

OPEN UP ALL AVENUES FOR BOOKING

- ☐ Look into distribution channels that will increase your bookings and revenue, particularly OTAs (Online Travel Agents) such as Viator and Expedia.
- ☐ Have an online booking system in place. TrekkSoft customers typically generate 30-40% more bookings from when they start using our system. Why not call our team for your free consultation and demo of the software?
- ☐ Accept secure payments from international customers. For a secure and low-cost solution, the TrekkSoft Payment Gateway is multi-currency and can be used wherever you are in the world.
- ☐ Research local industry events or networking opportunities that you could benefit from attending this season.

WORK ON YOUR WEBSITE

- ☐ Make sure your website is live and fully functional, ideally with your own domain name in place. If you need to build a website from scratch, you can do this with the TrekkSoft Website Builder.
- ☐ Check whether your website and content are following SEO rules to make your website more noticeable on Google. If you need some help with SEO, download our Ultimate SEO Guide for Tour & Activity Companies.
- ☐ Check that your website includes detailed and up-to-date information of your tours and prices.
- ☐ Have engaging photos of your tours on your website for potential customers to browse.
- ☐ Make sure your website is optimised to suit the season, with the relevant information, inventory, and add-ons for the months ahead placed centre-stage.
- ☐ Start blogging, ideally at least once per month. For handy advice and blog post ideas you can check out our free Content Marketing Handbook.

BOOST YOUR SOCIAL MEDIA

- ☐ Focus on your social media, especially the networks that tour and activity companies typically get results from: Facebook, Twitter and Instagram. If you choose to use a social network, do it well! Better to perform well on Facebook than weakly on five more.
- ☐ Check your business details and links on your Facebook, LinkedIn, Instagram, and Twitter pages are up-to-date.
- ☐ Set up discount or voucher codes that encourage bookings, for instance discounts for groups, locals, or advance bookings.
- ☐ Look into creating a paid advertising campaign on Facebook, Twitter, or with Google AdWords to reach more people online and retarget past website visitors.
- ☐ Carry a camera or smartphone with you to take great photos and videos of your tour in action and share these on your website or social media.

BUILD UP POSITIVE REVIEWS

- ☐ Get your business listed on review platforms like TripAdvisor, Yelp, and Google.
- ☐ Ask recent customers to review your business on TripAdvisor, or even reach out to people who booked your tours last season.
- ☐ Ask your customers for their opinion: what do they enjoy most about your tours or activities? Can they see any areas for improvement, be it the duration of a tour or a new idea to add to your inventory?
- ☐ Use TrekkSoft to set up an automated follow-up email for booked guests. You could include a friendly thank you, a request for a review, and links to your TripAdvisor and social media profiles.

DON'T FORGET ABOUT OFFLINE MARKETING

- ☐ Check your print marketing provisions, such as leaflets and brochures, and distribute these locally (you could try local Airbnb hosts, hotels, hostels, restaurants, and tourism information centres).
- ☐ Look into freebies or add-ons you could give your customers to encourage word-of-mouth advertising, such as pens, bookmarks, or stickers.

PREPARE YOURSELF (AND YOUR TEAM)

- ☐ Make sure your guides are ready for the season ahead. Consider hosting quick workshops on social media, storytelling, or running a great tour to make sure everyone is on-board.
- ☐ Encourage your team to subscribe to Your Tourism Success Guide, the free TrekkSoft newsletter sent every two weeks. This is where we share our finest tips and tricks for the tour and activity industry, as enjoyed by thousands of happy readers worldwide!
- ☐ Spend thirty minutes looking into the most important travel trends for 2016. By staying up-to-date, you will have a better idea of what your customers will be looking to gain from your tour.
- ☐ Can you manage your business on any device? Do you have a real-time view of your bookings on your calendar? These are excellent ways to stay organised and up-to-date, and are easily achievable with booking software like TrekkSoft.