

accommodation

five ways to promote direct bookings

1

Contact past guests via email to remind them of their great stay.

- Create one email for regional Victorians who can travel now and one for Melbourne as they prepare to travel.

Create a value add for guests who book direct - small cost will pay out in the long run and create a memorable experience

- Local bottle of wine on arrival
 - Hamper of local goods
 - Voucher for coffee
- Offer to book their meals for them

2

3

Create a popup on the homepage of your website "book direct and..."

Update your socials. When was the last time you interacted with your Google listing, Trip Advisor, Instagram or Facebook? Upload a seasonal photo and say hello to your loyal guests.

4

5

Tell a story - utilise your platforms to expand on the story of your accommodation - who are you, what have you been up to and what is your favourite activity in your destination.