Hospitality and Tourism

Upgrading the Customer

Mr. Bodenburg

**Upgrading:**

**Upselling:**

|  |  |  |  |
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| ***Examples:*** | | | |
| **Accommodations** | **Transportation** | **Food & Beverage** | **Attractions** |
|  |  |  |  |

**Cross-Selling:**

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| ***Examples:*** | | | |
| **Accommodations** | **Transportation** | **Food & Beverage** | **Attractions** |
|  |  |  |  |

**Suggestion Selling:**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Examples:*** | | | |
| **Accommodations** | **Transportation** | **Food & Beverage** | **Attractions** |
|  |  |  |  |