

CASE STUDY

InterContinental Singapore Generates Immediate Revenue with GroupSync Vouchers

When borders closed to contain the coronavirus, InterContinental Singapore could no longer welcome as many international visitors, business travelers, or groups attending meetings and events. The heritage luxury hotel needed creative ways to overcome this adversity and entice local residents to visit the property.

After implementing GroupSync Optimize, a housing and voucher sales solution, InterContinental Singapore saw a surge in bookings for staycations and vouchers for future stays, including weddings. The technology provided a needed boost to revenue and cash flow, while reducing labor costs and expanding the hotel's existing customer base.



Background

InterContinental Singapore is a five-star hotel and flagship property of IHG Hotels & Resorts in Southeast Asia. An elegant heritage hotel in the heart of Bugis, Singapore's cultural district, InterContinental Singapore offers 403 modern and luxurious guest rooms and award-winning fine dining at three on-site restaurants. The hotel can welcome up to 500 guests for meetings, events and conferences in 11 flexible function spaces that total nearly 11,000 square feet.



Problem

After the pandemic started in February 2020, the government of Singapore closed the city-state's borders to prevent the spread of the coronavirus. InterContinental Singapore hosted travelers who were required to quarantine for 14 days under the Stay-Home Notice program through September before resuming normal operations.

With borders still closed to travelers outside of Singapore, however, the hotel needed to devise a new business model to generate income. The hotel planned to sell staycations and special packages for local guests and future stays for those who lived out of town.

Voucher Solution



One of the hotel's suppliers, a travel magazine, reached out with the intent to do a live-stream promotion and wanted to sell vouchers in bulk. Historically, voucher sales had to be handled manually, one at a time.

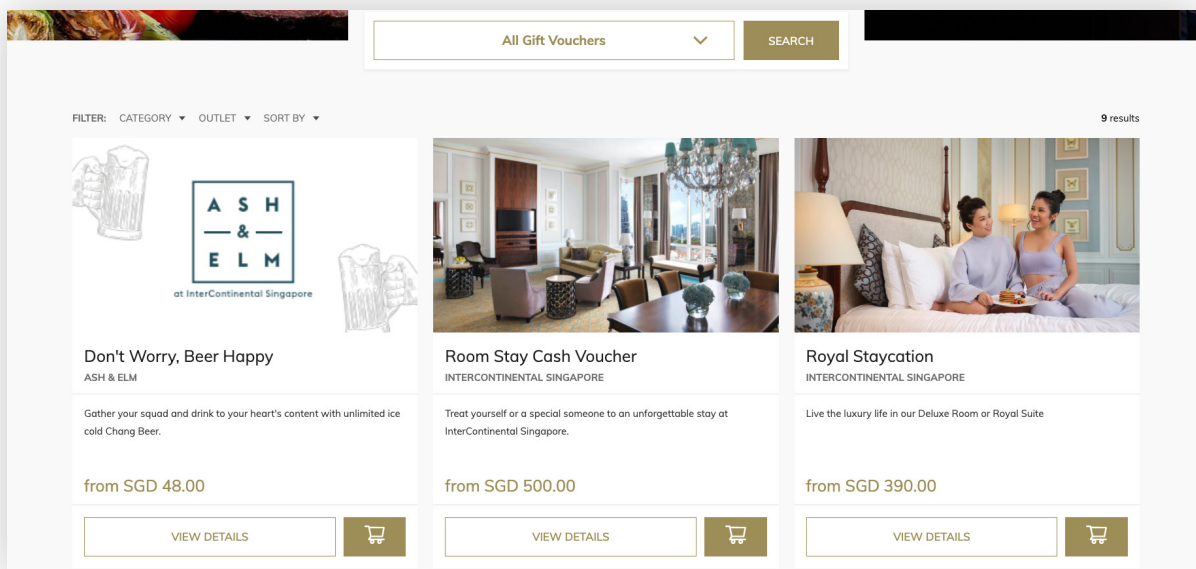
InterContinental Singapore implemented GroupSync Gifting, a feature of GroupSync Optimize, to create, sell and manage the redemption of gift certificates and vouchers for instant cash flow. Voucher packages can include F&B, staycations, spa services, activities, cash value gift cards and more, which are sold through a hotel-branded website.

The hotel processed its first order through GroupSync — 770 vouchers for the travel magazine worth SGD\$70,000 in room nights and F&B spend. The volume came as a surprise.



We hadn't really anticipated those high numbers," said Luchau. "We sold them over a weekend, and come Monday, the client was expecting us to produce the product. The whole process took five minutes to issue and send to the organizer."

During special one-day voucher sales on double dates such as 11/11 and 12/12, the hotel also sold four wedding packages valued at \$14,000 each. A fairly uncommon practice, the wedding package was a creative idea to secure an event paid in full to be redeemed within the next 12 to 18 months, in exchange for a 12% discount.



Results



Increased Revenue

Since its first order, the hotel has sold thousands more vouchers and prepaid wedding packages, generating nearly SGD\$205,000 since October 2020 with 40% redemption. Companies buying vouchers in bulk purchased more than 2,100 vouchers, which generated nearly \$114,000. Consumers purchased 200 gift certificates through the gifting website, totaling approximately \$90,000 in revenue.

GroupSync Optimize generated nearly \$409,000 in voucher sales for InterContinental Singapore between October 2020 and March 2021.



Reduced Labor Hours

In the past, hotel staff had to manually print and send individual vouchers, log their numbers, and then track redemption. By comparison, GroupSync saved hotel staff countless hours on voucher fulfillment. GroupSync also provides real-time tracking on which vouchers have been redeemed, visible at a glance on the dashboard.



Enhanced Guest Experience

Given the initial success of the voucher campaigns, InterContinental Singapore continued to build up their voucher portal with an array of offers, often replicating their best sellers. Bridal parties can enjoy special discounts on prepaid wedding packages. With a simple voucher code, corporate clients can purchase thousands of dollars' worth of vouchers to incentivize their employees each month.



We will continue to develop our use of the voucher system, which will include some of our sister hotels to broaden consumer selection,” said Luchau. “Given the success of wedding packages, I envision honeymoon programs in destinations such as the Maldives, for a more worldwide approach to what we can sell this way. The reach for gifting is increasing, and we want to ramp up our packaging to appeal to that.”

Testimonial



It has been amazing to work with Matthew Howden and Steven Hopkinson on implementing these campaigns. Their personal touch and vested involvement makes a big difference in our experience with Groups360 and the GroupSync platform, compared to the more distant technical guidance from other meetings and events software systems we have used in the past. Any time we have had a question about setting up one of our packages, we know we can call on Matthew as if he were simply an extended member of our own team. It's been a great, genuine working relationship that benefits both sides.

One of the benefits of working with a start-up like Groups360 is that they are agile and can thus make adjustments as needed to suit their customers' needs. We are excited about the possibilities with GroupSync Optimize, not only for immediate revenue as we continue to emerge from the current crisis, but also for ways to drive pilot programs and coordinate housing among our sister properties for citywide conventions as the market opens up and groups and meetings return to Singapore.”

Gerrit Luchau
Director of Sales and Marketing
InterContinental Singapore

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Contact Groups360 at info@groups360.com or visit www.groups360.com to schedule a free online demonstration of GroupSync.