

CASE STUDY

Fairmont Singapore Creates New Revenue Stream with GroupSync Optimize

Due to ongoing pandemic-induced travel restrictions, Fairmont Singapore lost core markets that previously frequented the hotel, especially business travelers, international guests and convention attendees. The luxury property devised innovative ways to expand their customer base by enticing local residents to visit the hotel.

After partnering with Groups360 on the development of GroupSync Optimize, Fairmont Singapore implemented a voucher sales platform that resulted in an influx of purchases for fine dining, staycations, experiential packages and corporate gifts for clients and employees.

The new sales channel drove immediate cash flow, while reducing staff hours and broadening the hotel's clientele.

Background

An Accor LUXE property located in the heart of Singapore, Fairmont Singapore is a five-star hotel and sister property to Swissôtel The Stamford. The complex includes 2,032 luxury rooms, 13 award-winning restaurants and bars, and Raffles City Convention Centre. Voted Singapore's leading conference hotel, Fairmont Singapore features 778 rooms and suites, 34 fully equipped meeting rooms and three ballrooms with more than 108,000 square feet of flexible event space.



Problem

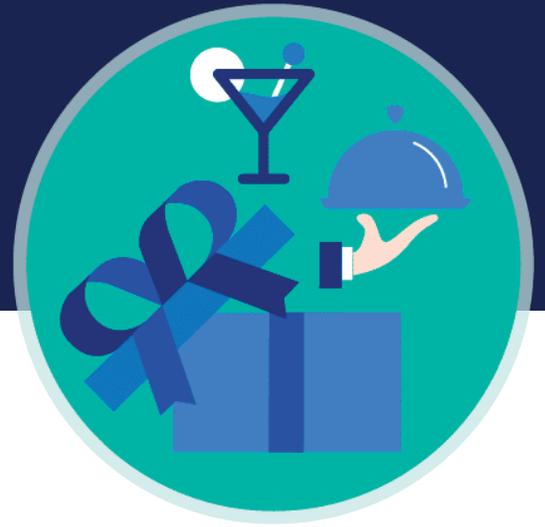
With Singapore's borders closed to travelers, the sales team at Fairmont Singapore had to think beyond the traditional ways of acquiring business.

Local residents rarely stayed at the city's hotels, usually visiting to dine in a property's upscale restaurants. Fairmont Singapore needed a way to expand this domestic market by offering more reasons to visit. The hotel planned to sell dining vouchers and experiential packages to local guests, who could also gift hotel packages to their clients, family and friends.

The sales and marketing team looked to existing housing and voucher platforms as a new way of creating revenue but found them too limited and inflexible to meet their particular needs, including functions for reporting, approvals and bulk orders. Other third-party providers also wanted to discount the products sold while charging exorbitant fees on every sale.

GROUPSYNC GIFTING

Voucher Solution



GroupSync Gifting, part of the GroupSync Optimize suite of revenue-generating solutions for hotels, is an e-commerce platform that enables hotels to create, sell and manage the redemption of voucher packages for instant cash flow. The results include enhanced revenue, saved time, reduced labor costs and an improved guest experience.

Rob McIntyre, general manager of sales and marketing at Fairmont Singapore & Swissôtel The Stamford, had first worked successfully with Groups360 to produce GroupSync Optimize's housing solution in 2018.

"Groups360 develops solutions very much with the customer in mind, hence the reason we approached them to see if they would be able to produce a voucher solution as well," said McIntyre. "Knowing they had the basic framework in place, we explained what we needed and worked side by side with them as they created the technology. This meant we were first to market and had hundreds of thousands of dollars in sales before anyone else even considered doing the same thing."

The result was Gifts Central, a voucher sales portal integrated with Fairmont Singapore's website, which has sold 14,000 vouchers since its inception in October 2020. GroupSync Optimize makes loading new offers a quick and easy process.

Popular packages on Fairmont Singapore's Gift Centrals include:



Ultimate Daycation

Guests seeking a place to work or a day of relaxation have access to a luxurious room, swimming pools, fitness center and spa facilities, as well as SGD\$75 in dining credits.



Fairmont Mumcation

Busy, hard-working mothers can rest and recharge in a high-end sanctuary crafted just for them. Pampering includes an overnight stay, breakfast and afternoon tea, a 90-minute aromatherapy massage, loungewear and more.



Cabana & Cocktails

A fun and festive way to spend a sunny day, guests get their own private poolside cabana for three hours, colorful floats and a welcome drink, as well as a master class in mixology.

Other packages include Pawcation, Sustainable Staycation, Singapore Heritage, Wellness Retreats, Spa Treatments, and High Tea.



Fairmont Singapore were the catalysts for the creation of our voucher solution,” said Steven Hopkinson, Groups360’s senior vice president of sales for the EMEA and APAC regions. “They are one of the more innovative customers in terms of trying new ideas and pushing for positive system enhancements.

Results



Increased Revenue

GroupSync Optimize provided a brand-new revenue stream with no discounts necessary and only a small transaction cost per sale. Since launching the platform in the fall of 2020, Singapore has sold 14,000 vouchers and counting. Companies placed bulk orders valued as high as \$110,000 in a single purchase.



Ease of Use

Fairmont Singapore previously sold only monetary vouchers rather than experiences. Without a streamlined voucher sales process, Fairmont Singapore had to manually print and send each individual voucher, rendering bulk vouchers virtually impossible to produce. With GroupSync, hotel staff can simply import a spreadsheet with unlimited fields to create innumerable vouchers within moments, exponentially expanding their sales capacity.

GroupSync also provides real-time reporting on redemption, visible at a glance on the dashboard.



“Our finance personnel have protocols around reporting for auditing purposes, as well as ensuring a proper approval process,” explained McIntyre. “Groups360 made sure the voucher system met those needs and rid us of the frustrating amount of paperwork this process used to require.”

A highly profitable channel, GroupSync Optimize continues to turn over daily voucher sales.



Enhanced Guest Experience

Popular takes on the concept of “staycations” attracted a wider number of local residents. Dining packages at Michelin star restaurants were also big hits. Companies replaced their Christmas galas — canceled due to restrictions on gatherings — with tens of thousands of gift vouchers for their employees to stay and dine at the hotel.

“While we knew enjoying a cocktail by the hotel swimming pool would be a big draw, the staycations sold better than any of us anticipated,” noted McIntyre. “The Mumcation promotion also won us a full page spread in a large local newspaper, and it’s continued to be very popular.”

Fairmont Singapore anticipates selling vouchers long after the pandemic has ended. The team plans to launch promotions for birthday parties, wine tastings and even sushi master classes for small groups.



“Without question, voucher sales will remain a key part of our revenue streams,” said McIntyre.



Testimonial



“In the six months we've had Gifts Central, we've sold seven times more gift vouchers than we sold in a whole year previously.”

Marcus Hanna
Managing director,
Fairmont Singapore & Swissôtel The Stamford

“We had a great relationship with Steven Hopkinson and Matthew Howden, and we trusted that they would deliver on exceptional technology customized according to our specifications and particular needs. We knew voucher sales were a great sales and marketing opportunity, and we wanted a partner we could trust to deliver. Steven and Matthew never said, 'No, we can't do that.' They saw the potential and drove the development of GroupSync Optimize, allowing us incredible speed to market.”

Rob McIntyre
General Manager, Sales and Marketing,
Fairmont Singapore & Swissôtel The Stamford



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