

5 SIGNS YOU MIGHT BE MISSING OUT ON BUSINESS

Many people in travel and tourism have plans based solely on their location. Unfortunately, the reality is that the travel world is too competitive to rely on your location alone to get sales.



Compiled by
Retell Strategies



COULD YOU BE MISSING OUT ON BUSINESS?

If the following warning signs ring true with you, it might be time to consider a change in your approach!

1

You're not entirely sure what problem you're solving for your clients?

If you think it's 'giving a holiday' or a 'relaxing break' then you haven't gone deep enough. Everyone in hospitality does that - what is the specific problem you are solving?

2

Your marketing media doesn't show your product or offering in its best light.

Yes - we all agree you don't want people arriving and saying 'this looks nothing like the brochure' but unless you have zero competitors, you need to be showing your best version. Why else do you get dressed up to get married?

3

Your website tells people about your history, your values etc.

It's so lovely that your grandfather discovered this company or camp by wagon 4 decades ago...save that for when the guests arrive! Use your website for proper sales material that convinces your customer that you can make their life better.

4

Your marketing copy is confusing.

If the words on your website and in your marketing material are filled with industry jargon or 'insider language', the chances are high you are confusing potential customers and therefore losing out.

5

Your sales offer looks like a legal agreement.

Your itinerary or rate sheet is not the place to present every possible term and condition - keep it clean, attractive and make people want to confirm. The legal protection can come later.