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
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