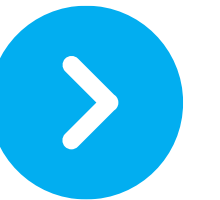


# **Encouraging Repeat Bookers, Creating Advocates & Building Your Brand for 2024**





## INTRODUCING MIHI DIGITAL

- Multi-award-winning digital marketing agency
- Our clients have won lots of awards too
- We have 50 + accommodation sites live generating £10 – 15 million in bookings each year.
- We work with some of the best destinations in the South West
- We have a massive amount of data



MIHIDIGITAL.CO.UK



# WHY YOU SHOULD LOVE REPEAT BOOKERS:

## The benefits of repeat guests:

Lower acquisition cost

Higher lifetime value

They Book earlier

Book more frequently

Higher chance of telling other people



# WHY IS IT GETTING HARDER TO KEEP THEM?



There are excess visits during the pandemic that won't come back.

Uncertainty makes people delay decisions (although we're becoming more certain about uncertainty)

Price – does booking early benefit them?



## SO WHAT DO YOU DO ABOUT IT?

- Ignore technology for a moment.
- Business development: Everyone is somewhere on a cycle. Move them to the next phase.
- It takes constant contact.



## IMPROVEMENTS TO YOUR EMAIL COMMUNICATIONS:

- Talk in a tone that suggests you know them – where has your data come from?
- Send on a regular basis – I don't know anyone sending too often.
- Add in a menu / clicking opportunities.
- Learn from sending times.





## HOW ABOUT YOUR BOOKING COMMUNICATIONS?

- Are they on point?
- Are they too wordy?
- Are they at the right times? (Halo effect of being and having been on holiday).
- Do you send them when they're actually there?





## ENSURING THEY TELL MORE AND MORE PEOPLE.



- Reviews - We all look at them but only a few leave them.
- How do you get more?
- By asking!
- Gmail tricks





## HOW ABOUT SHARING WHEN PEOPLE ARE THERE?

- Limiting the use of influencers
- Competitions – video / photos
- Giving families control of your Instagram
- Point of display promotion of social sharing – what's in it for them?



**M!Hi.**

**THANK YOU**

---