

Hilton Manchester Deansgate Leverages Marquee F&B Outlets to Drive Revenue, Attract More Guests

£120K

Incremental Prepaid
Revenue Generated in First
Year with SevenRooms

£40K

Saved on Third-Party
Commission Fees

£15K

No-Show / Late Cancellation
Fees Collected in First
Six Months

43

Hotel Rooms Sold as
Reservation Add-Ons for
Valentine's Day 2022

With more than 6,800 properties, 18 distinct brands and a portfolio that spans 120 countries worldwide, Hilton is synonymous with hospitality. Flagship brand Hilton Hotels & Resorts accounts for nearly 600 of these properties, including the four-star Hilton Manchester Deansgate. Completed in 2006, this 23-story landmark encompasses 279 guest rooms and three F&B outlets.

Catering to a diverse clientele of corporate and leisure travelers as well as locals, Hilton Manchester Deansgate was looking for creative ways to leverage their marquee F&B outlets to drive more revenue while attracting more guests. That's why hotel leadership sought a forward-thinking technology partner that could help them increase guest spend and streamline operations across the property. **In early 2021, the team turned to SevenRooms' Guest Experience & Retention Platform to help them achieve their goals through:**

- / White-labeled reservation widgets
- / Booking prepayment and cross-selling
- / Guest CRM database with ePOS integration
- / Marketing automation tools

Elevated Experiences, Healthier Bottom Line

Cloud23 is Hilton Manchester Deansgate's top-floor bar where guests sip top-shelf cocktails and take in panoramic views of the city skyline. This unique setting has made it a popular destination for both visitors and locals celebrating special occasions. Just as hotel guests choose among rooms and suites at multiple price points, bar patrons can opt for several unique experiences and seating areas within the space.

“Every business goes through a life cycle; you can't always be the hot, new venue in town. And with rising food and labor costs, we are constantly looking to maximize our profitability. With SevenRooms, we've been able to boost our margins by nearly 10%. The impact of that is enormous.”

Konstantin Grimm

Director of Operations,
Hilton Manchester Deansgate

SevenRooms' white-labeled reservation widget makes it easy for the Cloud23 team to promote these offerings with pictures and detailed descriptions. Meanwhile, guests can select prepaid upgrades including Champagne, guaranteed window seats and even a hotel stay. The latter offer — dubbed "A Night in the Clouds" — has proven so popular that Hilton Manchester Deansgate sold an additional 43 rooms on Valentine's Day 2022 alone. This groundbreaking initiative was the first time an F&B-led promotion could be tied to a substantial surge in room revenue.

Kickstarting the guest experience before they arrive, reservation upgrades have also boosted Cloud23's bottom line, generating an **additional £10,000 of revenue per month** over their first year on SevenRooms. Best of all, these transactions are processed in a secure, PCI-compliant way thanks to the platform's integration with online payment processor Stripe.

360° Views for Guests and Staff Alike

By requiring credit card details at the time of booking, no-show rates at Cloud23 have plummeted to almost zero. The few truant guests that remain are charged a small fee in accordance with the venue's late cancellation policy. This accounted for **£15,000 of recouped revenue** over the hotel's first six months with SevenRooms.

Just as a rising tide lifts all boats, steady business in the bar creates a win for the entire property. Cloud23 incorporates SevenRooms' white-labeled reservation widget across their website and social channels, optimizing their digital real estate. Leveraging the cross-selling functionality of the same widget, they are also able to drive additional business to ground-floor restaurant Podium, also powered by SevenRooms.

Direct bookings across both venues also help grow the hotel's CRM database. SevenRooms' custom auto-tag capabilities ensure that robust client profiles build themselves. Teams across the property are empowered with a 360° view of every guest — with insights around special occasions, allergies, and spend history shown through an integration with the MICROS Simphony ePOS system.

Bringing Guests Back, Automatically

Besides enabling personalized service and streamlining operations, this valuable data helps Hilton Manchester Deansgate drive guest retention across their F&B venues. To start, they leveraged SevenRooms' best-in-class marketing automation tools to send ~38,000 re-engagement emails to guests who hadn't visited in over a month. Following some upcoming hotel refurbishments, the team plans to expand this strategy. With the ability to easily segment their client database and send hyper-targeted marketing campaigns without lifting a finger, their guest relationships will only continue to flourish.

“The Hilton brand is always looking for innovation, and our sky bar Cloud23 is no exception. Our team there is tasked with managing a large diary with quick turn times. That's why we turned to SevenRooms — the quickest, slickest and most professional solution on the market. Keeping track of guests' special occasions, allergies and more has never been easier. And this provides our FOH team with more time to focus on enhancing the experience of every guest.”

Konstantin Grimm

Director of Operations,
Hilton Manchester Deansgate

Interested in maximizing revenue, streamlining operations
and boosting loyalty at your hotel with the SevenRooms Guest
Experience & Retention platform?

Reach out today to [schedule a demo](#).

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