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Creating Connections & Building Communities



TONY WILSON





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Creating Connections & Building Communities

550 Accommodation Providers

Over 45,000 Bookable Units

How Do We Get More Bookings?

How To Stop Relying on OTA's?



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A **community** is a friendship or connection between **different** people or groups, that share a sense of having something in **common.**



Internal

Local

Online

Internal Community / Culture

A shared set of values, beliefs, attitudes, and behaviours that characterise how an organisation operates



- Why does our company exist?
- What is/not important to us?
- What problems are we trying to solve?
- Who are we trying to provide value to?
- Who is our Perfect Potential Customer – PPC?

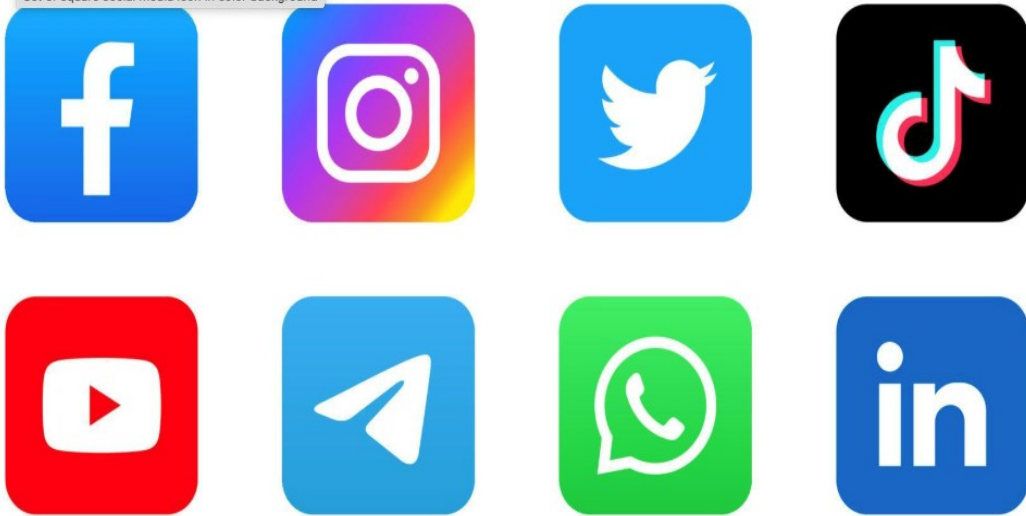
Simon Sinek - Starting With Why ([YOUTUBE LINK](#))



Online Community

A digital space where people with shared interests or goals interact, connect, and build relationships

Set of square social media icon in color background





Local Community

A network of people, businesses, and organisations within a specific geographic area who are connected by...



SHARED INTERESTS



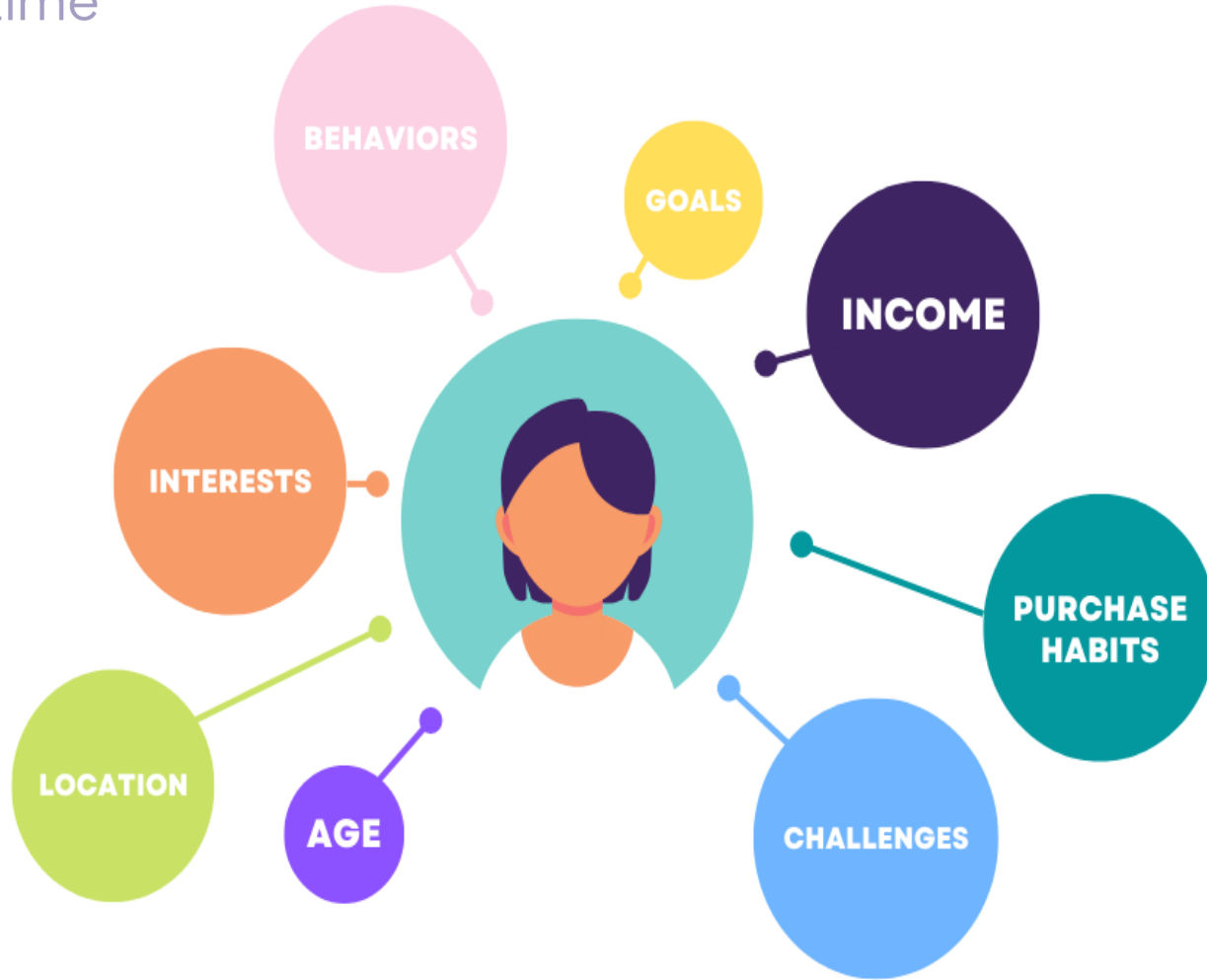
COMMON GOALS



SENSE OF PLACE



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Defining Your PPC

- Helps you understand who you are trying to attract
- Creates an avatar for any online campaigns
- Highlights who in your local community you should align with



My Local Community



Accommodation

- Camping
- Glamping
- Holiday Parks
- Holiday Lets
- Bed & Breakfast
- Hostels
- Hotels



Activities

- Beach / Surfing
- Cold Water Swimming
- Golf / Spa Days
- Action Sports
- Fishing
- Cooking / Crafting
- Walking (SWCP)



Food & Drink

- Pubs & Restaurants
- Hidden Gems / Cafes
- Food Markets
- Private Chefs
- Famous Brands
- Latte Art
- Pasties!!



Events

- Music Festivals
- Food Festivals
- Sporting Events
- Weddings
- Business Conferences
- UTMB - Arc of Attrition
- Women's RWC 2025



Special Mentions

- Tourism Boards
- Memberships
- Tour Providers
- Starring Britain
- Business Leisure
- Competitors
- SWCP



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What Next?





Highlighting The Heroes





7,089 followers

bosinver
stay, play & discover the magic

SEARCH []

	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
CHERRY Bosinver 6	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
LOWEN Bosinver 5	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
PENTREES Bosinver 5	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
COLDA Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
ROSE Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
TREFOISE Bosinver 5	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
WELL CLOSE Bosinver 5	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
APPLE Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
BUDOLFA Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
FARMHOUSE Bosinver 10	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
HONEY HILL Bosinver 6	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
HILLSIDE Bosinver 5	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
HYDRANGEA Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
JACK'S BARN Bosinver 9	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
LADURNUM Bosinver 6	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
OLKANA Bosinver 6	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
PEARL Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
POLCLAY Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01
VALLEY VIEW Bosinver 4	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01

5.0 Excellent ●●●●● 569 reviews

#1 of 5 cottages in St Austell

- Location 4.9
- Rooms 4.9
- Value 4.8
- Cleanliness 5.0
- Service 4.9
- Sleep Quality 4.9



07726 72708 Email Us
Treloweth, St Austell, Cornwall PL26 7DT

Gift Vouchers Accessibility Guest Login Special Offers

AVAILABILITY **VIEW COTTAGES** **bosinver** stay, play & discover the magic **OUR REVIEWS** **Find Us**

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Welcome to Bosinver Farm Cottages

Bosinver was built by our family, for yours. A place to rewind, recharge and reconnect. A place to play, explore and relax all together. A place to find adventure, wonder and more than a little bit of magic in the heart of Cornwall, with beautiful beaches right on our doorstep. The essence of Bosinver is about running beautifully unbridled through the countryside, wellies on, without a care in the world. Immerse yourself in the magical, colourful world of Bosinver, we can't wait to share it with you!

Term Time Stays School Holidays Book Online Today



WE INCLUDE UP TO A WHOPPING £475* OF EXTRAS IN YOUR HOLIDAY!



Your young family holidays will be some of the most special you take. To make sure you get great value from your break at Bosinver, we include a whopping £475 worth

- Heated indoor swimming pool
- Animal feeding sessions
- Egg collecting with Farmer Dave
- Play barn activity centre
- 20% off all bookings

Thank You For
Your Time!



TUMMYCOIN



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