

BEHIND THE SCENES OF POST LOCKDOWN: WHAT YOU CAN DO NOW TO BE PREPARED FOR WHEN YOUR HOTEL REOPENS PART 2

EXCLUSIVE USE OF RESTAURANT, ALL, OR PART OF THE HOTEL

Your luxury hotel is the ideal venue for special occasions and family get-togethers including intimate weddings, reunions, and special birthdays. You can have the luxurious surroundings and attentive staff of your property set aside just for your guests.

After lockdown, people will be looking for safe, small and private locations to reunite with loved ones and exclusive use of part of your hotel would appeal to those people.

Check out some examples:

- ✓ [Temple House for retreats](#)
- ✓ [Hayfield Manor for private dining](#)
- ✓ [Killarney Royal Hotel for weddings](#)
- ✓ [Twelve Hotel for private functions](#)

RETREATS

RETREATS

Temple House is well suited to host retreats and gatherings of all shapes and sizes. The idyllic setting, with fresh air, clean energy and tranquility lends itself beautifully to those that wish to organise a retreat.

We are quite open to what sort of approach you take. We have a talented chef who is pleased to cater for dietary requirements and specific needs. The catering is therefore taken care of by us.

Obviously exclusive take over of the big house for B&B is essential. We have 10 rooms in the big house.

There is also an optional cottage that sleeps 8. 2 twin, 2 double, 2 bathroom. The leaders sometimes like to take this as 'their space'.

We find that most groups tend to be out for lunch exploring this fascinating region.

In addition to the bedrooms, there is a private sitting room which we call the Morning Room and more warm bright rooms for any indoor activity that you may wish to lay on. You will have your own expertise of course but here are few ideas.

Some activities might include

HOW TO PROMOTE

- ✓ If you have been providing parts of your hotel for exclusive use, you can add your guests' quote about this offer as a panel on this page.
- ✓ Stay on top of SEO: we will update meta data and meta description, use strong link building (internal link and backlink), popular keywords. We encourage you to create strong call-to-action in your content and write engaging FAQs.
- ✓ Promote via PPC: Highlight options in sitelinks on your brand campaign. If you have additional money to invest you can try display or search ads. We can target audiences interested in family reunions, parties, meetings, wedding parties, and more.



- ✓ Many have had to postpone or rearrange weddings. If you can cater to small wedding parties, highlight this and how your services are customized to couples downsizing their venues or recently married couples planning a post wedding party when more guests are allowed.
- ✓ Social platforms like Facebook and Instagram with organic posts or paid advertising are another great opportunity.

HOW TO ADVERTISE SUITES FOR PARTIES, SMALL GET TOGETHERS, OR MEETINGS

The most obvious advantage of a suite in a hotel is extra space. Suites are perfect option for small birthday parties and small gatherings, hosting meetings, travellers in group, and romantic honeymoons.

You may have to think outside the box about how your hotel suites could be used for other functions or for different types of clients.

HOW TO PROMOTE

- ✓ Stay on top of SEO: we will update meta data and meta description, use strong link building (internal link and backlink), popular keywords. We encourage you to create strong call-to-action in your content and write engaging FAQs.
- ✓ Use PPC: We can target corporate audiences showing ads to them for downsized or hybrid meeting spaces.
- ✓ Many couples will not get away on their foreign honeymoon as planned, but appeal to them by promoting your best suites & accommodations with all the romantic touches. We can target recently married couples through display and Facebook & Instagram targeting.
- ✓ We can target your current guests who are near to their birthday and offer your best suites, for their small gathering.
- ✓ Influencer marketing through social platforms like Facebook and Instagram



A New Way to Host Meetings



Socially distanced meetings for up to 40 people & invite more virtual attendees



HOW TO PROMOTE ROOM FEATURES DURING THE PANDEMIC

- ✓ Update your rooms pages to mention in room dining options that minimize contact.
- ✓ 'Staying in is the new going out'. Many people will just want a different environment to relax in. If you have Netflix, aromatherapy baths or offer food or hampers in the room, bundle them together into a package. Go a step further and add face masks, candles, or beauty products for a spa-like package without spa therapists.
- ✓ Highlight in room dining on brand or remarketing ads.
- ✓ Remarketing campaigns through Google Ads and Social media channels like Facebook & Instagram.
- ✓ Publish posts on social platforms like Facebook and Instagram.
- ✓ You can also make a video and use it on social platforms like YouTube, Facebook, and Instagram.
- ✓ Create an Instagram story about how a guest would use the room and enjoy the package.
- ✓ You can make FAQ videos about how you prepare food and post it on social platforms and this page on your website.

HOW TO PROMOTE REMOTE WORKING FROM THE HOTEL

The number of remote workers is increasing; so too is the demand for quality remote workspaces.

Tapping into the remote worker market can help boost many aspects of your hospitality business such as encouraging contractors and business travellers to your hotel, bringing new people into your business who may not have otherwise visited, benefit from word-of-mouth recommendations, and more sales of beverages, snacks and lunches. How about a remote worker “lunchtime special”?

HOW TO PROMOTE

- ✓ SEO.
 - ✓ Google PPC.
 - ✓ Promote via LinkedIn to groups interested in remote working.
 - ✓ You can also make a video to show how remote workers are using your hotel spaces and use it on social platforms like YouTube, Facebook, and Instagram.
 - ✓ Provide incentives to get people interested. For example: 10% discount for first-time guests.
 - ✓ You can make a membership and hold outdoor personal training classes.
- Determine the best hotel loyalty program with rewards program. Reward ideas for business-focused part of the hotel:
- ✓ Reduced price in-meeting lunch delivery from the café.
 - ✓ Unlimited coffee service for group meetings.
 - ✓ Discounts for mid-week corporate team building events.
 - ✓ Discounted massages at the spa.
 - ✓ Promote local amenities, e.g. nearby golf course.

Check Out Clients offerings for remote workers:

- ✓ [Flemings Mayfair](#)
- ✓ [Bankside Hotel](#)
- ✓ [Down Hall & Spa](#)

HOW CAN HOTELS USE ONLINE EVENTS?

As events, concerts, and social gatherings have been cancelled, people are actively searching for online events to attend. It helps your brand awareness and engaging your current guests. Consider whether you can create a new online revenue stream with these ideas:

- ✓ Yoga and Meditation classes.
- ✓ Cooking or cocktail making classes.
- ✓ Exercise classes.
- ✓ Gardening classes.
- ✓ And whatever your hotel is good at.
- ✓ You can teach how to decorate your room or food for valentine's day or romantic times.
- ✓ You can invite local music bands to have an online concert or if it is possible have a window concert like [this hotel in Vienna](#).
- ✓ Your voucher system can be used for handling payments for online services.

Check out our client offering online courses for [yoga & wellness at Ananda in the Himalayas](#) through the Aró gift voucher engine.

Don't Miss Out on the blog post: [5 Online Event Ideas To Keep Your Customers Engaged During COVID-19](#)

