

Tips to increase bookings...

As the world becomes more and more internet savvy and Social Media plays a bigger part in everyone's day to day lives, here are few tips that could help you promote your business and increase bookings:

Does your business have a web presence?

A large number of customers will search the internet when looking for somewhere to stay, eat or visit. To make sure you don't miss these customers, it is important to have your own website or to be featured on a third party site.

A basic website can be relatively inexpensive, or you could learn how to create one yourself. If this is not for you, you could contact local tourism sites to pay for a listing or join your local tourist board who may also be able to list your business.

If you have your own website it is important to make sure this is kept updated with current prices and news, there is nothing worse than an out of date website.

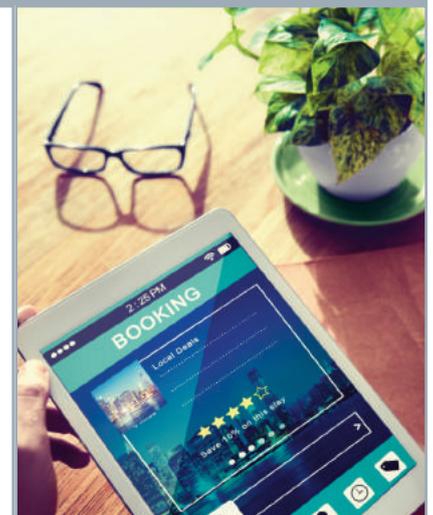


Can your customers book online?

According to a 2018 Tourism Business Survey*;

In 2018 web booking has increased for 74% of tourism businesses. It also found that;
36% of the tourism sector are unable to take online bookings
11% can take bookings but not directly
53% can take online bookings

With this in mind, now maybe the time to upgrade your website to include a booking option. There are many third parties booking suites that can link direct to your own website making sure you don't miss that booking.



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Do you have a Social Media presence?

The 2018 Tourism Business Survey* shows Facebook and Twitter to be the most popular platform for promoting tourism businesses, with Instagram a close third. If you haven't already done so why not take the plunge and join?

Again it is important to keep your page up to date with regular posts. These could include special offers and promotions about your business, but also information on your local area, including pictures, details of local events or places to visit. Anything that could help entice the guest to visit you.

Some guests will post photos or comments from their Social Media whilst on holiday or when they return home. Why not encourage your guests to do this, by inviting them to like your page or follow you. A post or tweet from a customer will reach further as it will be seen by their friends and followers, as well as your own.



Do you respond to customer reviews?

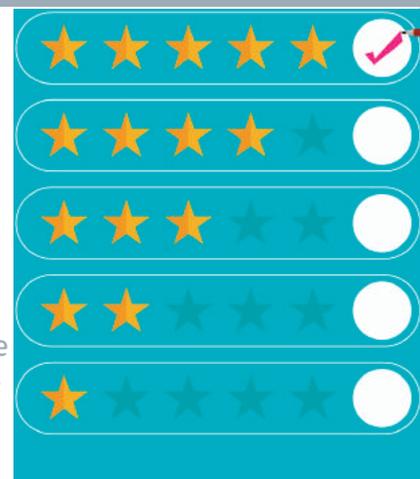
It is proven that customers will consult other reviews before choosing where to stay, eat or visit.

How many of us read the reviews of others before making a purchase?

If your business is registered with a review/feedback service, are you responding to customers comments?

A simple thank you for a good review shows that you appreciate the time it has taken to leave the feedback. You can see some examples of this on our own Feefo feedback page. Our aim is to reply to every customer. This can also help should you receive a slightly less positive comment.

By replying you have the opportunity to have your say and turn a negative into a positive. If things have gone wrong, hold your hands up, no one is perfect, mistakes happen. You could invite the customer to come back or tell them how you have rectified the problem or made improvements. There is nothing worse than an unanswered bad review.



*The Larking Gowen Tourism Business Survey 2018

I hope you find our tips helpful, good luck with increasing your bookings.

We'd love to hear your success stories and ideas.

Get in touch at hospitality@ryans.co.uk

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