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## **Guestline announces launch of new voucher and gifting platform GuestVoucher**

***Leading hospitality technology company Guestline to offer hoteliers the opportunity to sell personalised monetary and experience vouchers***

Guestline today announces the launch of GuestVoucher, its new integrated voucher and gifting platform ahead of the upcoming festive season. Hoteliers will now be able to sell personalised monetary and experience vouchers to guests who will then have the choice to redeem against particular hotel services or use as an alternative to cash payments.

Hoteliers can choose either monetary vouchers that have a simple cash redemption value or experience vouchers which can promote and encourage sales of particular packages, amenities or services available throughout their property.

GuestVoucher has been developed to enable operators to generate additional revenue and upsell opportunities by offering both existing and potential new guests the option to enhance their stay with additional experiences. When purchased as a gift operators can attract new guests to their property and services who might not otherwise have considered booking. This brings the opportunity to build guest loyalty in line with positive guest experiences, drive guest and customer acquisition and extend upsell and revenue opportunities from those guests redeeming their vouchers who might then consider a room upgrade, extending their stay or booking additional services beyond their voucher.

GuestVoucher offers hoteliers complete autonomy over their voucher design and functionality. They can opt to design in line with their own hotel branding to ensure consistency across marketing and communications, in addition to setting expiry dates and any other required limitations around sales and redemptions. Multi-site groups can also control the locations at which vouchers can be redeemed in line with wider sales, marketing, revenue and distribution strategies.

Intuitive and flexible, it offers a straightforward, easy to navigate shopping experience for guests. For hoteliers to set up, they simply need to create a voucher template in line with their own branding and design guidelines and can then select to create as many voucher options as they require using the master template. Whether for F&B, spa or a choice of monetary amounts, for example. They can then set expiry dates to reduce P&L liability, choose preferred delivery methods to guests, choose a

subdomain so they have their own URL which can be added to the main website and then finally add a payment provider to ensure payments can be processed online before launching to sell.

Commenting on the launch of GuestVoucher, Jonathan Lee, Product Manager at Guestline said: "Vouchers have always been an important revenue stream for hoteliers. In launching GuestVoucher our ambition is to enable operators to extend their guest reach even further with an efficient, intuitive tool that can drive revenue and build guest loyalty.

"Ahead of the festive season gift vouchers are always a popular choice to treat loved ones and are an effective way for hoteliers to market seasonal packages and increase brand exposure during what is a competitive period for the industry. Alongside the templates, the reporting enables operators to track sales, redemptions and liabilities in real time so that any adjustments that need to be made in line with demand and operations can be done quickly and effectively. Guests will benefit from enhanced offers and experiences and operators can benefit from increased revenue, sales and guest loyalty."

For more information on how Guestline's GuestVoucher can enhance your guest experience and drive revenue please visit [questline.com](http://questline.com)

**-ENDS-**

**Notes to Editor:-**

#### **Contact Details**

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#### **About Guestline**

Guestline (an Access Company) provides the hospitality industry with innovative property management, guest engagement, payment and distribution software.

Founded on cloud technology, Guestline's solutions can equip independent hotels with everything they need to successfully run the business and generate more revenue - from intuitive PMS and booking software to fully unified channel management and payment solutions, ideal for any sized hotel or group.

Guestline arms thousands of hoteliers with the most feature-rich, best-in-breed and award-winning technology platform that includes PMS, CRS, Conference & Banqueting, Channel Manager, EPoS, Internet Booking Engine, GuestPay Payments and GuestStay Guest Experience solutions. With over 500 third-party integrations, Guestline can offer its clients a flexible, cost-effective, multi-functional system, that allows them to stand out in an increasingly competitive marketplace.