oracle Validated Integration to drive real-time Bookings, Orders and Payments for Hotels and Restaurants.*



## For Your Hotel

Reserveport helps your hotel to increase direct bookings, simplifies your operations and ultimately helps you increase revenue by giving you

## Online Ordering & Delivery Platform For Your Restaurants

An online delivery platform that enables your guests to place orders for Pick up or delivery directly from your website. This is linked with an online payments processing page that enables a complete guest experience. We have even gone a step further and partnered with delivery service providers should you have need of riders (if you don't have your own).

## Payments processing and integration to Oracle Hospitality products

For Oracle Hospitality clients, we have developed an interface allowing both orders and payments made to be integrated into your restaurant system. Talk to us today for more information on this and our Oracle Partnership.

## Oracle Hospitality Systems Audits (By Our Team)

For Both Hotels and Restaurants on any of these systems including OPERA, Suite8, RES POS and Symphony POS. This is done by certified professionals and designed to ensure that your system protocols, user's rights, reporting and all other system related functions are operating optimally. An audit report is also made available afterwards to enable key decision makers to evaluate their business. We also offer

- Systems Back up and Maintenance advise
- System Users and Employee trainings

For more of this, please visit our website, social media pages or on the following numbers...



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