



Improving Mid-week & Out of Season Occupancy

This document outlines opportunities that can be acted upon to help to improve mid-week and out of season bookings for accommodation providers.

1. Create Special Packages

For example, if you book Monday to Wednesday, you get a £20 voucher for lunch at a local pub, or tickets to visit Crofton or Merchant's House. Or a package for midweek romantics, which might include a meal for two at a local pub. Or an adventure package with a guided walk included or a tour with Oldbury Tours.

2. Use a Mailing List

Use a free online service such as Mailchimp.

You have a lot of information about existing customers. Add previous customers to your list and categorise them. Note: Check that you conform to GDPR in that you must have their consent to contact them for marketing purposes.

Send mid-week offers to your previous customers based on their interests/what you know about them.

Get potential customers signed up to the newsletter - Have a sign up form on your website/Facebook page.

Make it clear that special offers are publicised in the newsletter to tempt people to join up.

Make sure you have interesting content and don't email too frequently (max once a month).

3. Build Relationships with other Businesses

For example construction companies often have a need for accommodation during the week.

4. Run a Competition

Straightforward to do on social media – a midweek break for two or similar. Make sure you have thought about where to share, hashtags, etc. Use paid advertising to target your competition – Facebook in our experience is better targeted than Instagram.

If you would like to run a competition through the Pewsey Vale Tourism Partnership, then just email susie@visitpewseyvale.co.uk.

5. Extend Weekend Bookings

When people book a weekend, tempt them with a discount if their stay is extended, for example 20% off to include a Monday/Tuesday/Wednesday/Thursday night.

6. Events

Advertise your accommodation as a place to stay for events in the area – e.g. Marlborough College Summer School, Concert at The Kings (the Pewsey Vale Tourism Partnership has already done this, but there might be other events).



7. Use Seasonal Pricing

To tempt people to stay out of season and mid-week.

8. Use paid advertising on Social Media

For example on Facebook and Instagram. This will give you reach beyond what you are able to do yourself. It is relatively low-cost and you can target the groups you would like to reach.

9. Reviews

Possibly the most powerful marketing material you can have is a collection of good reviews.

Encourage people to leave a review online, Facebook, Google or TripAdvisor. Put a link to Facebook/TripAdvisor/Google on your website so that people can see reviews and also to make it easy for people to leave them.

Share reviews on Social Media.

If you have a Visitor Book, then use extracts on your website as testimonials and as posts on social media (keeping the identity of the individual anonymous of course).

Have a card in the room/at the breakfast table/with the bill to encourage people to do a review.

10. Technology

Underpinning all of this is good set up on the technology front:

- Check Google SEO is set up for your website.
- Check Google Search Console.
- Make sure you are on Google Maps and take ownership of the business on Google.
- Make sure your Facebook page links to your website and vice versa.
- Social media – do regular posts and make sure it's interesting content/images.
- Know your hashtags – see our suggested Instagram hashtags list below.
- Make sure your website is mobile friendly (Google Search Console will tell you this but you can just try moving about your website on your phone).
- Review your website and other publications, online presence and make sure you have turned your features into benefits by creating a value proposition. For example, you have a hot tub (feature) but if described as a benefit, you might word it as 'Enjoy complete relaxation under the stars in our fabulous hot tub'.

Also remember to tag the Pewsey Vale Tourism Partnership in your posts on Facebook, Twitter and Instagram - @visitpewseyvale.

As a member of the Pewsey Vale Tourism Partnership, we are happy to help you (if we are able to) on any of the above ideas if you need some guidance.



Hashtags for Instagram

Hashtag List – use a maximum of 30
#beautifuldestinations
#bedandbreakfast
#bestplaceonearth
#bestplacetogo
#bestplacetovisit
#camping
#cycling
#dogfriendly
#England
#europe
#explore
#glamping
#greatwestway
#holiday
#holidaycottage
#igerswiltshire
#instagram
#instatravel
#nature
#northwessexdowns
#pewsey
#pewseyvale
#photography
#photooftheday
#picoftheday
#placetovisit
#pubs
#pubsofinstagram
#river
#roadtrip
#selfcatering
#staycation
#timeforwiltshire
#tourism
#tranquil
#travel
#travelagent
#travelblogger
#travelgram
#travelguide
#travelholic
#travelers



#travellers
#travelphotography
#traveltheworld
#trip
#uk
#vacation
#villagepub
#visitengland
#visitmarlborough
#visitpewseyvale
#visitwiltshire
#walking
#wanderlust
#wiltshire
#wiltshirecountryside
#wiltshirelife
#wiltshirephotographer