

## Top Tips for Your Business – Summer 2009

Below are top tips, and quick ideas for your business that you can implement now:

- Use direct mail marketing to remind past customers on the quality of the holiday break and remind customers how much they enjoyed their holiday
- Consider providing an all inclusive price/package
- Offer free or discount attraction tickets for early bookers, as well as other "early booker" incentives
- Continue to use and promote the use of local food and drink, but add lower price and fixed price meals on the menu whilst maintaining margins
- Continue with staff training to ensure staff have the right skills, (particularly the welcome and customer service skills) and ensure front line staff are aware of local attractions (free and paid) and other activities customers can do in the local area for visitors
- Consider added value services; (e.g. free local guided walks, free cycle, surf or boogie board hire etc).
- Have details of more localised and reliable weather forecast website links on businesses' own websites and post a print-out of the more localised forecast on the notice board, breakfast table or even in each bedroom, cottage, apartment etc of holiday accommodation
- Have information and suggestions ready for guests when the weather is not sunny.
- Make the most effective use of the Internet as this is the first recession since the Internet has become such a dominant factor in consumers researching and booking habits.
- Every business should ensure their website is up to date, contains information on many free activities nearby and shows how their potential customers can have a great holiday, a quality experience and at a price they will like. Show availability so that people don't assume that you're fully booked.
- If you're not already a member of your local DMO (Destination Management Organisation) then get in touch with them. They're planning initiatives to help support your business over these coming months.