

# Real-time Packaging Handbook

*moder*



# Developed with the Pioneers.



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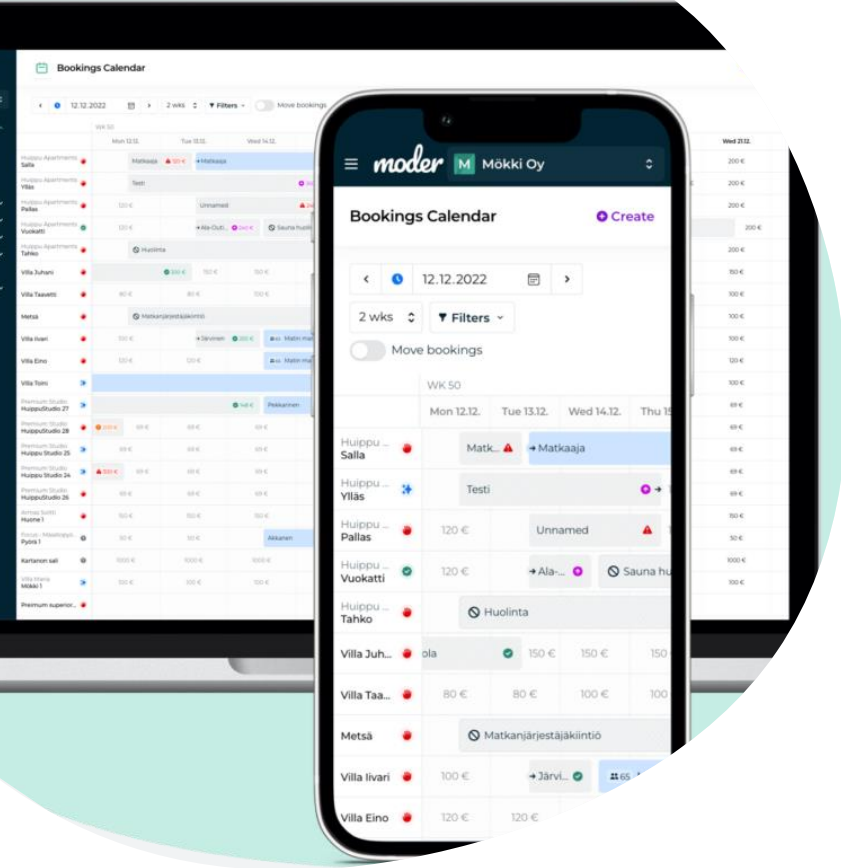


# 01 Forewords.

Welcome to Moder, the all-in-one hotel & resort management solution that empowers hotels and resorts to not only manage their accommodation, but also activities packaging and operations.

**Moder stands out** with its innovative features, including the revolutionary real-time packaging tool. This tool enables you to move beyond simply selling rooms—now, you can sell tailored experiences that resonate with your guests' desires and increase your revenue potential.

**Our mission** at Moder is to make running a **hospitality business easy**. We also want to make packaging the way it is supposed to be.



**Moder is easy to use** and can handle all of your travel products from accommodation to activities and extra services to meeting space rentals all in one system.

**Moder is a hotel system & activity system** all in one. That's why we call it an **All-you-need** system ;)

**Moder is here to help you** making it easier to manage bookings, automate processes, and increase revenue - while improving guest satisfaction.

**Next, we will walk you through** how Moder can revolutionize the way you think about packages and upselling.

## 02 What Packaging Means in Practice

**Traditionally**, packaging in hotel systems has been limited to **rate plans** attached to standard room offerings like “half board”. Essentially the packages remain just variations of a room rate.

With Moder’s **Real-time Packaging**, packaging takes on a whole new dimension.

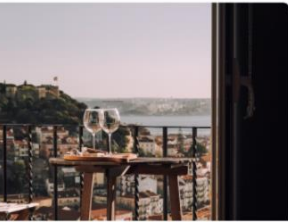
**Packages are products.** These packages are standalone offerings, complete with their own images, descriptions, extra services, and hour-based activities. They are directly linked to real-time accommodation and activity availability, ensuring no overbookings.

Sell experiences, not just a bed with a roof.



# 03 Different types of Packages

With Moder's packaging feature, the possibilities are endless. Here are some examples of packages you can create:



**Romantic weekend in the mountains** ❤️  
Apartment, Vihti  
Relax and enjoy life with your partner in the embrace of the mountains. The accommodation package includes delicious meals prepared by our amazing chefs, activities tailored to your preferences, and pl...  
**From 200 € / night** | 1-2 pers. | 1 bd | 🚫  
[Explore](#)



**Sport vacation in the mountains**  
Apartment, Vihti  
Enjoy a sporty weekend with your spouse or friend at our beautiful resort. Hike, mountain bike, or even take a guided tour of the old-growth forest.  
**1000 € / week** | 1-4 pers. | 2 bd | 🚫  
[Explore](#)



**Family Fun Vacation**  
Cottage, Vihti  
Bring your team to the trails in the mountains to relax and focus. Spend the day and stay the night. Includes accommodation, extra facilities, and catering.  
**From 400 € / night** | 1-8 p...  
[Explore](#)



**Mountain Suites**  
Apartment, Vihti  
High-quality apartment for couples who want to enjoy...  
[Explore](#)



**Family Fun Vacation**  
Cottage, Vihti  
Bring your team to the trails in the mountains to relax...  
[Explore](#)



- **Romantic Weekend:** A luxurious getaway for couples, including a room with a view, a bottle of champagne, a welcome basket with chocolates, and a late checkout option.
- **Easter or Christmas Package:** A festive package that includes themed room decor, a holiday meal, and access to holiday-specific activities like egg hunts or Christmas carol sing-alongs.
- **Family fun:** Perfect for families, including extras like highchair and services like family snowmobiling and baby sitting services.

You can do seasonal packages or target specific customer segments like couples, families and sports enthusiasts.

## 04 Maximizing Revenue with Packages

**Price per person.** One of the key advantages of packaging is the ability to price your offerings per PAX (per person). This method not only makes your packages more appealing but also allows you to extract more value from each booking.

**Increase revenue.** With packaging you can increase your revenue in the range of 15 – 100 % compared to pure accommodation sales. This is a massive possibility.

**Benefits from package pricing.** By structuring your pricing this way, you can cater to different market segments more effectively, ensuring that each package is perfectly aligned with the needs and budget of your guests.



# 05 Total Revenue Management

**Increasing Total Revenue.** Focusing not only on room revenue but also on other revenue streams like food and beverage, spa services, and activities included in packages leads to an overall increase in Total Revenue Per Available Room (TRevPAR).

**Total revenue matters.** Instead of obsessing about your room prices you can start focusing on your total revenue.

**Integrated system benefits.** In Moder all bookings, activities, sales and extras are in one system. You can follow all products sales and analytics from one place. You have total transparency on how you are doing.



## 06 Timing: When to Sell Packages

**High season for Packages.** Timing is everything in the hospitality industry. During peak season, your packages can drive higher revenues by offering more value-added experiences.

**Simplify during low season.** However, during the low season, you can shift your focus to selling basic accommodation to attract price-sensitive customers.

**Flexibility is key.** This allows you to maximize occupancy rates and revenue throughout the year.

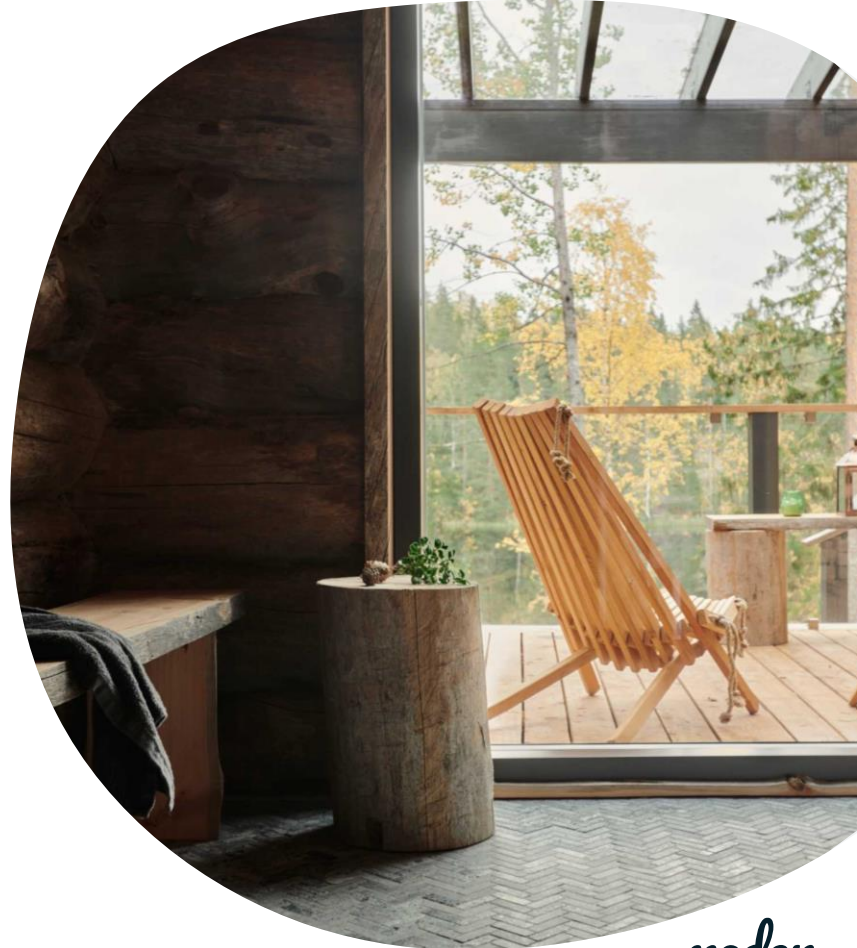
# 06 Operational Efficiency through Packages

**Hidden benefits.** One of the hidden benefits of packaging is the operational efficiency it brings. When the majority of your customers purchase predefined packages, it streamlines your operations.

**Make complex simple.** Your staff can prepare in advance for the specific experiences your guests will enjoy, reducing the complexity and enhancing the overall guest experience.

**Activities planned.** You can plan your weekly activity calendar beforehand and build your packages to match that production calendar. This way you can build packages that are optimal for you staff size and activity offering.

This improves your efficiency and provide unique experiences to your customers.





## 07 Less is More: A few, Well-Chosen Packages

**Less is more.** It's tempting to offer a wide range of packages, but the most successful hotels know that less is more. We recommend offering *no more than three* packages at any given time.

**Best-sellers to the forefront.** This approach allows you to showcase the most compelling, best-selling options to the customer. Making it easier for your team to deliver consistently excellent experiences.

For instance, you could focus on:

- A Romantic Getaway
- A Family Adventure
- A Seasonal Holiday Package's

**Concentrate on key offerings.** By doing so you ensure that each package is perfectly refined and targeted to your core customer segments.

# 08 Upsell Opportunities for Packages

**Upsell for packages.** Packages offer the perfect platform for upselling additional services and activities that enhance the guest experience.

Packages are tailored for a specific customer segment of season. You can perfectly target the extras and activities for upselling!

- **Families:** Offer extras like high chairs, baby cots, or a kid-friendly activity package.
- **Romantic Getaways:** Upsell champagne, a welcome basket with chocolates, or a private dinner.
- **Sport Vacations:** Include sports equipment in the package price and upsell guided tours, spa treatments, or adventure excursions.

By strategically upselling, you not only increase revenue but also create memorable experiences that encourage repeat business and positive reviews.





## 09 Luxury Packages & Bespoke Offers

**Perfect tool for Luxury packages**, offering resorts the ability to tailor packages for bespoke travel agents. The system allows for hidden pricing towards the end consumer as well as agent level management.

- **Request only booking** including full back-office handling
- **Hidden consumer pricing** and invoicing tools
- **Tailored packaging** for individual clients and agents

Manage you most VIP clients and exclusive packages with ease and efficiency.

# 10 Conclusion

**Moder's Real-time Packaging** feature offers your hotel or resort can transcend the traditional limits of accommodation sales.

**Unique offerings.** You can now offer tailored, standalone products that cater to specific market segments and seasonal demands. Whether you're looking to maximize revenue, improve operational efficiency, or simply offer a more personalized guest experience, our packaging tool is your key to success.

**Want to know more?** Get in touch with us, and we will tell you more on how you can transform your business, boost your sales, and delight your guests with Moder's Real-time Packaging.



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# About Moder

Moder is a modern all-you-need tool to simplify and make your hotel or resort run smooth.

By offering the perfect packaging tool you can boost your revenue, offer unique experiences like never before and really differentiate from the competition while operation efficiently all-in-one system.

Visit [our website](#) to learn more about how Moder can transform your packaging.

[Book a demo!](#)

-Matti / Founder & Resort Owner