

TOP FIVE TIPS for Attractive Travel Offers



Are you looking for ways to refresh your business, attract more customers in shoulder season and extend your marketing reach? Packaging tourism products and experiences can create fresh appeal and renew interest in your property. Creating travel offers can drive shoulder season traffic and inspire travel trade to take a serious look at your business. Consider the following tips as you begin designing your travel offers and preparing for more guests.

1. THINK SEASONAL

Travel offers can be effective in filling rooms and driving visitation outside of peak season. Identify opportune periods/dates for extending your operating season or expanding into winter. Look at examples offered by other businesses or destinations. Special occasions, such as holidays, seasonal activities or community festivities and events, can provide interesting themes for designing and packaging your offer.

2. PLAN CAREFULLY

Plan at least six months in advance to ensure that no important features or potential problems are overlooked, and to allow time for promotion. Confirm staffing needs and schedules, and commit to delivering on the promise made to visitors. Match your offer to the needs of the market you are trying to attract (couples, families, outdoor enthusiasts, travel trade, etc.). If you are working with local partners, thoughtful planning and co-ordination are required to align components with the theme of the offer.

3. CREATE A HOOK

Travellers have countless choices when it comes to shopping for vacation packages. To stand out among the competition, you need a hook – a unique or enticing service, activity or package that will attract visitors. If you are feeling really creative, consider adding incentives to make your travel offer even more exclusive and appealing.

4. PROVIDE A UNIQUE CUSTOMER BENEFIT

Consider offering your customers a benefit that they can only receive by purchasing the complete travel offer. These benefits may include a discount on specific services, such as a spa treatment. Another option is to offer a free or exclusive feature, such as complimentary equipment rental – cross-country skis, snowshoes, skates, bicycles, golf carts, etc.

5. PRICE YOUR OFFER COMPETITIVELY

The price of your travel offer must be competitive with other operators, and affordable to your target market. The price should not exceed the cost of buying the package components separately. At the same time, profits need to be substantial enough to make your efforts worthwhile. To help determine the price, research comparable travel bundles. Free items should be accounted for, at cost, to avoid losing money.

The Travel Offers section on TourismSaskatchewan.com is an effective channel for promoting unique, authentic products and experiences in shoulder season and winter. Tourism operators and businesses can include up to four offers with their free online listing.

Email information.updates@tourismsask.com to inquire about Travel Offers.