

# KEY STRATEGIES TO INCREASE YOUR OCCUPANCY RATES

We've previously focussed on how to set up a glamping site and the hurdles you need to clear and the obstacles you need to overcome to achieve your dreams. However once you've got your site open you need a strategy to ensure you achieve your ROI (Return on investment). We have some helpful tips to ensure you stay on track and deliver on your forecasts.

## MARKETING

You've created the most wonderful site with all the home comforts and luxurious accommodation but unless you tell everyone about it your occupancy rates will be low. You need to shout it from the rooftops that you're here and you're open for business. You could go with the 'scatter gun' marketing process many do throwing out lots of random information to a random audience, or you could spend a little time and create a targeted plan with a targeted audience. The latter option is where we suggest you spend your time and money, you will see far higher engagement rates, and ultimately higher occupancy.

## SO HOW DO YOU CREATE A FOCUSED MARKETING PLAN?

- 1. IDENTIFY YOUR AUDIENCE** – Who is your target audience? We know the main growth area for glamping in general is the 18-33 year olds so who within that demographic want to go glamping? What interests do they have? Where are they visiting online? What problems have they found with other glamping sites, and how can your site overcome these issues? On the reverse of this what are they praising about other glamping sites, and do you offer these at your site?
  - 2. COMPETITORS** – research your competition, who's doing well and who's not? It is important you don't look to just replicate others success you need to understand why others are failing to avoid slipping into this pit. Look at the marketing offered by both types of sites as you will see clear differences in their approach, messaging, quality and ultimately their facilities. Look at their reviews, testimonials, hashtags used (social media) and any paid advertising on search engines noting the keywords used.
  - 3. WHAT DO YOU WANT TO ACHIEVE?** – what does a 'good' campaign look like & what would a 'great' campaign look like in terms of returns from your activity. What are the goals of your activity?
    - a. Increase in social media followers by 'X'%
    - b. Increase in bookings by 'Y'%
    - c. 'Z' number of subscribers to your marketing list
- You get where we are going with this, you need to focus on what result you are trying to achieve. Remember in order for someone to buy from you they like to trust you so don't always go in with the 'buy now' message use a series of communications to warm up the audience.
- 4. DECIDE ON YOUR APPROACH** – what activities are you going to use to conduct your marketing? Social media, website, email, postal, telephone, paid search engine, etc.. The key to deciding is looking at how your target audience usually buys, if they regularly buy through social media then this would be a great start.
  - 5. MEASURE YOUR RETURN** – You need to measure the ROI of every activity you undertake. This will help you understand where best to spend future budget to maximise your return.



## ENCOURAGE & REWARD LOYALTY

A great way to increase repeat stays from existing clients is to reward them for their loyalty. You can structure your loyalty programme to either offer discounts on repeat stays, free upgrades or a free night stays based on 'X' number of nights previously booked, etc...

## THEMED & SEASONAL EVENTS

Depending upon the size of your site will depend upon the suitability for events. If you are a larger site, then events are a great marketing tool to drive bookings with a clear call to action. They give a further reason for people to stay with you, some ideas could be:

- Easter, including egg hunts
- Halloween
- Bonfire Night fireworks
- Live performances
- Association with clubs i.e. classic car clubs, etc...

Above all you need to make your offering unique, if people can't replicate it then you have the edge over the competition. Think about your site and look for the unique elements you can promote whether that be your location, your facilities or accommodation. If you'd like to add unique, luxurious accommodation to your site we'd love to help you.

