









## HOW TO PUSH STAYCATIONS OR UPDATE YOUR EXISTING STAYCATION PAGE

While stayingcation is a popular trend for the summer holidays and beyond

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

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

Checkout our Client: [The Lowell Hotel](#)

How can you promote this?

- 9 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
- 9 Focus on good page design that engages and converts
- 9 Promote your staycation offers using google search or display ads
- 9 Social media advertising is a great opportunity for hotels to reach a targeted audience with special offers and staycation content
- 9 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

- 9 Children under 12 free: [Redcastle Hotel](#)
- 9 Provide an offer including kids nearby kids' tourist attractions.
- 9 Promote any child minding services in the hotel. Check staff ratios to encourage guests to feel comfortable with children.
- 9 [Redcastle Hotel](#) has a lovely offer that they provide a tent for kids in the room
- 9 [Down Hall](#) combines a wide range of local attractions for families with the hotel stay.
- 9 [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](mailto: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: