



Inn Partners

Innovative Solutions for Current and Future Innkeepers

EVERYTHING IS MARKETING

Understand and Plan for the Five Stages of Travel

DREAM – Where should we go?

Blog on what makes your city unique, include customer stories and testimonials.

PLAN – What should we do and where should we stay?

Vacation guide on nearby attractions in surrounding areas.

Package special events, museum trips, local hikes, bicycle routes, skiing opportunities, dining events, spa activities, pet friendly services and amenities, etc.

BOOK – What is the easiest way to book?

Use *simple* online booking and Quick Quote Request Forms.

Need strong Online Booking Engine (where guests make their own reservation) and Integrated Channel Manager (Automated communication tool for OTA Reservations).

Need Online Booking Engine with Automatic Yield Management.

5% of visitor's initiate the checkout process (aka Check Availability). Only 0.5% - 1% will complete the checkout/booking process.

EXPERIENCE – Let's [Verb goes here]!

Blog about "Things to do in [fill in the blank]."

Think Concierge

REMEMBER – Would we recommend the Inn to a friend? Would we go back?

Follow up with guests through social media and email marketing. **Ask for 5 Star Reviews on TripAdvisor.**