



CHRISTMAS CHECKLIST

for tour and activity providers



1 START WITH A FOCUS ON CHRISTMAS

- **Design your website** with Christmas in mind (including design, text, images and videos) to encourage your customers to do some Christmas shopping.
- Provide festive add-ons or special Christmas offers like mulled wine, to your tours.
- Use an **online booking software** for selling tours and activities, vouchers and add-ons.
- Sell gift certificates (product or value vouchers) for your tours and activities. With a well-designed and personalised voucher, you can delight both donors and receivers.
- Provide corporate events like Christmas parties.



2 DO THE RIGHT MARKETING

- Build a dedicated social media strategy for the Christmas season. Define your goals, announce your Christmas season activities on your blog. Pack a punch with pictures from previous years.
- Use relevant hashtags to promote your campaigns and postings on social media, such as #Christmas, #xmas, #snow.
- Look out for partnership opportunities and cross-sell your tours and activities on each other's websites - a win-win situation for both parties.
- List your offers on online travel agencies like **GetYourGuide**, **Viator** and **Musement**.
- Especially in the Christmas season, many customers will be using these platforms to find inspiration and book activities directly.
- Make your website visible with **SEO**. Use keywords relevant to your business (early planning is important for this) as well as keywords for the Christmas season, such as gift certificate, **Christmas gifts**, corporate events.
- Do you have a bit of spare cash? Then it's worth launching a **Google Adwords** campaign.



3 PUSH CUSTOMER LOYALTY

- Surprise your customers with a gift this Christmas. This could be a promotion code, free photos from their tour, or a short video. Your customers will keep you in mind, recommend you to their friends, or best of all, come back soon!
- Boost your Christmas revenue by distributing promotion codes to your customers.
- Keep your customers up-to-date with your regular newsletter, including news, special offers and discounts that are relevant to the Christmas season.