



Visit
Pembrokeshire



Making Special Offers Work for You

A quick walk around Tesco shows the importance of offers. Tourism is no different; special offers could provide significant business exactly when you need it. Here are some ideas to consider:

Smart pricing

Your business inevitably follows a pattern, whether weekly, monthly or seasonal. Fix prices to reflect weekend and mid-week rates or seasonal differences. The lowest rates then give you a promotional lead in price.

Discounting

If you build in a small margin, you can use it for discounting rooms without affecting income.

If you are going to offer discounts, don't be too stingy. The public are used to seeing significant discounts and will ignore anything too small.

Percentage discounts are a bit dull - so be inventive! For example, a recent offer was spend £50, £75 or £100 in a hotel restaurant and get the room for free.

2 for 1 or extra nights free are widely used but...

...How about "book a week in spring or autumn and get a free short break in winter"?

Adding value

Extras enhance your offer and are better than discounting! Scan internet and travel supplements for ideas. Examples could include:

- Walkers Specials with OS Maps and packed lunch included for stays of 3 nights or more
- Do the same for cyclists or anglers with inclusive permits and bait
- Talk to nearby attractions and activity providers about joint offers
- Tying in with once or twice yearly special events could increase your repeat business
- Invite experts (e.g. geologists, ornithologists, photographers/painters) to host special interest holidays
- Packages for birthdays, anniversaries, Valentines etc. Goodies like chocolates and bubbly bought wholesale may be all that's needed.

Publicity generators

Some offers generate more publicity than business, but the additional profile could be invaluable; think unusual, quirky & newsworthy! Once you've created offers, publicise them! Add them FOR FREE to:

- VisitWales.co.uk
- VisitPembrokeshire.com/SpecialOffers & EventsInPembrokeshire.com, FREE to Pembs Guide advertisers
- Your own website! Add regular, fresh offers to your site to improve search engine rankings
- Email offers to newspapers & TICs from Pembrokeshire to Bristol. Keep details short, snappy & appealing

Further information:

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