

BEHIND THE SCENES OF POST LOCKDOWN: WHAT YOU CAN DO NOW TO BE PREPARED FOR WHEN YOUR HOTEL REOPENS (PART 1)

POST-LOCKDOWN EXCLUSIVE OFFERS

There's no doubt that when the economy enters a recession, hotels have to work extra hard to win business. Now is the time to get creative and innovative, focusing on new initiatives to drive your market share in this new reality. Special offers & vouchers play key role in your post lockdown strategy.

- ✓ You can offer picnic baskets for families and couples to enjoy the outdoors. It's a good idea to highlight it as a dining option on rooms and add a voucher to your website so anyone can avail of it. The best way to promote your interesting offer is create social media posts about it, set up a Facebook brand awareness campaign, and run a brand PPC campaign. Create a landing page for this option and link to it.

Ad · www.garryvoehotel.com/Fota_Island

Garryvoe Hotel Near Fota | Tickets to Fota Park Included

Let your little monkeys run free! Tickets to Fota Wildlife Park & packed Lunch included. Official Website. Free Cancellation. No Booking Fees. Best Rate Guaranteed. Amenities: Bar, Restaurant, Free Parking, Swimming Pool,...

Check out our client: [Down Hall Hotel and Spa](#)

- ✓ The Garryvoe Hotel provide packages that include local attractions, as you can see in their Google ad. It's a good idea to have a special offer- especially for family breaks- for guests who are looking for local attractions that are easy and safe to visit such as offer "Zoo Break", "Ice cream Farm Break", "Aquarium Break", and whatever is in your nearby area. There is a wide range of opportunity here since you can make partner with local tourist attractions or offer tickets to local things to do like horse riding, Segway tours, archery, self-guided walking tours or more to help guests make the final decision to book.
- ✓ Restaurant availability may be limited in your locality so be sure to offer a dinner, bed and breakfast package, or upsell your dining options, whether in the restaurant or an in- room service.

Check out other examples:

- ✓ [Titanic Hotel Belfast](#) – Combining local attractions with the hotel stay
- ✓ [Morrison Hotel](#) – Appeal to families with discounts and highlighting local attractions
- ✓ [The Landmark Hotel](#) – family staycation
- ✓ [Abbeyglen Castle](#) – Wild Atlantic Way package
- ✓ [Abbeyglen Castle](#) – A hiking getaway
- ✓ [Powerscourt Hotel](#) – A family package with tickets to local attraction
- ✓ [The Cavendish London](#) – a wide range of local attractions

VOUCHER IDEAS

- ✓ Once hotels open and it's possible to travel again, you can target your current guest or target new ones with food hampers, unique cocktails, or romantic getaway offer. You may also be able to provide a delivery voucher for food and cocktails.

Check out our clients- [The Twelve](#) & [Ballynahinch](#) - that have unusual voucher offerings.

BALLYNAHINCH BREAKFAST HAMPER €51.00

Quantity

1

Add Voucher



Enjoy the Ballynahinch breakfast experience in your own home with our breakfast hamper which includes




Jar of Ballynahinch granola
Pot of raspberry jam
Box of Ballynahinch specially blended tea
2 fine china "I'd rather be at Ballynahinch" mugs

Specific Terms:

Hamper is €40 plus postage of €11 for Ireland a total of €51, which will be charged to your card. For registered post or for international mailing, please email us at info@ballynahinch-castle.com to arrange your order.

Please note once it is mailed we cannot guarantee delivery date due to current delays in the postal system.

- ✓ You can highlight the personal message option on your vouchers, encouraging people to connect with people they haven't seen in a long time due to lockdown. Use emotive messaging to promote your gift vouchers for Mother's day, Father's day, birthdays, anniversaries or other celebrations people are apart for. Follow this through from your landing page to social media posts to paid ads.

 <p>Make it Personal</p> <p>Add a personal message to any voucher, making it extra special</p>	 <p>Delivery</p> <p>Vouchers will be delivered by post or instantly to your inbox via email</p>	 <p>Secure Checkout</p> <p>Checkout is powered by Stripe and your payment details are never saved</p>
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- ✓ An interesting idea could be gift vouchers for businesses. As an example, an exclusive offer for businesses who would like to purchase gift vouchers for their staff as a bonus. This can be a great opportunity from a B2B marketing perspective, especially as companies may be looking to boost morale with their employees working at home.
- ✓ You can also add activity vouchers like what Ballynahinch does for romantic/couples breaks or you can create a voucher that is unique to your hotel brand offering.

VALENTINES GIFTS

^ Hide Vouchers

LOVE, LOVE ME DO €93.00

Quantity 1

Add Voucher



The Ideal Gift for Valentines! Dinner for 2 with Bottle of Prosecco.

Specific Terms:

Valid until 31 March 2022, not available from 26 July until 1 August and from 24 -31 December
Subject to Availability
Must be booked in advance
Early Bird Dinner Menu

LOVE ME TENDER, LOVE ME SWEET €275.00

Quantity 1

Add Voucher



Overnight Stay in Superior Double Room with Dinner included. Prosecco & Chocolates in room on arrival and Room Service Breakfast included next morning.

Specific Terms:

Subject to Availability
Valid until 31 March 2022. Excluding July, August & September and 27 -31 December.
Early Bird Dinner Menu included.

Should the voucher not be used within the specified dates the value of the voucher (€275) can be used towards a stay on another date.

ACTIVITY VOUCHERS

^ Hide Vouchers

THE GIFT OF A TREE AT BALLYNAHINCH €50.00

Quantity 1

Add Voucher



Give your loved one a very special gift of their own native Irish hardwood tree planted on the grounds of Ballynahinch Castle & Estate. Meet the gardener to plant your tree on the grounds, returning to the hotel to fill in our special tree register and receive your certificate.

Specific Terms:

The planting of the tree must be arranged in advance by calling or emailing the hotel. All email vouchers will be followed up with an

electronic gift card which can be posted to the recipient or the purchaser. Printouts will not be valid only the electronic card.

GUIDED WALK OF THE ESTATE €30.00

Quantity 1

Add Voucher



Explore the estate with Noel our qualified guide, hearing about Ballynahinch and Connemara's rich heritage. See archaeological sites, take a boat trip to O'Flaherty's castle on the island.

Specific Terms:

Price is €30.00 per person for a 2.5 hour guided walk of the estate which must be booked at least 24 hours in advance and is subject to availability. All email vouchers will be followed up with an electronic gift card which can be posted to the recipient or the purchaser.

Printouts will not be valid only the electronic card.

- ✓ Check Out: [Flemings Mayfair and their interesting "Mother's Day Banquet Box"](#)



MOTHER'S DAY BANQUET BOX

Celebrate this **Mother's Day with a Banquet Box** for two - or four - at home. Created by Executive Chef and Great British Menu finalist Kerth Gumbs, each box includes some pre-prepared elements and some to make at home.

Start your celebratory meal with our signature home-cured Scottish salmon, mung beans, smoked mayo, semi dried tomatoes and Ponzu dressing before indulging in a sumptuous corn-fed roast chicken with mashed potato, tenderstem broccoli, coleslaw, roasted garlic and herb focaccia and gravy. Then, finish off the meal with a decadent chocolate brownie with salted caramel popcorn and Chantilly. All our boxes come with a special treat from the East India Company.

- Mother's Day Banquet Box at Home: £90 for two
- Luxury Mother's Day Banquet Box at Home a bottle of Laurent Perrier Cuvee Rose Champagne 75cl: £155 for two

<< MENU >>

HOW BEST TO MAXIMISE YOUR LODGES & SELF-CATERING STREAM

Self-catering accommodation is a great opportunity for guests who are going to be on holiday for pleasure - especially groups of families and friends - and also for those who want a change from their workplace at home.

Check out some of our clients doing well on this offer:

- ✓ [Sneem Hotel](#)
- ✓ [Killyhevlin Lakeside Hotel & Lodges](#)
- ✓ [Great Southern Killarney](#)

How can you promote this?

- ✓ PPC: People are searching now for summer staycations and we are seeing an increase in bookings especially for self-catering lodges and apartments. Target people searching for the summer months with a search, display or Facebook & Instagram campaign to increase your brand awareness and bookings.
- ✓ Email marketing.
- ✓ Social Media Posts.
- ✓ Create self-catering specific special offers and use emotional language. Focus on the freedom of self-catering, open spaces, privacy. Consider using titles like 'Post Lockdown Getaway' or 'Get Together Staycation'. Appeal to friends and family reuniting after lockdown.
- ✓ Re-sharing your guest's content is a great way to strike up conversation, promote positive guest experiences and publish high quality user generated content (or even make a #selfcatering with [hotel name] on your social media).

HOW TO PUSH STAYCATIONS OR UPDATE YOUR EXISTING STAYCATION PAGE

While we don't yet know when international trips will get the greenlight, now is a good time to start looking at potential staycations for the summer holidays and beyond.

Having different offers for staycation can be interesting, this can include:

- ✓ Friends staycation packages
- ✓ Single travellers, group travellers
- ✓ Business or corporate travellers
- ✓ Family travellers

Check out our Client: [The Lowell Hotel](#)

How can you promote this?

- ✓ Stay on top of SEO: we will update meta data and meta description, use strong link building, popular keywords. We encourage you to create strong call-to-action in your content and write engaging FAQs.
- ✓ Focus on good page design that engages and converts.
- ✓ Promote your staycation offers using google search or display ads.
- ✓ Social media advertising is a great opportunity for hotels to reach a targeted audience with special offers and staycation content.
- ✓ Make sure to keep the page updated with links to any relevant offers, particularly for summer.

HOW TO APPEAL TO FAMILIES

Determine the best hotel loyalty program with rewards program. Reward ideas for family-focused part of the hotel:

- ✓ Children under 12 free: [Redcastle Hotel](#)
- ✓ Provide an offer including kids near-by kids' tourist attractions.
- ✓ Promote any child minding services in the hotel. Check staff ratios to children and highlight on the page to encourage guests to feel comfortable with the hotel's supervision of children.
- ✓ [Redcastle Hotel](#) has a lovely offer that they provide a tent for kids in the room.
- ✓ [Down Hall](#) combines a wide range of local attractions for families with the hotel stay.
- ✓ [Hotel Metropole Geneve](#) provides a great offer for families.

Kids Stay Free

Kids Stay Free!

Book your break at the Redcastle Hotel and your kids stay for free!
Available on selected August dates

Offer includes:

- Free B&B for children under 12
- Access to the leisure facilities (please pre-book on spa@redcastlehotel.com)
- Must be accompanied by 2 paying adult guests

Available on the following dates: Thursday 27th – Friday 28th August

LOYALTY IDEAS

- ✓ Rewards punch cards for every guest to use in the hotel cafe.
- ✓ Provide swag bags on arrival to loyalty members who were active for a year.
- ✓ Members-only cooking classes or 'wine and paint' nights that can be provided online.
- ✓ Encourage guests to sign up to email newsletters during their stay such as at reception, in their welcome packs or on the Wi-Fi landing page.
- ✓ Offer a discount for the next stay if guests sign up to the email newsletter.
- ✓ The best rewards programs offer a mix of instant rewards and more valuable long-term rewards. Elite hotels provide an offer called "The Winnie the Pooh Afternoon Tea for One Child" which is a good idea for reward program.

Don't miss out on our blog posts:

[How to Market Your Independent Hotel Using Facebook](#)

[Building a 2021 Budget Strategy for Luxury 5-Star Hotels](#)

HAPPY CAMPERS



From only €199 in total for a family of four....For 2 adults and 2 children in a Bedroom Suite.

- Adults enjoy the luxury of their own bed
- While the kids spend the night *glamping*
- This includes camping kit essentials with torches, books, hot chocolate and treats
- Full Irish Breakfast the following morning
- PLUS Complimentary access to the leisure facilities

Dining



Ashdown Park

WINNIE THE POOH AFTERNOON TEA FOR CHILDREN

The Winnie the Pooh Afternoon Tea for One Child

from £ 10.95

Select from the dropdown: