



14 VERSATILE TACTICS

Your Location is an Asset: Fostering New
Guests, Return Visits and Upsells

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Curated Local Package Tips

Create seasonal packages with partners

Collaborate with chefs, guides, or artisan studios to design packages around what's happening locally now, from blossom hikes to Christmas markets. Seasonal alignment gives guests a reason to book your hotel at that time. It also keeps your offering fresh throughout the year and taps into the natural rhythm of your destination, which guests increasingly seek.

Integrate local add-ons directly into the booking journey

Make it effortless for guests to book extras like bike rentals, tastings, or guided walks. From your PMS, you can include them as upsells in your booking engine and pre-stay emails. This boosts conversion and increases your ancillary revenue without requiring staff to upsell manually.



Ways to Create a Sense of Place

Use regional materials and art

Design decisions should reflect your environment, whether that's driftwood from a nearby shore or textile patterns from a local maker. These design choices aren't just aesthetic, they create attachment to the surroundings, generate word-of-mouth, and support a memorable sense of place that builds brand identity far more effectively than generic luxury.

Develop a location-inspired theme

Create a creative concept that threads through every sensory touchpoint: "Canal Culture," "Desert Silence," or "Urban Vintage." Let it inform your lighting, background music, scents, and even uniforms. When everything connects to a place-based idea, your hotel becomes instantly recognizable and emotionally resonant.



Storytelling & Digital Marketing Hacks

Use surroundings as an ongoing content strategy

Use blog posts, short-form videos, or reels to highlight local experiences and what your staff love about the area. Today's guests want more than facts, they want emotion and connection. This approach deepens your brand story and sets your hotel apart as a cultural insider, not just a place to sleep.

Leverage user-generated content

Encourage guests to tag your hotel and use location-specific hashtags. Feature the best content weekly for prizes or reposts. Not only does this generate free marketing, it provides social proof, builds a library of authentic media, and fosters brand affinity among your guests.



Staff Empowerment & Local Knowledge

Turn your team into neighborhood insiders

Train your staff to offer personalized, off-the-beaten-path tips. A recommendation for a hidden garden or quiet brunch spot feels like insider access and makes guests feel connected and cared for. This increases satisfaction and raises the likelihood of repeat visits and referrals.

Offer local immersion experiences to your staff

Send team members to visit local artisans, landmarks, or partner venues. When staff experience your partnerships firsthand, their storytelling becomes richer and more authentic, making guest conversations more meaningful and aligned with your brand's local positioning.



On-Site Programming & Events

Host events that invite locals into your space

Organize community-focused evenings like open-mics, gallery nights, or design markets. These events generate buzz, foster organic guest-local interaction, and reposition your hotel as a living, breathing part of the neighborhood, not just a place visitors pass through. It also provides revenue opportunities in off-season.

Offer themed workshops

Pop-up tastings, craft classes, or educative nature excursions turn a passive stay into an interactive one. Besides being an attractive upsell, these in-house activities reduce guest friction (they don't have to leave the property) while increasing perceived value and spend per guest.



Local Culinary Integration

Showcase the story of regional produce

Guests increasingly want to know where their food comes from. Partner with local farms, fishermen or foragers and highlight their stories on menus or table cards. This elevates your restaurant's reputation, creates emotional engagement, and aligns with growing demand for traceability and ethical sourcing.

Rotate specials tied to the seasons

Seasonal dishes reflect what's fresh and unique at the time of visit, giving guests a sensory link to place and moment. They're also a smart tool for kitchen efficiency, cost control, and driving return visits with changing menus.



Personalization & Tools For Guests

Offer hand-picked neighborhood maps

Don't rely on tourist brochures. Curated maps with team member favorites like hidden viewpoints, late-night snacks, indie bookshops create a sense of care and originality. Provide digital versions via QR or app to extend this touch beyond the front desk, into the guest's pocket.

Use PMS guest data to personalize suggestions

Actively track repeat guest preferences in your PMS, like wine lovers, hikers, or art fans, and surface relevant experiences automatically. Remembering what a returning guest loves makes them feel appreciated, increasing satisfaction and loyalty while creating upsell opportunities without a hard sell.



VIPS | PMS.