

The background of the slide features a scenic view of a Himalayan mountain range. In the foreground, a string of colorful Tibetan prayer flags (yellow, green, red, white, and blue) is strung across the top. Below the flags, a large, weathered wooden pole stands on the left side. The sky is a deep blue with scattered white clouds. In the lower portion of the image, the rugged, snow-dusted peaks of the Himalayas are visible.

GETTING YOUR PAST CUSTOMERS TO PROMOTE YOU

THE ART OF STORYTELLING

**Original presentation by
Paras Loomba of Global Himalayan Expedition
& Mr Raj from Social Tours
@ Outlook Travellers/UNWTO event entitled
Future Jobs for Tourism**



Current Tourism Market

Typical traveler visits how many sites during the planning process?

30-160 Websites

Traveler Journey

- **Trust Peers**
 - ✓ 92% people follow word of mouth
- **Share Experiences on Social Media**
 - ✓ 76% people post on social media post trip or vacation
- **Visual decision making**
 - ✓ Majority of people use photos or videos to take decision

The Framework

- **Acquisition**
 - ✓ Visit your platform
- **Activation**
 - ✓ Buy your product or service/sign-up
- **Revenues**
 - ✓ Pricing, Up-sell, Cross-sell
- **Retention**
 - ✓ Use your service more than once
- **Referral**
 - ✓ Invite others to use your service

Bloggers and Influencer

- Share your true experiences
- Influence the audience
- Trust them more over any company advertisement
- Characteristic of product



Activation

- Be clear about what you want to sell
- Are you on any of the platforms
 - ✓ Booking.com, Airbnb, Tripadvisor
- What do travellers look for when using Booking.com or Airbnb
 - ✓ Facilities
 - ✓ Reviews
 - ✓ Experience

Referrals

- **Get your visitors to write reviews for you**
 - ✓ Across platforms or specific to the platform that they found you
 - ✓ Travelers decide based on reviews across platforms
 - ✓ Trip Advisor, Booking.com, Airbnb, Google
- **Involve your former customers in sales**
 - ✓ Get the people who have visited you to share the experience in their networks
 - ✓ Encourage the travelers to share pics
 - ✓ Weave a compelling story
- **Can you share examples where you have seen Referrals in action?**

Responding to negative reviews

- **Interaction is important**
- **Process to handle negative reviews**
 - ✓ It is also important to know how to respond to good and bad reviews.
 - ✓ Make sure you thank the guest first by addressing them with their name.
 - ✓ Apologize for the guest's poor experience
 - ✓ Address the worry by giving positive solution that you would be bringing near future
 - ✓ Try to follow-up

Self Assessment

- **Acquisition**
 - ✓ How do people visit your platform
- **Activation**
 - ✓ How do people buy your product or service/sign-up
- **Revenues**
 - ✓ Do you engage in any offers or revenue increase mechanisms
- **Retention**
 - ✓ How many people use your service more than once
- **Referral**
 - ✓ How do your customers engage in referring your services to others

Funding & Awards

Apply for them

Awards and Recognitions

