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Upsell Masterclass: How to Maximize Revenue from Guests



Axel Persson
Operto



Madison Rifkin
Mount

Agenda



What are upsells
and why do they
matter?



Successful upsell
strategies



Identifying upsell
opportunities



Implementing upsell
features



Measuring success



Q&A



More ways for you to generate revenue & deliver a great experience



In-house offerings

Including automated early check-in, late check-out, and stay extension upsells.



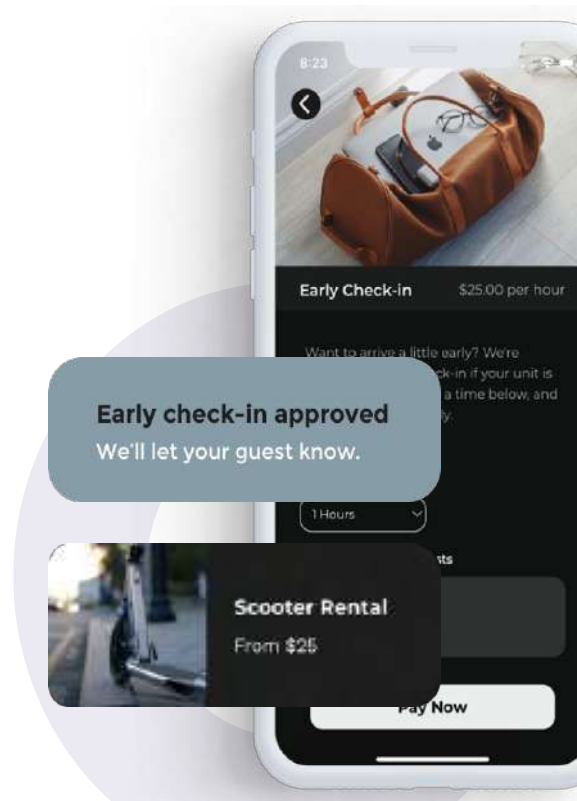
Local partnerships

Offer services fulfilled by local partners for seamless fulfillment and tracking.



Affiliate commissions

Earn hands-free income from affiliate partners like Viator, BabyQuip, and Bounce..



Poll # 1

Do you currently offer
upsells to your guests?

- A. Yes, focused on early check-in and late check-out
- B. Yes, we use Mount!
- C. Considering it but don't have time
- D. Nah, not for me



Discovering your ideal upsells



Upsell ideas checklist

- ☒ Early check-in/ Late check-out
- ☒ Enhance amenities (Netflix, Disney + sign in accounts)
- ☒ Pool, spa, gym, BBQ/ rooftop patio
- ☒ Guided tours, transportation, restaurant reservations
- ☒ Welcome packages
- ☒ Event tickets
- ☒ Housekeeping services (mid-stay cleans)
- ☒ Special occasions (decorations, cakes, champagne)
- ☒ Pet fees

Travelers Want More Than a Place to Stay



Salt Farm Tour

★★★★★ 4.8 Stars



Pedal Tour

★★★★★ 4.9 Stars



Canyoneering

★★★★★ 4.9 Stars



Waterfall Tour

★★★★★ 4.8 Stars

The Way Travelers **Search** for Accommodations is Changing



+



=



What they
want to do

A destination
that fits

A place that
enables them
to do what
they want



Working with Local Businesses



YOUR IDEAL GUEST



Local Businesses

Outsource Experiences

E-bike rentals

Guided Tours

Excursions

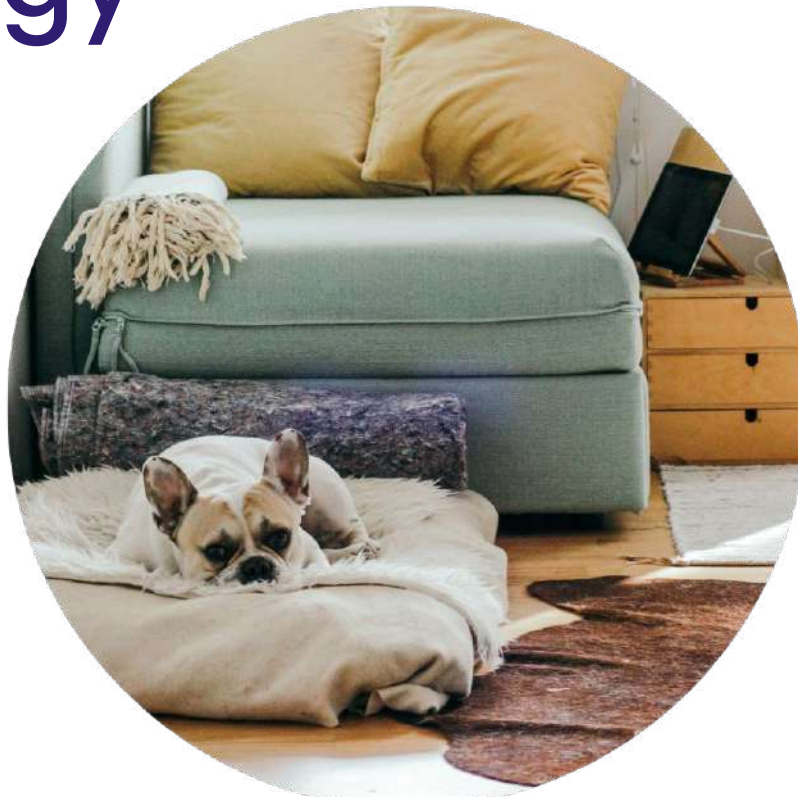
Hidden Gem Experiences

Pet friendly strategy

US based customer

Using Dack since 2022

Set it and forget it



2023 Results

Units offering Upsells	Total Reservations	Total Purchases	Total Amount	Avg. Purchased Amount Per Transaction	Avg. Purchased Amount Per Reservation
88	2362	959	\$86,882.00	\$90.60	\$36.78

Top Performing Upsells

All Time 

Pet Fee	\$52,380.00
11am Early Check In	\$48,575.00
4pm Late Check Out	\$38,875.00
3pm Early Access	\$3,850.00
11am Bag Drop (Check-In)	\$3,375.00

Boost your bottom line with measurable revenue

78%

Percent of upsells
sold pre-arrival

\$90.77

Average charge
per upsell

**Early check-in
Late check-out**

Most popular upsells

**Source – DACK customer data 2021-2024*



Monument Valley



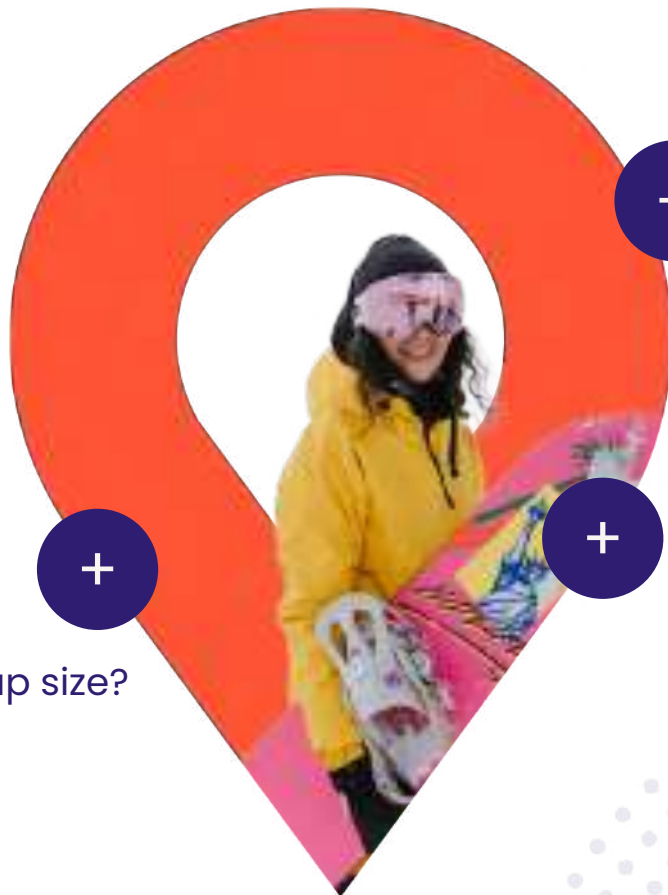
- 10 experiences sold per month
- Avg order value \$240
- PM keeps 10%

Content

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Know Your Guest



+

Average
age?

+

Group size?

+

Why are they
traveling?

Implementation

Use the tools at your disposal for strategies on:

- Showcase
- Messaging
- Payment
 - In-app payment
 - Pay in person
 - Linking out
- Notification
- Fulfillment
- Incentive
- Rev share



Get creative!

Implementation

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**Looking
for local
experience
recs?**

Scan the QR to view a list of
personally curated
experiences in your area.
Book an adventure and start
making memories today!

NOLA
OASIS
@nolaaoasisbnb

AMOUNT
rentmount.com
@rentmount



Measuring success

Tailor your KPIs to the types of upsells

- \$ generated
- Review scores
- Conversion
- % automated approvals
- Effort (fulfillment strain)
- Margin





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Scan to Learn More

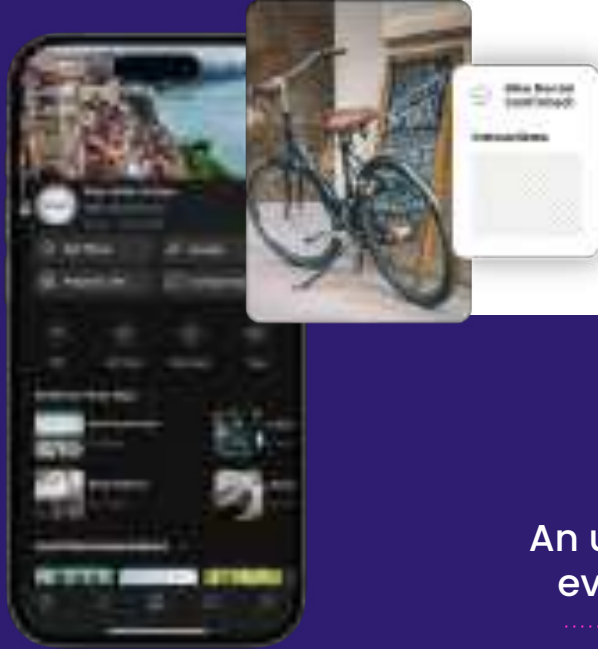
Rentmount.com

@rentmount

madi@rentmount.com



Maximize revenue by a your upsells front and center



An upsell for everyone

Go tried'n'tested or
get creative



Create a better experience

Give guests a personalized
stay - in an organized way



Promote rebooking

Encourage guests to book direct
when they come back

Poll # 2

In your business, which upsell would likely generate the most revenue?

- A. Early check-in/ Late check-out
- B. Enhance amenities (Netflix, Disney + sign in accounts)
- C. Pool, spa, gym, BBQ/ rooftop patio
- D. Guided tours, transportation, restaurant reservations
- E. Welcome packages



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Thank you.

Q&A



Axel Persson
Operto



Madison Rifkin
Mount

