



Revitalizing Hotel Traffic through Innovative Approaches

Driving Hotel Restaurant and Bar Traffic with Post-it® Custom Printed Notes



Challenge

A hotel wanted to increase guest visits to its on-site restaurant and bar. Many guests chose to dine elsewhere, so the hotel needed a simple yet effective way to encourage in-house dining. They decided to offer a coupon for a discount or special promotion but needed a convenient and highly visible way to distribute it to guests daily.

Solution

The hotel implemented Post-it® Custom Printed Notes featuring an exclusive restaurant and bar offer. After cleaning, housekeeping placed a note on each bathroom mirror, ensuring guests would see it. Each note included:

- A special discount for a free appetizer/drink offer
- A QR code linking to the menu and reservations

Results

Increased restaurant and bar traffic – More guests dined in after noticing the offer on their mirror.

Boosted revenue – A simple daily investment led to a substantial increase in food and beverage sales.



#PD68P
6 x 8 Custom
Printed Notes

