



Get Ahead & the Hospitality Industry: **How We Can** *support you*

**From the Get Ahead
virtual agency team**



getaheadva

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Introduction

We understand the huge commitment that goes into running a hotel or letting self-catering accommodation. We know that customer service is always your top priority, but that can also mean less time for the all-important finance and marketing tasks.

With so many pressures on your time, you need affordable, flexible support to help you keep up with marketing and back-office tasks.

What areas of hospitality do we support?

- Hotels
- Bed and breakfasts
- Conference venues
- Self-catering accommodation
- Holiday lettings

What support do we offer?

Marketing – let us help raise the profile of your hotel or holiday let through:

- Marketing campaigns
- Networking
- Website design
- Social media management
- Review management

Back-office work – devote more time to customer care when you use our range of support services:

- Admin
- Finance
- Booking management
- Email management

The Get Ahead difference

With over 90 business specialists in a broad range of areas, we find we can always match a hotel owner with the right expert to meet their needs. And, importantly, we always match on both skillset and personality, to ensure a great team fit.

Read on to find out more about what we can do for you and your hotel, B&B or holiday let. And if you think we might make a good team, let's have a chat.

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How to use *outsourcing* to increase your occupancy

Do you need support to get more bookings? Where do you turn for specialist help to attract guests and stay on top of back-office jobs?

Running a hotel or self-catering accommodation is really rewarding and also a big commitment. But outsourcing could help increase your occupancy and help your hotel or holiday let stand out from the crowd.





How to attract business travellers to your hotel or bed-and-breakfast accommodation

Business travellers are a great source of ongoing bookings for hotels and bed-and-breakfasts. In this blog, we look at how to attract business travellers and why it makes good business sense.

Why should I try to attract business travellers to my hotel?

Business travellers present a fantastic opportunity to hotel owners. Unlike holidaymakers, who often only stay during high season, business travellers need accommodation all year round. If you can become the accommodation of choice when a organisation's team are working in your local area, you can achieve sustainable levels of occupancy even during low season.

Another advantage of attracting business travellers is that managing one relationship can translate into lots of bookings. Contrast this with holiday bookings, where you have to from scratch with every guest who arrives.

How can I attract business travellers?

To attract business travellers to your hotel, it's important to market your offering to them in the right way. The marketing you do to attract individuals and families on holiday will not necessarily appeal to your potential business guests. Instead, devote some of your marketing efforts to connecting with businesses.

1 Adapt and refine your offering

Before you can offer your hotel as the ideal accommodation for business travellers, consider whether it has what a business traveller needs. If it doesn't, change it! For example, consider offering a streamlined check-in and check-out, so business guests don't lose valuable time doing paperwork. Be prepared to offer an early breakfast or late dinner to fit in around unusual arrival times. Perhaps you could turn a quiet corner into a dedicated office or meeting space for your business guests. If your internet speeds are slow, invest in an upgrade so business guests can access whatever they need to work during their stay.

2 Create packages

Creating a special package for business travellers makes it easier for procurement managers to see the value

you're offering. Choose the right price point for a room, breakfast and Wi-Fi, maybe with a transport option to connect guests to the station or airport.

3 Target businesses on social media

Once you're business-traveller ready, it's time to spread the word! Share dedicated social media posts, not just offering accommodation but highlighting the reasons why your hotel is a great choice for business travellers. You might also consider posting on LinkedIn, the business-to-business social media platform, to connect with the sort of people who might be looking for accommodation for their business travellers.

4 Network

A great way to meet other businesses face to face is to go to networking events. Networking events help you build up your business family, and meet the kind of business owners who might need what you offer.

You could also offer your hotel as a networking venue, giving event attendees the opportunity to see what you have to offer.

5 Advertise

A carefully placed advert in a business publication could help you attract commercial travellers. And if any businesses have their head office or training centre near your hotel, reach out directly to let them know you're ready to welcome their employees whenever they're in the area!

Outsourced support helps hotels attract business travellers. Get Ahead has a strong team of marketing experts who would love to help you increase your occupancy all year round. If you need support with any of the suggestions we've made in this blog, we are here to help. We'll use our marketing expertise to connect you with commercial travellers and gain all the benefits of repeat business.

Explore our site or social media channels to find out more about what Get Ahead has to offer.



Hotel digital marketing – how to manage reviews

Hotel digital marketing covers everything from your website to social media – any kind of marketing you do online, essentially! One of the most important areas of digital marketing for hotels and holiday rentals is review management.

In this blog, our digital marketing expert Mel explains why reviews matter and explains ideas for getting guests to leave reviews. She'll also share tips for how to manage reviews once you've received them.

Why do hotel and holiday rental reviews matter?

Arguably, reviews matter more in the hospitality industry than anywhere else. This is because people usually go on holiday to somewhere new – that's part of what makes it a holiday! What this means is that your guests have to rely heavily on reviews to help them make the decision about whether or not to stay at your hotel.

If the potential guest finds it's a toss up between two hotels, they're going to choose the one with the most positive reviews.

Remember, every interaction is an opportunity to show your personality. Reviews will give potential guests an idea of what to expect...and so will the way you reply.

How can I encourage guests to leave reviews?

Ask them! Most people love to be asked – they feel great having their opinion valued. Asking also shows that you're confident in your services – let your confidence shine out!

A good time to ask is when guests check out. The sooner they leave the review, the more honest and specific it is likely to be. You could have a QR code on the front desk for guests scan – that way, they can leave their review while waiting for their taxi.

How do I manage reviews of my hotel or holiday rental?

Naturally, we all want a lovely collection of five star reviews! However, we also need to be realistic. Not all reviews are going to be positive – some might be mixed and others downright bad.

Working in digital marketing, I've noticed that every single review is an opportunity to show how good you are at what you do. Even a bad review gives you the chance to reply and show how good your customer service and problem-solving skills really are.

How to deal with positive reviews

These are the easier ones to deal with! Even though they usually require less attention, it's still a good idea to take time to reply and thank the reviewer for their praise. This shows your upbeat side, and also demonstrates that you love interacting with people – two characteristics to make a future guest feel welcome.

How to deal with negative reviews

Mixed or negative reviews always take more time to deal with. Summon your inner strength and try not to take them personally. Instead, try to see them as opportunities to show how well you deal with problems.

The most important things to do are reply politely and appropriately as soon as you can, and try and get the conversation away from the review site so you don't end up having an awkward discussion in public. If you can, use the phone or email to discuss the problem instead. Try and remain professional and don't get into an argument.

If you learn anything valuable from the negative review, let the reviewer know that you appreciate their feedback and will be making changes. Take the opportunity to show the original reviewer and any future guests that you listen, you care and you solve problems effectively. You might well be able to turn a negative situation into a positive one!

Unfortunately, it's very difficult to have negative reviews taken down. Most review sites, including the biggest ones like

Google and Facebook, will only take down a review that is unreasonable. Resist the urge to turn off the “leave a review” option if you get a bad review. Instead, continue asking people to leave reviews and let the good ones dilute the effect of a few bad ones.

Outsource your hotel digital marketing and review management

Another review management solution is to outsource it. Let a digital marketing expert like Mel deal with the reviews from her own home while you concentrate on delivering a fantastic experience to the guests who are with you right now.

A huge advantage of having a remote worker manage the reviews is that they look at them as an outsider. It's easy to take reviews personally, and fixate on one bad one even if you've also had twenty good ones! But a remote marketing expert can help you regain your sense of proportion, as well replying to the straightforward reviews and prompting you to address the more complex ones.

Why not explore our social channels to find out more about what Get Ahead has to offer? And to find out more about outsourcing your hotel digital marketing, talk to your local regional director today.



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