

39 TIPS

FOR MARKETING YOUR
ACCOMMODATION,
HOLIDAY PARK
OR DESTINATION

HOLIDAY
BRANDS

The no. 1 rule of destination marketing:

1. Sell your guest an experience, not just your accommodation/product.

5. Kids are king! Provide ways to keep kids happy and busy so parents get more time to relax. Parents happy + kids begging to come back = loyal guests.

6. Colouring pads and branded pencils are a great way to reward and welcome families. Work the \$2-3 in to your booking price so you can keep up promo stock.

7. A small cost promo item with each check-in is a great way to excite your guests and help them remember to rebook with you long after they've visited.

8. Think of ways to make your customer check in or welcome more enjoyable and unique.

9. Digital compendiums using tablets are a great way to show guests you're up to date & care about their enjoyment. It's also cheaper in the long run.

10. It's the 1%'ers that make all the difference in winning at guest experience & getting return bookings!

11. Offer free WiFi using a system that requires an email for login. This is a great way to build your database!

13. Ensure you follow a social media schedule. Plan the types of content you want to share, and be regular about it.

14. School holiday programs or activities are a great way to gain bookings during a season of high competition.

16. Sponsoring local big events are a great way to build local profile and credibility.

17. Partner with organisers of local events to offer accommodation for out of town staff or high profile guests.

18. Bring in food trucks or fun stalls to build a community and save guests cooking or leaving your venue.

19. Regular on-location events are a great draw card. (Monday sausage sizzle, Tuesday trivia, etc)

2. Remember that while it may be work for you, this is leisure time for your guests and they're with you to have fun. Fun = repeat bookings!

3. Email marketing is a cheap/ free way to reach your audience & has high conversion rates.

4. Stay front of mind by regularly communicating with your guests.

12. Consider what perks you can offer off season - like fire pits & free timber in winter!

15. Reshare your guests' photos on social media!

20. Coffee!!

A barista made coffee van or a coffee station can do wonders for building rapport & loyalty, as well as giving all those good vibes!

Alternatively providing a coffee machine and giving guests the opportunity to bring their own pods is a thoughtful and extra perk.

21. Focus on what makes you different to other local providers and use that in your marketing messages.

22. The most successful brands have a strategy and follow a plan so their marketing isn't hit and miss and spend isn't wasted. Get a personalised marketing strategy for your venue so you know what opportunities are available to you and what plan you should follow to see results!

23. Having a professionally designed, user friendly website, makes your guests experience more enjoyable and adds to their stay, even before they arrive.

24. Ensure your website takes online bookings or enquiries in just 2-3 clicks.

25. With so much pre-booking online research available, ensure you monitor and respond to reviews - on every channel!

26. Reinforce your brand by using complimentary colours around your grounds.

27. Consider a reverse dynamic pricing strategy - reducing price by a % as dates come closer if occupancy is down and rooms/sites are sitting empty.

28. Provide a list of things to do nearby for out of towners who don't know what's worth doing in your town. Offering a special discount with big attractions is an added perk you could provide guests.

29. Get a professional map!

It shows you take pride in your venue from the moment you guest arrives!

(And it also eases check-in anxiety!)

30. Get the edge over your competition with targeted Google and Facebook advertising. Many parks haven't jumped on this opportunity yet - so get in first and it will mean you save money later!

31. Send an SMS to guests an hour after check in to ensure they're happy with everything. This is a great way to build credibility and show you care.

34. Listen to, and welcome reviews and feedback. If you listen closely you'll see a common theme to areas for improvement or things you're doing well which you can promote in your advertising.

35. Consistency of brand brings credibility to your venue. Ensuring you have a professional logo with consistent design style - online, on stationery, and on your park on signage etc - sends a message you care about guests and take pride in what you offer.

36. Joining groups is a great way to get extra exposure that you would not be able to afford or capture on your own. It's also a great way to build partnerships with referral locations and network with like minded owners (it's also a safe place to vent!)

37. Use lots of key words and relevant phrases people might search for on Google on your website so you're more likely to be found.

39. Include a video tour of your venue and surrounds on your website and social media.

32. Offer booking add ons that compliment your destination. Eg. Picnic or BBQ packs, fishing kits, bush waking kits with maps, beach packs etc. Anything that adds to your guests holiday experience and helps them make the most of your location.

33. Ensure your website is secure (https). This will improve your search rank with Google.

38. Anything that improves or adds a wow factor to your guest experience is powerful marketing.

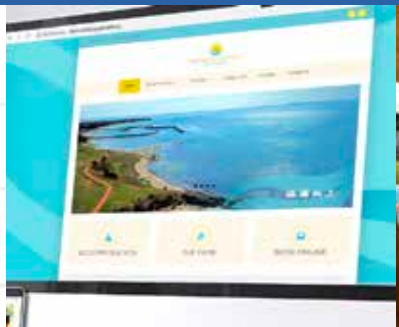
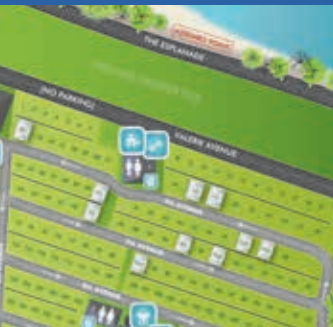
Talk to us about getting a marketing strategy for your destination - with ideas specific to your venue, your location, and your ideal guest. We even include a suggested 12 month plan for growth!

58.7 million
nights were spent
caravanning
and camping in
Australia in 2019.*

How many were
with you?

* According to the 2020 State of the Industry Report

STRATEGY | DESIGN | WEB + SEO



Ensure you're
found, and booked, first.

Get ahead of your competition.
Start marketing now.

We work with you to establish which areas of marketing
will work best for your individual location,
so you're doing the right types of marketing to
reach your unique ideal guest.
That way you save money, and see bigger results.

| SOCIAL | PRINT | SIGNS

HOLIDAY
BRANDS



MARKETING
STRATEGY

LOOK WHAT WE CAN DO

CASE STUDY: POONA PALMS

NEW WEBSITE

NEW PHOTOS

NEW BRAND

POONA PALMS
holiday park

BOOST IN WEBSITE TRAFFIC IN JUST 30 DAYS!

Post reach	Post engagements	New Page likes
55.6k + 697%	16.4k + 581%	3,269 + 11%

New Users
44.67%
4,615 vs 3,190

NEW TRAFFIC

SUPERCHARGED ENGAGEMENT >

WE DELIVERED A NEW BRAND & BOOKINGS FOR THE PARK!
PLUS, IN JUST ONE WEEK AFTER WE LAUNCHED THEIR NEW STRATEGY:



**THE PARK TRIPLED
THEIR DAILY WEBSITE
TRAFFIC & TOOK
60 NEW BOOKINGS!**

HOLIDAY
BRANDS

LOOK WHAT WE CAN DO

CASE STUDY: SUNSHINE COAST PARKS

How would you like to more than double your social followers & interaction every month whilst increasing bookings?

We helped 3 Sunshine Coast Holiday Parks boost their social media following & supercharge their engagement in just one month! On top of this their bookings increased right away!



AVERAGE ENGAGEMENT RATE NOW: 7%

Average rate 30 days prior: 3.75%

AVERAGE REACH PER POST NOW: 1620

Average reach 30 days prior: 887

NEW SOCIAL FOLLOWERS

+2,453 NEW PAGE LIKES

CAMPAIGN WINDOW

The chart shows a blue area representing the cumulative number of new social followers over time. The x-axis is labeled with dates: 13, 20, 27, 03, 10, 17. A red box highlights the period from July 20th to August 17th, with the text '+2,453 NEW PAGE LIKES' and 'CAMPAIGN WINDOW' overlaid in blue.

WEBSITE BOOKING TRAFFIC GROWTH

BOOKING TRAFFIC FROM SOCIAL

The chart shows a blue line representing booking traffic from social media. The x-axis is labeled with dates: 13, 20, 27, 03, 10, 17. Two red vertical lines are placed at approximately July 20th and August 10th, indicating the campaign window.

BOOKING PAGE VIEWS

The chart shows a blue line representing booking page views. The x-axis is labeled with dates: 13, 20, 27, 03, 10, 17. Two red vertical lines are placed at approximately July 20th and August 10th, indicating the campaign window.



HOLIDAY BRANDS



BRANDING & DESIGN

Logo & Brand Design
Stationery Design
Map Design
Graphic Design
Advertising Layouts

Social Media Posting
Social Schedules & Management
Facebook Ads & Remarketing
Google Advertising
Email Marketing



DIGITAL & SOCIAL MEDIA



PRINTING & SIGNAGE

Brochures
Map Pads
Business Cards
Bumper Stickers
Promotional Merchandise
Park Signage
Badges
Anything Printed!

HOW CAN WE HELP YOUR PARK?

We understand what makes marketing parks, accommodation, & destinations unique & challenging.

We've worked with tourism, leisure, & hospitality providers across Australia to increase their exposure, engage their audiences, increase their brand profile locally, and build loyalty with return customers.

Marketing Strategies
Venue Audits
Local & Regional Marketing
Guest Experience Standards
Rewards & Loyalty Programs
Guest Feedback & Surveys
Outsourced Marketing



STRATEGY
& PLANS



WEBSITES
& SEO

Website design
Maintenance & Updates
Search Engine Optimisation
Content & Blogging
Analytics & Reporting

HOLIDAY
BRANDS

A scenic landscape featuring a sunburst effect over a mountain range. The sun is positioned behind a mountain peak, creating a bright glow and rays of light that spread across the sky and illuminate the foreground. The foreground consists of a grassy field with scattered rocks, and a small body of water is visible on the right side. The sky is a deep blue with some light clouds.

MARKETING + BRANDING
FOR ACCOMMODATION + DESTINATIONS

HOLIDAY
BRANDS

1300 627 783
hello@holidaybrands.com.au
holidaybrands.com.au