



...a deliciously romantic Vermont experience!

Brian Mulcahy

brian@rabbithillinn.com

Creating Incremental Non-Lodging Revenue without the Capital Expense

PACKAGING – offer more than just a place to sleep!

Why Package:

- Plays into Experiential Travel philosophy of today
- Guests want it all done for them
- Affords more reasons to make your property unique
- Can extend the length of stay
- Provides reasons to come back in different seasons
- Feeder to Restaurant / Spa / other profit centers of your property
- Online Package Verbiage aids in SEO - more ways to get your sight seen!
- Provides Blog content – write about these packages
 - Our rural inn IS the destination. Not found through geographic SEO but through Experiential search.
 - Make your INN the destination – not your location.
 - *Recent article: travelers no longer want to be “tourists” and thus are avoiding “touristy” destinations for a more genuine, local travel experience. Bodes well for out of the way places!*
- Increases Total ADR and RevPar
- BOTTOM LINE – to sell more rooms nights at greater value!

Types of Packaging:

- Packages involving 3rd party vendors – **The Experience**
- Item “add-on” packages – **Enhancements**
- All Inclusive Packages – Making it **Easy**

Consider the Audience:

- Package for romance and/or relaxation
- Package for adventure
- Package for Unique Experiences
- Package for Food
- What naturally brings people to your area?
- Offer variety for all kinds of people and all times of year. Make it HARD TO CHOOSE!

Find Willing Partners:

- What activity/service is in sync with the guest experience you want to portray?
- Know your partner’s reputation
- Work toward wholesale pricing. Make it a win-win-win >>> Guest / Vendor / YOU

Experiential Packages: in addition to room rate. Manage your rates as required – midweek or weekend; high season or low season.

Two-Hour Guided Snowmobile Tour:

- Priced for [1 rider x 2 sleds] or [2 riders x 1 sled] >>> (\$439 or \$339)
- Includes dinner for two on one night
- Guest saves about 6% over what they would pay direct to tour operator
- We make \$46 / \$30 respectively on the tour as vendor provides about a 15% discounted wholesale rate.
- Plus, we add 2 people to our dining room with varying profit depending on items selected. \$140 is allocated to 3 course dinner for two including service charge.
- Our Efforts: two emails to tour operator to book and verify trip date and time.
- Vendor bills us, via email, after guest has enjoyed the activity.
- As of January 30th, booked 9 packages through March 31. (More booked but had to be cancelled because of weather/conditions BUT, guests still come!!!)

Zipline Adventure:

- Priced at \$320 for two people.
- Available winter, spring, summer, and fall
- Includes dinner for two on one night of the stay. \$140 allocated to dinner.
- Our wholesale cost on the activity is 10% off retail -- \$20 profit.
- Effort: We have access to vendor's online booking tool to make the reservation on guests' behalf.
- We pay vendor after the guest has enjoyed the activity.

Two Hour ATV Guided Tour:

- Priced for [1 rider x 2 ATVs] or [2 riders x 1 ATV] (\$309 or \$209)
- Includes hearty picnic for two. Mid-trip, guide stops at a scenic look-out for guests to stretch and enjoy their picnic lunch.
- Pricing, profit, and Effort required = the same as Snowmobile Package.
- Allocate \$30 for picnic lunch with anticipated cost of \$14.
- Sold 8 ATV Packages last season (May through October)

Lazy River Paddle Package:

- Priced at \$210/couple.
- Appeals to the Soft Adventure guest.
- Includes 3-hour self-guided kayak/canoe paddle; hearty picnic for two; and three course dinner for two. Guest drives to a parking area on the Clyde River; is shuttled to a launch point; and at their leisure, paddled back down the river to where the car is parked.
- We pay \$18 per person and charge \$20 per person for the excursion.
- Allocate \$30 for picnic with anticipated cost of \$14.
- Dinner allocated at \$140.
- Effort is minimal with only 1 email to the vendor to book guests. He is very flexible and will add people at the last minute with no hassle.
- This package is not a big money maker. BUT it does draw lots of guest attention in the summer and books rooms, whether they go on the adventure or not.
- Sold 12 packages during the previous summer season.
- Vendor bills at the end of the season.

Enhancement Packages: in addition to room rate.

Mountain Top Picnic Package:

- This is a blend of very soft adventure, food, and enjoyment of the area's natural beauty. As such, it is a very popular package.
- Includes 2 passes to the tram at Cannon Mountain, picnic lunch for 2, and three course dinner for two for one night of the stay.
- Can be booked at the last minute and requires no pre-planning.
- Effort: virtually none. We pre-order tickets from Cannon Mountain and have no cash outlay unless the tickets are used. We reconcile payment once per month during the summer season.
- Only about \$1.00 profit per ticket plus profit on picnic and dinner. Again, NOT a huge money maker in the package. BUT it sells rooms!!! Sold 14 packages last summer representing about 35 room nights.

Romantic Getaway Add-On Package:

- Our most popular of all packages and very simple with little effort.
- Romance Packages and romance terms are heavily searched online so it's important to have something that falls under that category.
- Includes sparkling wine and Vermont hand-made truffles in room upon check-in; plus, three course dinner for two in our restaurant on one night of the stay.
- Price is \$190 plus tax.
- We allocate \$145 for dinner; \$22 for sparkling wine; \$23 for chocolate maple butter cream truffles.
- Our costs: Dinner= \$70 including gratuity / wine= \$9.00 / truffles= \$18 for a total profit of approx. \$93 per package.
- Estimated 2018 sales of this package = 100

Special Touches Menu:

- Special Touches are offerings that can be used for special celebrations or be given as gifts.
 - **Just Us Party** -- \$110 -- *balloon bouquet / mini cake / stuffed bunny / Dom Carneros Bubbly*
 - Our cost approx. \$55
 - **Loving Touch** -- \$148 -- *dozen roses / Vermont Truffles / Dom Carneros Bubbly*
 - Our cost approx. \$110
 - **Sweets & Spirits** -- \$67 -- *Vermont Chocolate truffles & Vermont Ice Wine*
 - Our cost approx. \$37
 - **Champagne Picnic** -- \$85 -- *our signature picnic in a thermal bag and ½ btl Mums Champagne*
 - Our cost approx. \$35

Make it EASY Packages: includes lodging

Do Not Disturb Package – 3 Nights or 5 Nights:

- Set this up as a **Lodging Package** or **Rate Type** (depending on your PMS)
- With 3 Night Package, guests often book a 4th night
- With 5 Night Package, guests often booked 6th or even 7th night.
- Packages Include:
 - *Massage for two*
 - *Dozen Roses in Vase*
 - *Vermont Chocolate Truffles*
 - *Champagne glasses*
 - *Sparkling Wine*
 - *Dinner (2 nights for DND-3) / (3 nights for DND-5)*
 - *DND-5 add in a set of RHI Premium Robes*
- Efforts:
 - *Contact massage therapist to arrange 2 sessions*
 - *Contact florist to arrange roses delivery*
 - *May require an additional email to guest to verify dinner times/days*
- Room Rates are reduced \$9.00/night from Rack Rate
 - *No discount provided during times when mid-week discount is available*
 - *Package Rates increase by \$55/night during peak periods.*
 - *DND-3 Superior Room Rate = \$1420 Luxury Room Rate = \$1645*
 - *DND-5 Superior Room Rate = \$2330 Luxury Room Rate = \$2705*
- Add-on Revenue / Cost from these packages:
 - *DND-3 = \$595 in addition to room revenue Our cost: \$387*
 - *DND-5 = \$955 in addition to room revenue Our cost: \$587*
 - Sold a combined 30 DND packages in 2018 resulting in approx. **\$6500 PROFIT** from Add-ons alone.

How Packages Display on Booking Tool:

Carriage Corner Superior Room



Located in the Carriage House, this Superior room offers easy-access ground level entry, leather seating by the fireplace, and a generous bath with luxury spa shower.

Amenities

- Complimentary Wi-Fi
- Gas Fireplace
- King Bed
- Full bath with oversized shower

Best Available Rate

\$284 / NIGHT

[Add to reservation](#)

Do Not Disturb 3 Night Package

\$394 / NIGHT

[Add to reservation](#)

When two nights just isn't enough, get away to celebrate a mini-moon, special anniversary, or baby-moon with our 3 Night Do Not Disturb Package which includes:

- three nights' accommodations in a Superior or Luxury Room;
- three-course dinner for two on 2 nights of your stay in our restaurant (including gratuity);
- afternoon tea & full breakfast daily;
- one-hour massage for each (done one after the other in the privacy of your room);
- sparkling wine (or non-alcoholic bubbly if you're expecting) with RHI keepsake toasting glasses;
- one dozen roses in a vase arrangement;
- and a box of Vermont crafted Laughing Moon chocolate truffles.

Do Not Disturb 5 Night Package

\$466 / NIGHT

[Add to reservation](#)

Looking for a bit longer getaway to celebrate a mini-moon, special anniversary, or baby-moon? Then consider this complete 5 night getaway package which includes:

- Five nights accommodations in a Superior or Luxury Room;
- three course dinner for two on 3 nights of your stay in our restaurant (including gratuity);
- afternoon tea & full breakfast daily;
- one-hour massage for each (done one after the other in the privacy of your room);
- pair of elegant RHI bathrobes;
- sparkling wine (or non-alcoholic bubbly if you're expecting) with RHI keepsake toasting glasses
- one dozen roses in a vase arrangement;
- and a box of Vermont's own Laughing Moon chocolate truffles.

Would you like to add any of the following?



Romantic Getaway Add-On Package

\$190

In addition to your room rate, complete your stay with this special offering dinner and more:

- a bottle of sparkling wine in your room upon arrival;
- a box of Vermont's own Laughing Moon Chocolate Truffles;
- a romantic, candlelit three-course dinner for two in our dining room (gratuity included).

Vermont State taxes additional.

[Add to room](#)

Loving Touch Special Touch Add-On

\$159.10

Say "I Love You" as you step into your guest room with our Loving Touch add-on. Package includes:

- a dozen vase arranged roses,
- a box of Vermont's Laughing Moon hand-crafted truffles,
- and a bottle of Domaine Carneros Sparkling Wine.

Please give us at least 2 business days advance notice. \$165 including taxes.

[Add to room](#)

Sweets & Spirits Special Touch Add-On

\$63

Be greeted with some flavors of Vermont upon your arrival. In your room, you'll find our Vermont Sweets & Spirits Package which includes:

- a box of Laughing Moon hand-crafted truffles
- and a bottle of Eden Ice Cider (Prosecco may be substituted upon request when booking).

\$67 including tax

[Add to room](#)


Picnic on the Mountain Add-On

\$200

In addition to your two night room reservation, this add-on package includes:

- two passes to Cannon Mountain Tram,
- hearty picnic lunch in a keepsake thermal tote,
- and three-course dinner for two on one night including gratuity. (applicable taxes additional)

[Add to room](#)


ATV Guided Tour Pkg - 2 ATVs

\$309

In addition to your two-night stay, this package includes:

- a 2 hour guided tour with NEK Adventures with each of you on your own ATV
- a hearty picnic lunch for the ride in a keepsake thermal bag. (applicable taxes additional)

[Add to room](#)

ATV Guided Tour Pkg - 1 ATV w/2 Riders

\$209

In addition to your two night stay, this package includes:

- a 2 hour guided tour for two with NEK Adventures on 1 shared ATV
- a hearty picnic lunch in a keepsake thermal tote (applicable taxes additional)

[Add to room](#)


Biking in the Kingdom

\$200

In addition to your two-night stay, this package includes:

- a day pass for two bike riders at Kingdom Trails in Burke, VT
- a hearty picnic lunch for two in a keepsake thermal tote
- and three course dinner for two from our regular menu on one evening. (applicable taxes apply)

Bike Rental is also available at Kingdom Trails.

[Add to room](#)


Lazy River Paddle Add-on Package

\$210

In addition to your lodging, this package adds:

- a 3 hour canoe/kayak paddle trip on the Clyde River
- a hearty picnic in a keepsake cooler bag to take along
- a three course dinner for two from our regular menu on one night of your stay. (applicable taxes additional)

[Add to room](#)

Your Reservation

Mary's Wish Classic [REMOVE](#)
Room

06/02/2019 - 06/04/2019

Best Available Rate

2 nights \$450.00

Tax \$40.50

Total \$490.50
 Deposit \$245.25

[Add another room](#)
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