

# Attract More Guests Make More Money

## A Holiday Park Marketing Guide



**BEACON**

Marketing Services

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# Contents

## Introduction

The knowledge you will learn and why you can trust it.

Chapter 1 .....4

### How to Attract More Guests Part 2:

#### Print Marketing for Holiday Parks

How can you attract more online bookings? Through effective digital marketing.

Chapter 2 .....16

### How can you attract more online bookings?

#### Through effective digital marketing.

To attract guests offline, there is only one thing you can turn to – good old fashioned print marketing.

Chapter 3 .....24

### How to Maximise Your Lead Generation:

#### Marketing Plans for Holiday Parks

How to create a holiday park marketing plan that will maximise your generation of leads.

Chapter 4 .....30

### How to Convert Leads into Bookers:

#### the Booking Process for Holiday Parks

You have leads and plenty of them. But how do you convert potential guests into paying guests?

Chapter 5 .....39

### How to Maximise Your Cash Income:

#### Revenue Management for Holiday Parks

Simply put, revenue management is about getting the greatest possible value from your holiday lettings. Here is how it is done.

Chapter 6 .....52

### Beacon Marketing Services

Details of Beacon’s services and how they will help you attract more guests.

Glossary .....53

Definitions of industry jargon and technical terms.

# Introduction

Hello and welcome to your in-depth guide on how to attract more guests and expand your profit margins. The wisdom offered within comes courtesy of the decades of collective holiday park marketing and management experience belonging to the team behind Beacon Marketing Services.

Over the coming chapters you will learn everything you need to know about how to create leads, convert them into guests, and run your business with the greatest possible money-making efficiency. Along the way you will discover a treasure trove's worth of holiday park sector specific tips, tricks and trade secrets that would only otherwise have come your way through luck, or many, many years of trial and error.

The first thing you need to know is how to make people aware of your park and its unique appeal as a holiday destination.

So that is where we will begin.





## Chapter 1

### **How to Attract More Guests Part 1: Digital Marketing for Holiday Parks**

How do you attract more online bookings? With effective digital marketing – that is the short answer. Now to explain why, and how it is done.

To promote your park effectively, you must put your promotional material where it will be seen. Today, and even more so tomorrow, the place people are looking is the internet.

Digital marketing refers to the practices used to promote products and services online. Done properly, it saves time and maximises profits, and those benefits are just two of many. Six core practices make up digital marketing: content marketing, social media marketing, email marketing, SEO, PPC and analytics.

We will now explain each of these practices and advise how you can use them to attract more bookings and sales enquires from your ideal guests.





## **Content marketing**

Content marketing involves creating and sharing digital content designed to promote your park. In the context of digital marketing for holiday parks, 'promote your park' means influencing and increasing online awareness of your park, attracting visitors to your website, and creating business leads.

There are two main types of digital content.

### **Blog posts**

Blog posts are articles. They are like the ones you read in magazines, except they are published online. They are the most common type of content marketing. Publishing articles that include keywords for SEO (search engine optimisation) regularly on your website's blog page is a very effective way to draw potential guests to your website. The more visitors your website attracts, the further awareness of your park will spread and the more sales leads it will generate. Promoting blog pages and posts in e-shots and on social media helps them reach more potential readers.

For potential guests, blog articles are an invaluable source of information about your park.

But what should you write about? Consider what potential guests would want to know about your park and its surrounding area, and make sure to emphasise their top selling points and USPs (unique selling propositions).

Say, for example, your park is on the edge of the Mendip Hills Area of Outstanding Natural Beauty. Lots of people will have heard of the Mendips but will not know much about them and would be interested to find out more. You would likely also have plenty of potential guests with specific interests who would be keen to learn about the medieval palace, the winding rocky gorge and cavernous caves in and around the area.

One example, therefore, of a good title for an article to write and publish on your website's blog page would be 'Things to Do in the Mendip Hills'. This blog article would build awareness of and stir interest in your park's area, and its title is likely to be the exact phrase many people thinking about visiting the Mendips will be typing into online search engines.

But before you start writing, you will want to brush up on your writing skills. Blog articles are only as effective as they are well written. You will need to make sure yours are well researched, easy to read, informative, interesting, and entertaining.

Make sure to include attention-grabbing headlines, eye-catching images, informative subheadings, links to relevant pages on other websites, links to other pages on your own website, and a call to action ('book now', 'sign up to our mailing list' or 'view our holiday homes to rent', for instance).

When you publish a blog, encourage potential guests to read it by sharing its link on social media and by email.





## Infographics

*Infographics* – visual representations of information – are another popular form of digital marketing content. Attractive and informative infographics are excellent attention grabbers and swift deliverers of messages. They are best used as a way of getting across anything you want to communicate briefly and quickly. Yours should draw potential guests to your website by communicating information that will encourage them to want to visit your park.

Stats, awards, things to do onsite, things to do nearby, a design centred around a photo of the canopies above your park's nature trail bursting with spring blossom: these are all great subjects for infographics.

As with blog article writing, before you start making infographics, you will do well to get to grips with some graphic design skills. Make sure your infographics are well laid out and decorated with visually appealing detail and text written in complementary fonts. This will help make sure they look good and communicate their messages efficiently.

You can embed infographics in blog articles or share them as standalone pieces that link to your website. A study by OneSpot has shown that good use of well-crafted infographics can increase traffic to websites by an average of 12%.

Effective content marketing for holiday parks has massive benefits. Infographics and blog articles are your secret online weapons to show and tell potential guests about all the things that make your holiday park uniquely attractive. In doing so, they draw potential guests to your website and help convert them into real paying guests.

Remember though, that content marketing for holiday parks is only as effective as the quality of the content created and shared. Quality and consistency are the keys for unlocking ever greater online awareness and attractiveness, which in turn, are the keys to maximising your income revenues.

## Social media marketing

Social media marketing for holiday parks is about using social media platforms to increase awareness of your park, persuade potential guests that your park is a good place for a holiday, and direct potential guests to your website. It can and should also be used to communicate with potential, past, and present guests.

Social media has revolutionised the way we share information. In years gone by, only the biggest print and broadcast publishing companies had the reach to communicate with big public audiences. Thanks to the rise of social media, we all now have that potential and many of us are realising and making use of it. 91% of Millennials, 76% of Generation X, and 50% of Baby Boomers are active social media users (eMarketer). Globally, the number of social media users grows by 1.3 million every day (Hootsuite).

Social media users can build their own audiences, and even better, they can shape them. You can too. By sharing the right content on the right social channels at the right time, you will build up followings of people who are interested in what your business has to offer. In other words, your own specially crafted audiences of potential guests.

Here are three of the main social media channels and how they are useful in the context of social media marketing for holiday parks.





## **Facebook**

Facebook is both the overall most popular social media channel and the one most popular with older audiences. Text, images and videos can all be shared on Facebook. The versatility of Facebook is made even more powerful by its instant messaging function, which allows you to chat to your audience in real-time.

## **Instagram**

Instagram is an image sharing platform. Posting on Instagram is an excellent way to show off to your audience how great and how beautiful your park and its surrounding area are. Got a great picture of your park lit up in the golden rays of the setting sun? Let its glory shine on Instagram.

## **Twitter**

Tweets are short pieces of text. The beauty of Twitter is the ease with which it allows you to share information instantly and talk directly to potential guests. Got a new special offer to announce? Tweet it to the world from the Twitter treetops.

As self-publishing platforms, all three of these social media channels are excellent places to share your blog articles and infographics.

Anyone can publish on social media, but that does not mean gaining popularity is easy, and it certainly does not mean it is guaranteed. And once you have built popularity, the next challenge is to convert it into paying guests. Your social posts should be varied, and depending on the channel, well written, visually appealing, or both. All posts should be of interest to your audience. It is them you post for, not you.

## **Email marketing**

Another great way to promote your park and share information is by sending marketing emails directly to the inboxes of potential guests. Examples of the type of email you will want to consider sending include:

- news of special offers
- news of availability
- showcases of stock
- content distribution
- follow-up emails to ask guests for reviews

Again, the overarching aim here is to raise awareness of your park, draw potential guests to your website, and encourage those potential guests to convert into paying ones. Your marketing emails must always be of interest to whoever you are sending them to and always prompt readers to visit your website or carry out another action that will benefit your business.

The more email addresses of potential guests you have to send your marketing emails to, the better the results from your marketing email efforts will be. So use whatever opportunity you can to collect email addresses of potential guests. And don't forget that previous guests, with some nurturing, are likely to become returning guests. Make sure, then, to keep the emails addresses (with opt-in) of everyone who books a holiday at your park on record.

It is important to note that potential guests will only open an email if it looks like it will be of interest to them. If your email looks uninteresting receivers will bin it like an unwanted Christmas present, except they will not even remove the wrapping.

Your subject line must entice receivers to open the email and its content must persuade them to use a special offer, read a blog, complete a holiday satisfaction survey, or whatever else it is you want them to do. Relevant, well written, visually appealing email content is therefore a must. If your marketing emails are of poor quality and irrelevant, their recipients will begin to unsubscribe.

Get email marketing right, and you can expect it to multiply what you spend on it many times over.



## SEO

Search engine optimisation or SEO for holiday parks is the collective name for the actions you can take to help ensure your website appears higher on search engine result pages. Research by the search-targeted advertising company Chitika has revealed that websites that appear on the first page of search results receive 95% of online traffic. SEO is therefore critical if you want your website to be visible to potential guests entering search terms relevant to your park into search engines.

SEO is formed of two camps.

### On-page SEO

This term refers to three things you can include within the text on your website to help make your website more visible to search engines.

The first is keywords. Keywords, and their taller siblings, keyword phrases, are words and phrases that are commonly entered into search engines. Adding them to the text on your website signals to search engines what that text and the webpage it appears on are about.

You should include keywords in your text that are relevant to your business.

But how do you identify relevant keywords?

Say, for example, your park is in the Lake District and has holiday lodges for rent. What would someone looking for something that your park provides type into a search engine to find it? It is very likely they would enter 'lodges for rent in the Lake District'.

And there you have it. This is one example of a search term that you would want your park to appear high up on search results pages that are generated when it is entered into a search engine.

To optimise your website for a keyword phrase, include that phrase within the text that features on your relevant webpages. But be careful how many times you add it. Too few, and search engines might not pick up it. Too many, and search engines will penalise you for 'keyword stuffing'.

Note too, that search engines grade websites according to the quality of their content. Websites that have plenty of well-written content are given preference on lists of search results over those that do not. As you have probably guessed, regularly updating your blog with new, well written, keyword-rich articles is one of the best things you can do to improve your website's SEO.

The other two aspects of on-page SEO are internal links to your other webpages and external links to webpages on other websites. Embedding links to other pages on your website within its text helps search engines map your website, and the better search engines understand your website, the more likely they are to place it higher on their lists of relevant search results. Links to external websites that have strong domain authority funnel some of that authority into your own site. As with keywords, be sure your webpage text includes them, but be careful not to overdo it.

## **Off-page SEO**

The other camp of SEO is all about what takes place outside of your website. That means backlinks. These are links on other websites that direct people who click them to your website. Search engines see backlinks as votes of confidence. The more a search engine trusts the website casting the vote – i.e. how strong that backlinking website's domain authority is – the more trust it will extend to other websites it links to.

As you create and publish more and more quality content on your website you will gain more online visibility. This visibility will help you earn backlinks 'organically', as digital marketing industry jargon terms it. In other words, owners of other websites will find your useful, high-quality content and put links to it in their own content.







There are, however, additional methods you can use to get other websites to backlink to your own. Writing guest posts that link to your website for blogs hosted by other websites is one. Another is to have your website listed and linked on a popular online directory. When considering SEO for holiday parks, a backlink from a long-established, industry-leading online holiday park directory is about the strongest vote of confidence your website can get.

## **PPC**

Pay per click is a form of online advertising.

It is an arrangement between you: the owner of the advert, and the website hosting your ad: the advertiser. PPC is what it says on the tin. You pay the host every time someone clicks on your ad then lands on your website. Digital ads might be anything from webpage banners, images, text snippets, videos, or simple standalone links.

Here are a few of the most popular PPC options for holiday parks.

Google Ads is the king of PPC. Do a deal with Google and they will put your ad, or in this case a link to one of your webpages, in one of the top spots on their relevant search results pages. Think of it almost like paid-for SEO. The advantage is that your website will shoot straight to the top of relevant search results pages on Google. The drawback is that Google will charge you every time a web user clicks for raising your link up the list.

Paid ads on Facebook are hugely popular. They are used by 70% of digital marketers and that probably has a lot to do with their versatility. They allow you to place custom made videos, photos and graphics into the feeds of users chosen because they match the profile of your potential guests. Some companies have reported returns of up to 250% on their Facebook paid ads investments.

Twitter Ads is a type of PPC through which you can make a series of posts or profile badges visible to potential guests. And there's a further perk. Twitter Ads also allow you to set specific business goals for your PPC campaigns. That could be getting more people to visit your website, gaining more Twitter followers, or getting more engagement (likes and comments) on your tweets.

With PPC for holiday parks, it is important to get two things right.

1. Put your ad in the right place. You want it where it will be seen by the type of people who will see the picture of your park, your accommodation or your area and think "I want to go on holiday there".
2. Ensure your website has a logical, easy to navigate structure, enticing text, and visually appealing images. If your ad is good, but your website is failing to convert visitors into guests, you will end up falling into the pitfall of PPC: it will cost you more than it brings in.



## **Marketing analytics**

Easily gathered, stored and understandable data is one of the wonders of digital marketing. Whether by counting likes, shares, views, clicks, and time spent on pages or form fills completed, the success of every one of your digital marketing efforts can be measured with pinpoint accuracy.

The stats you gather paint a clear picture of what is working. They will reveal which of your channels is generating the most engagement from potential guests, and which types and subjects of content your potential guests like most.

Armed with these insights, you have all the knowledge you need to continuously tweak and perfect your digital marketing efforts, and in doing so, spread awareness of your park ever further and draw in more and more enquiries from the type of guests you want to attract.

## **Why digital marketing is so important for holiday parks**

“Okay, that is all great”, you might be thinking, “but why is digital marketing for holiday parks important?”

Holidays are ever more increasingly searched for, found, and booked online. For this reason, the importance of effective digital marketing for holiday parks has shifted from necessary, to vital, to critical. The practices described now underpin the competitiveness of all businesses that trade online.

The good news is, when you master digital marketing you will:

- gain the ability to speak with potential guests
- better understand what guests want
- spread awareness of your park
- influence the way people think about your park
- attract more of the guests you want

It is difficult to overstate the importance of digital marketing, but while we should focus on the future, we should not forget the past...



## Chapter 2

### **How to Attract More Guests Part 2: Print Marketing for Holiday Parks**

If you want to attract guests offline, there is only one thing you can turn to – good old fashioned print marketing. It is not as flexible, interactive, or measurable as its trendier younger sibling digital marketing, but many of the old tried and tested methods of promotion are still effective, and in some cases, they are indispensable.

When it comes to print marketing for holiday parks, print adverts, brochures, and direct mail are the most important methods.

First we will show you how to create effective adverts, brochures and direct mail, then we will run through print marketing's key advantages. Lastly, we will let you in on the lucrative secrets of using print and digital marketing in combination.





## **The best types of print marketing for holiday parks**

### **Print advertisements**

Print adverts are living relics from the dawn of advertising. But like clay pots, umbrellas and the wheel, they are still around because they work and they work well. 82% of us say we trust print ads (INMA) and they tend to hold our attention for longer than digital ones (Walnut Unlimited).

Print advertisements for holiday parks can be big or small, plump or slender, brash or subtle. But, like any effective ad, they should always be more than mere images overlaid with a few throwaway words.

Designs must be carefully considered. Before you start creating, lay your foundations by defining your subject. Do you want to promote your whole park? A particular USP (unique selling point)? A special offer? Whatever you want your ad to promote, make it specific and make it clear.

Once you have decided what to promote, you can start collecting the necessary components. First, choose one or more images. Print advertisements for holiday parks with original photos usually work better than those with stock photos. So head up onto the nearby hillside, park yourself on the bench by the rosebush, head round to the far bank of the pond – wherever those spots are from where your park looks its prettiest – and start snapping. Your imagery is your ad's attention grabber, so make sure it is looking good.

Next you will need your text – or ‘copy’, as it is known in marketing speak. The order it should appear on your ad is as follows.

First comes the headline; after your imagery has hooked the attention of your potential guests, the job of your headline is to reel them in. Keep headlines short. Experiment with including action words, questions, and mystery. Above all, make sure it has impact and that what it says is of interest to your potential guests.

Below the headline is where your body copy will appear. This is the main text. Its job is to expand upon the headline and sell your chosen subject to potential guests. Make sure it is brief, clear and persuasive.

End with a call to action. The job of the CTA is to seal the deal by telling the viewer of your ad to do what you want your ad to persuade them to do. That could be anything from ‘visit our website’, to ‘find us beyond the wooded hill on Castle Road’, to ‘book now!’. Be sure to include your phone number and email address, too.

The key point is to keep your ad simple and original. This will ensure it is easy to understand and attention grabbing. Remember to include your company branding at least in the form of your logo. If you plan to feature your ad in a publication, on a poster board, or anywhere where all ads must conform to a certain size, make sure you know the dimensions before you start designing.



## Brochures

Print brochures are a staple of print marketing and remain effective awareness spreaders and business lead generators. Digital brochures work well too, but they can be easily deleted or become lost in the depths of digital folders. Thanks to their physicality, print brochures have presence, memorability and durability. Like paper Trojan horses, they are intriguing and unassuming. Get yours right, and your potential guests will pick them up and carry the persuasive power contained inside them into their homes.

First, decide what your brochure is going to advertise. This sounds obvious, but it helps keep the message focused. This will likely be your park as a whole and why it is a good place to visit for a holiday, but brochures can also promote specific subjects. The types of caravan you sell, a guide to your onsite sports facilities – these are two examples of specific subjects that you could use a brochure to promote.

Once you have clearly identified your subject, you are ready to start writing. The most important piece of text on your brochure is the headline on the front page. An effective headline will fill potential guests with desire to pick up your brochure, an ineffective one will ensure it gets ignored. As with headlines for print ads, keep them brief and pack them full of impact.

The text that makes up the content inside your brochure should spell out what your park or one or more of its specific services or features has to offer. Make it brief, simple, informative and persuasive. Remember to highlight your USPs and the benefits your guests enjoy as a result of those USPs. Mark the beginning of new sections with subheadings. The back of your brochure is the best place to add your contact details and a CTA.

Once you have your words, find some images to illustrate them. It is a good idea to pair each main point or section with an image. You can get away with using fewer images, but it is best not to use more – if you do, you will risk overcomplicating the look of your brochure. Images include photos, drawings, graphics and icons. For an interesting, varied look, try using a mix. But again, do not go overboard. For visual appeal and consistency, choose pictures of similar style and colour. Do not forget to include your logo.

With your words written and your pictures selected, the time has arrived to arrange them into a design. Getting the arrangement to look good is down to you, but here are a few tips.

1. In brochures, text generally looks best in neat columns centred within the different fold sections of your brochure. That way, lines do not run across folds, which can make them difficult to read.
2. Images, on the other hand, can be spread across folds. This can add a visually appealing contrast to the look of your design.
3. Try highlighting important text such as subheadings by enlarging it, making it a strong colour and by placing eye-catching icons nearby.

The most important points to remember when making brochures for holiday parks is to ensure they stand out, are well organized, and simple.

## **Direct mail marketing**

Marketing mail still pours through letterboxes, and that proves it is still effective. The production costs are higher than they are for its digital equivalent, email marketing, but the 4.4% average response rate direct mail enjoys is also higher (Direct Marketing Association). Up to 90% of direct mail is opened by people who receive it, making it one of the best methods for getting a message across to potential guests (Data & Marketing Association).





The same basic principles apply. Before you do anything else, decide what your direct mail is going to promote. Include a strong headline and simple, persuasive text. Divide sections with subheadings and tie everything together with a clear, visually appealing design. There are no rules for how long or short direct mail should be. Make all the points you need to, but do not include any more than is necessary. Emphasise your USPs and how they benefit your potential guests. Add your logo.

Simple letters are tried and proven, but creative mail is great for grabbing attention and creating memorability. Out-of-the-box-ideas for direct mail marketing for holiday parks might include:

- a golden ticket special offer packaged in an exquisite envelope
- a postcard of your park, from your park
- a treasure map with a big red X marking the location of your park and its holiday experience treasures

Use your imagination and think, 'what fun idea could I post through a letterbox that could promote my park in an interesting new way to my potential guests?'

Direct mail of all variety almost always includes a freebie or offer of some kind. Create urgency and make your giveaway even more enticing to your potential guests by giving it an expiry date, 'offer only valid until...'

## **The advantages of traditional marketing**

### **Reach a wider audience**

Whereas digital marketing is great for targeting specific audiences, print marketing has the edge for spreading your word far and wide to general audiences. True, a lower percentage of a general audience is likely to convert into guests, but the extra awareness your park earns from general promotion is a more than desirable trade off.

### **Connect with older audiences**

Older people are gradually discovering the wonders of the internet, but that quaint thing 'the real world' remains their place of preference. The key to all forms of marketing is to put promotional materials where they will be seen. Older folk do more looking into shop windows than Microsoft's, so to capture the attention of senior potential guests, print marketing remains all important.



### **Improve your image**

Ads in local newspapers, posters in local shopfronts and commercials on local radio help establish your park as a member of its community and a landmark on the local landscape. As well as alerting the attention of potential guests who live nearby, local promotion will give your park a personal touch and an air of authenticity. Large, faceless corporations will never be as popular with the public as small businesses that are part of their surrounding communities.

### **Built to last**

The online world is one of relentless speed. Everything must be new and everything must be instant. The offline world, however, moves at a more relaxed pace, and this is something that print marketing reflects. The lifespans and the promotional effects of print ads, brochures and direct mail is longer than those of their digital counterparts. This means there is extra mileage to be had from your print marketing efforts.

## **Reliability and appeal**

For all its brilliance, digital technology can and sometimes does stop working. When the power goes, we can rely on candles, and when we do, we tend to remember how much we like the scent of the wax, the flicker of the flame, and that soft, illuminating glow.

## **Using digital and traditional marketing in conjunction**

New and old can and should work in harmony. More and more marketers are using print marketing methods to funnel people towards their digital marketing materials and channels. Your print ad featuring a picture of one of your quirky glamping pods might suggest 'look us up on Facebook to find more pictures of our other unique glamping pods'. Similarly, the special offer you provide with your direct mail could be a code that grants a discount on your website.

This technique of using print marketing as a matchmaker for digital makes great use of the wide reach and other advantages of print marketing. It also helps offset many of its disadvantages. You can not subscribe to direct mail and you can not follow a print ad. You can, however, use print marketing to guide potential guests to your blog and your social accounts.

Another advantage of this technique is that potential guests who are funnelled onto your website and your social media channels are exposed to more of your marketing materials the moment they arrive. This extra exposure helps guide them along the customer journey and increases the chances they will become paying guests.

## **Last tips**

The great shift online is underway and gathering pace. Your website is your new shop window and the internet is where you are going to be making more and more of your sales. But this is not an excuse to forget print marketing, which still has a unique appeal, and done well, a profitable effect.

As we have repeated, simplicity is perhaps the most important element of any successful piece of print marketing. Remember to add your branding and use originality wherever possible, too.

Now that you have an understanding of what marketing materials to create and how to create them, it is time to learn how to structure your marketing activity to ensure it generates the greatest possible number of business leads.



## Chapter 3

### How to Maximise Lead Generation: Marketing Plans for Holiday Parks

If you want potential guests to hear about your park and decide they want to book a holiday there, marketing is vital. But beware. Launching marketing campaigns without forward planning is like commanding an army to charge all at once. It may earn you some victories, but you will achieve a lot more if you plan your attack and execute it in carefully considered stages.

That is what we are going to show you how to do – how to create a holiday park marketing plan that will maximise the lead generation potential of your marketing efforts. We will then introduce you to methods to gather valuable data about your leads.

#### Marketing plans for holiday parks

Before you start using digital and print marketing to promote your park, you will want to set out what you aim to do in a marketing plan. Marketing plans are roadmaps that plot your marketing objectives, strategies and activities over a set period. Making one will allow you to prepare how you intend to stem challenges and capitalise on opportunities thrown up at certain times every year.

To create an effective holiday park marketing plan, follow these 7 steps:

### **1. Set your objectives**

Decide what you want your marketing efforts to achieve. Do you want greater awareness amongst retirees? To increase bookings for the Christmas period? Whatever your objectives are, make sure they are achievable and that they tie into your overarching business goals. The SMART criteria is a useful framework to help you devise objectives.

### **2. Determine your KPIs**

KPIs, or key performance indicators, are what you will use to measure the success of your marketing efforts. Form fill numbers, page views, subscription sign-ups, social media engagement, click-through rates, total leads created – these are all examples of metrics you can use to measure how effectively your marketing efforts achieved the objectives you set for them.

### **3. Identify who you are marketing to**

Who are your potential guests? They can be one or more of the broad 'types' of people who holiday on your park already or a new demographic that you want to target. Whoever they are, to promote to these people effectively, you need to know what they are like. Their typical age range, where they live, job titles, level of education and family size are all examples of details you should consider making efforts to gather.

Once you know what your potential guests are like, you will have a better idea how your business can fulfil their holiday needs and how to communicate this through your marketing. You will also have a better idea of the types of marketing content and subjects they will be most receptive to.







#### **4. Decide what content you are going to publish**

Now that you know what you want to achieve, how you are going to measure your overall success, and what your potential guests are like, you are ready to decide what marketing content you are going to publish.

Your digital marketing content might include blog articles, infographics, social media posts, marketing emails or PPC. For your print marketing content, your best choices are print adverts, brochures and direct mail. Think carefully about what sort of content your potential guests are most likely to see and engage with. It is a good idea to set KIPs for each type of content you decide to use so you can measure the success of each type independently.

## 5. Decide when you are going to publish

Once you know what, you need to choose when.

Let us put this into context. A marketing plan for a holiday park should cover 12 months at a time and be structured around the key annual holiday periods: Easter, summer, Christmas, school holidays and bank holidays. One objective that should always sit alongside your others is to secure the maximum possible number of forward bookings.

To achieve this, one quality you should note about almost all potential guests – people in general – is that they tend to plan and book holidays at certain times of year. Many people turn their attention to summer getaways during January to shed a ray of warmth into the cold, dark aftermath of Christmas and New Year celebrations. January is therefore a great choice of month in which to publish awareness stage content.

This content could be a social media post of pure azure skies, soft turquoise waves, and a few lucky sunseekers lounging on the golden sands that stretch along the coast near your park. A print poster showing a round of cold ciders on their way to a table in your sun-drenched, flower festooned beer garden could also work well. You get the idea – anything that makes potential guests long for the special sunshine experience that your park offers during the summer months.



## **6. Set your budget**

Estimate how much the implementation of your plan is going to cost. You can use the resulting figure to set a budget. Setting a budget will help you keep the reins on your spending and allow you to accurately measure the return you make on your marketing cost.

Do not scrimp. Work within the limits of your available resources but allocate funding as generously as you need to. Your marketing plan will only be effective if you have the means to implement it. Plan your marketing carefully and fund it properly, and your efforts and investments will pay dividends in the long run.

Costs can be cut by using free distribution channels such as social media. Used correctly and in the right context, these channels are very effective. But keep in mind that targeting your potential guests on channels they are likely to see and engage with is more important than pinching short-term pennies.

If you plan to use freelancers, hire permanent marketing staff, invest in specialist software, pay for PPC, or pay for printing, these costs will need to be accounted for by your budget.

## **7. Implement your plan**

Delegate the work then keep an eye on your KPIs so you know how the work set out in your plan is performing. Store results in records so you can use them to tweak next year's plan.



## **Flexibility**

Marketing plans for holiday parks need to be flexible. If your plan is too rigid, under pressure it will snap. If your plan is clear, targeted, but flexible enough to allow room for manoeuvre, then it should have the strength and adaptability to cope with sudden, unexpected changes.

Worldwide pandemics are a stretch for even the most flexible marketing plans. But lesser disrupters – spells of bad weather, road closures – can and should be guarded against.

## **How to create leads**

Once the awareness you have spread has stirred interest among your potential guests, you need to distil that interest into convertible leads. The process for doing this is called lead capture.

One way to convert your website visitors into leads is with form fills. These range from small ‘subscribe now’ boxes where leads can enter their name and email address, to dedicated landing pages that often request those same details and more.

At the very least, you want to persuade visitors to submit their name and email address. As soon as you know a visitor’s name and how to contact them, they become a lead. When they become a lead, they jump a step further from being a potential guest to a paying guest.

Information about the number of visitors to your website, what they do while there, where they came from and what type of device they used to visit it can be gathered by specialist marketing software such as Google Analytics. This information is invaluable for learning about your potential guests and how they engage with your content. You can then fine-tune your marketing strategies accordingly.

All details and information you gather about your leads should be stored and managed in a content management system (CRM). As such, it is also vital that you follow General Data Protection Regulation (GDPR) rules and regulations.

## **After the leads start pouring in...**

Use your newly gained knowledge to build robust marketing plans and create effective means of lead capture and before you know it, leads will start pouring in. The question then becomes,

*How do I convert my leads into bookers?*





## Chapter 4

### **How to Convert Leads into Bookers: the Booking Process for Holiday Parks**

Thanks to your brilliant marketing efforts, you have leads and plenty of them. But how do you convert potential guests into actual paying guests? This is where the booking process for holiday parks comes in. You can achieve lead conversion in three ways. We will guide you through each, then show you what you need to do to confirm a conversion.

The job, however, doesn't end there. Finally, we will teach you the simple secrets behind turning guests into repeat guests and promoters of your park.





## **Holiday park websites**

The simplest way to convert leads is to set up your website for conversion then sit back and let it do the job.

This is the ideal scenario: your marketing content entices a potential guest to visit your website. Once there, your website's easy to navigate layout, attractive pictures and clear, informative, persuasive text convinces them to book a holiday there and then.

They choose their accommodation, select their dates, then complete a booking form. Job done. No further effort is needed. Thanks to your excellent website, your visitor has leapfrogged the lead stage altogether.

That should be happening. Websites are a key part of the bookings process for holiday parks. Your website should convert a fair proportion of visitors on its own whether they are already leads when they visit or not. How many will depend on how effectively designed it is. Most leads, however, will need more persuasion before they are willing to hand over their hard-earned money.

## **Convert leads using marketing content**

When a lead voluntarily submits their contact details to you it is a gesture that they have taken interest in your park. Well done, that means your awareness stage content – the marketing content that makes your target audience aware of your park – has done the trick. But a lead's interest may only be vague. If so, you will need to do some nurturing if you want to grow that interest until it flowers into a booking.

Decision stage marketing content is another big part of the booking process for holiday parks. As the name suggests, this content is designed to encourage, prompt, or incentivise those it is aimed at to make a purchase. Special offers, availability notices, even simple guides to your accommodation can give leads that little nudge they need to convince them that your park is their best choice of holiday destination.

That is the key here. This style of content should focus on making bookers out of leads. In other words, people who are already aware of your park and why they would want to holiday there.



## **The importance of customer service**

Conversion can and should also be entrusted to skilled customer service agents. Smooth speakers who are knowledgeable about their park and its surrounding area can and often do charm casual enquirers into paying guests.

Whenever an enquirer phones you, they can easily be turned into a lead if they are not one already. Or better still, into a booker. While an enquirer is on the phone you have their full attention, so make sure to let them know all about that special offer you have on. If, when you ask what type of holiday they like, they say walking holidays, make sure you describe the sweeping valley-length views of patchwork fields and ancient, church spire-tipped villages visible from the nearby ridge-top walking trail in brief but vivid, inspiring detail. Give them reasons to make a booking.

Follow-ups are another excellent tool in the customer service for holiday parks conversion toolbox. They are also a great excuse to ask enquirers for their contact details if you do not have them already.

Whenever an enquirer gives you an excuse to follow them up on something, make sure you act on it. For example, if you could not meet an enquirer's requirement for a 2-bed, 4-person caravan, follow up on them with alternatives. What about the 1-bed with additional fold-out bed and stunning views over the lake? Follow-ups can be made by phone or by email. Better still, you can phone then email.



The customer service conversion process works in just the same way it does with your marketing content. Address the needs of your leads, appeal to their interests and frame your park as their ideal holiday destination. Then if they are still hanging on the fence, give them an extra little incentive to convert. A 'just for you' discount might seal the deal.

Good customer service also has a powerful soft conversion influence. Call a business and hear a friendly voice on a phone and suddenly it becomes human. As steadily in the online era more and more businesses neglect this simple effect, its power only increases. People are more inclined to trust a company they have had a positive person-to-person interaction with. When people trust, they are more likely to do business.

Remember, the pillars of effective customer service are politeness, friendliness, and helpfulness. It does not matter whether you are handling an enquiry or a complaint, the same applies. Timely responses are important too. Do not leave enquirers hanging. Do, and before you know it, they will go from interested to irritated.

Mistakes can be made, bad things can happen, and occasionally a guest will not enjoy their stay on your park. When this happens, there is a danger that disappointed guest will leave you a bad online review. If they do, it falls to your customer services to save the day.

Here are some tips for dealing with bad reviews:

- always post a reply
- but only reply after you know exactly what went wrong and why
- explain in your reply what went wrong and what you have done to resolve the issues the guest mentions in their bad review
- be apologetic and understanding

Get a bad review and deal with it well, and it may even add credibility to your nice collection of glowing ones. Posting a response based on the above tips will show that you are serious about the welfare of your guests and about improving the standard of the holiday experience they have on your park.



## How to confirm leads

Your efforts have paid off. You have created a lead and converted them into a booker. Congratulations, you have earned yourself money and passed the biggest milestone. But there is still work to be done. Now that a booking has been made, you need to confirm it.

To confirm a lead, follow this process or one similar:

1. Ask the booker to pay a deposit to secure their selected dates and accommodation.
2. When you receive the deposit, send the booker an email to confirm that their selected dates and accommodation are secure and state or reiterate the date by which final payment is due.
3. Make sure the booker pays the final balance on or before the stated due date.
4. If the booker does not pay the final balance by the agreed date, send them a reminder.



All the details you need to know about the booker and their party should have been requested and collected by the booking form. Make sure personal details, the booker's payment status and details such as chosen dates and accommodation are stored in your booking system.

When you send the booker their confirmation email, do not forget to say how much you are looking forward to seeing them. Do they have any special requirements? Make sure to ask. If they do, accommodate them.

When your booker's holiday draws near you need to send them their pre-arrival information. Extras such as guides on your surrounding area and nearby restaurant recommendations will be appreciated. They add fun to what might otherwise be an email worth of dry information and help build holiday anticipation.

Again, remember to say how much you are looking forward to seeing your booker. Then sit tight and await their arrival.



## Delight your guests

The big moment has arrived. Your booker has entered your gates and is ready to check-in. At this point the booking process for holiday parks is complete. The work then passes from your back office over to you and your front of house staff.

But there is an important point to remember at this stage: for all the power of effective marketing, it has yet to replace word of mouth as the swiftest spreader of messages and the strongest determiner of reputations.

If most of your guests enjoy their stay, they will tell their friends all about what a wonderful place your park is to holiday at. Word will ripple through extended social networks and your reputation will grow steadily bigger and better. But if lots of your guests do not enjoy their stay, expect your customer base to evaporate.

Attentive hosting and well-maintained accommodation and facilities should be your main concerns, but the process for making and paying for a booking on your website matters too. People like ease and simplicity. They also like to be treated well.

*“Making the booking was easy and the park’s customer service staff were a pleasure to deal with.”*

Is what you want your guests to tell their friends. To get them to, ensure the booking process is easy and your customer service staff are a pleasure to deal with. All this will help polish that extra little sparkle into your reputation.

Satisfied guests are worth many times what they paid for their booking. Not only do they effectively become living marketing material, but you also have their contact details. This means that the moment they leave your park, they simply revert to being a lead. A much more easily convertible lead, too – they know first-hand just how great your park is.

## Ask guests for reviews

If your guests have enjoyed their stay, you can be confident they will say good words about your park. That is great, but there is a downside... You have no way of capturing those words and making use of them. Luckily, this problem has a remedy: ask your satisfied guests to write a brief review of their stay.

Online reviews carry a huge weight of influence. According to Nielsen Holdings, 88% of people trust online reviews written by other consumers as much as they trust recommendations from people they know. For many, online reviews hold sway over their final decision whether or not to click the button that will process their payment. This is especially true of people who are purchasing from a business for the first time.

A collection of recent positive reviews is a fantastic source of material to post on your social accounts and to decorate your website with. So do everything you can to help your guests enjoy their stay and be sure to ask the ones that clearly have to write you a short review.

Independent review websites are the most trusted of all so encourage some of your happy guests to post their positivity on websites such as Feefo or TripAdvisor.

## Final tips

There you have it. Follow this advice on the holiday park bookings process, make sure your customer services are up to the standard they should be, and you will soon see many more leads turn into bookers, then guests, then repeat guests, then promoters.

Once you are attracting bookings and producing satisfied guests you have the foundations of a successful holiday park business. At this point you can turn your attention to building your profits.





## Chapter 5

### **How to Maximise Your Cash Income: Revenue Management for Holiday Parks**

If we told you there is a way to predict demand, always secure the greatest possible number of bookings and maximise your profits, would you believe us? We are not talking about tea leaves, crystal balls or the alignment of the cosmos. This is a science. It is called revenue management. In the context of revenue management for holiday parks, the practice can be defined as:

*Selling the right accommodation, over the right dates, to the right guest, at the right time, for the right price, through the best channel, at the lowest cost.*

The key to achieving this mission statement is to set your prices at optimum rates then review and amend them regularly. Data and analytics are the pathfinders that will guide you to your optimum rates. Simply put, revenue management is about getting the greatest possible value from your holiday lettings.

Here is how it is done.



## **Glimpse the future**

To predict the future, study the past and the present. In the terminology of revenue management, this is called forecasting. It involves looking at your past data, your present data, and analysing industry trends. When you do this, and you will begin to spot patterns in the behaviour of your bookers and guests. And as we know, patterns have a habit of repeating themselves.

## **Past data**

The place to find patterns in the behaviour of your bookers is the past data stored in your records. Look for patterns such as regularity in the dates and times of year when your guests make most of their bookings and the weeks and months in which your park is busiest. You can use these insights to predict, plan and adjust for future ebbs and flows in demand.

These are good places to start but are not the only patterns worth looking for. Any and every pattern you identify will reveal new insight into the ways that your guests behave. The better you understand how your guests think and act, the better you can sell to them. It is a good idea to decide what aspects of your guest's behaviour would be useful for you to know. Once you have, you can delve into your data and look for relevant patterns.



## Present data

If you keep a keen eye on what your guests and bookers are doing in the present you can catch new patterns as they emerge. Are you experiencing a spike in bookings for particular dates? Are bookers suddenly rushing to book up one type of accommodation you offer? Some new patterns will become entrenched; others will shoot up like fireworks, burst into a brilliant shower of sparks, then fade into the air never to be seen again. But no matter. Catch any trend, whether long term or short, adjust for it accordingly, and you can profit from it.

## Annual events

The warmer months, school holidays and annual celebrations such as Christmas and Easter will always influence demand across the holiday sector. This knowledge becomes especially useful to you if you compare how much your demand varies during these times of year to others.



## Industry trends

Trends come and go in the holiday sector just as colours, fits and fabrics go in and out of fashion. Holiday sector trends are often driven by trends in wider society. The growth in awareness of climate change, for instance, has meant that more and more of us are taking interest in eco-friendly holiday experiences and accommodation.

Other trends are more general. Certain areas enjoy phases of increased popularity. Widely viewed television series filmed in enticing real-world locations are one example of potential holiday trend influencers. It is probably safe to assume that lots of people have seen the golden beaches and green meadows of Cornwall in Poldark and thought “it looks nice there, doesn’t it?”. Holiday sector trends may affect demand for bookings on your park, so it is worth keeping up to date with them.

## Disruptors

Patterns get disrupted from time to time. Disruptions can be big or small. Some will appear out of nowhere like freak spring hailstorms, but others can be foreseen and prepared for. Few, if anyone, could have predicted the Covid-19 pandemic and how disruptive it would be. Other disruptors, however, are easier to identify as and before they emerge.

Has a big new attraction opened near your park? Is a one-off regional event taking place close by this year? Are extensive long-term roadworks planned on a vital road that connects your park to major national travel networks? All such events would likely affect your bookers’ long or short-term behavioural patterns. But remember, you can often put necessary adjustments in place before disruption hits by identifying when it is likely to happen.

It is a good idea to pay attention to changing habits, too. Customers are quick to drop, change, and pick up new habits. Changes in customer habits can be abrupt or gradual. The important thing is to notice them then work out how they might impact your business, then how you might capitalise on or guard against them.

## Revenue management strategies

There are many revenue management strategies that can help you bring in more money. The ones we are about to list are those that are most relevant to revenue management for holiday parks.

If you want to learn how to get the maximum possible value from your guests, you will need a sound knowledge of the market in which your park operates. Start with your guests.

- What are they like?
- Where do they live?
- And perhaps most importantly, what do they want from a holiday experience?

The trick is to gather as much data about your guests as possible.

If you have not already, we strongly advise you to invent profiles of your typical guests – ‘buyer personas’ as they are known in marketing terms. You can use these profiles to store and quickly look up the information you have found out about your different types of typical guests. Other information that is useful to note when making these profiles includes the times of year your typical guests like to holiday, when they like to book, what accommodation they prefer, how long they typically stay, and how they like to make their bookings.

It is also worth thinking about other holiday parks in your area.

- What are their main selling points?
- Do similar guests holiday there, or do they attract different crowds?
- Consider demand too. By how much does it change during the year?
- How is it affected by the seasons?

The better you know your market, the greater your ability will be to find and exploit the gaps within it.



## **Segmentation and Price Optimisation**

### **Discount pricing**

Thanks to your forecasting, you know when your slow periods will be. Lowering prices during these times will help to keep guests flowing through your gates. With more guests onsite, you can recoup revenue from your additional services.

### **Increased pricing**

On the other hand, the times when your park is busiest are those when you might want to up your prices. When demand is high and availability is low, people are more inclined to splash extra to secure what they want. Make the most of this.

### **Value-added pricing**

Illusions of luxury can be lucrative. To conjure one, look at the prices other holiday parks in your area charge then set yours higher. Offset the extra expense to your guests by offering more extras included in the price than other local parks do. This will help make people think that you and your park are the providers of the premium holiday experience in your local area.

## **Pricing by segment**

Often, different prices work better for different ‘types’ of guest. Thanks to your well-gathered, stored and managed data, you know the broad category ‘types’ your guests fall into. Examples likely include families and older couples. Again thanks to your data, you have an idea of how much these types of guest spend onsite. Lower prices might be more appropriate for guest types who spend more onsite because they are of greater overall value.

## **Length of stay**

Occupied rooms make money, vacant ones lose it. To encourage guests to book longer stays, you could discount bookings of, say, 10 or more days. You could also introduce a minimum stay rule that means guests must book a certain number of nights or more.

## **Improve and expand your revenue stream**

Simple, old-fashioned, time-tested money making methods are often just as important as clever revenue management strategies. Here are two that are always worth remembering.

## **Establish and uphold your reputation**

If your park has a reputation as a good place to visit for a holiday, more people will want to book a stay there. It is that simple. An easy way to score a big reputational win is to focus on the quality of your customer service. According to a study by the software company Salesforce, 62% of customers say they share their best experiences with others. Continuously build your reputation for offering great holiday experiences and demand from potential guests will rise in tandem.





## **Sell a variety of products**

Bars and restaurants are obvious examples. Both can be big cash earners. But there are other things you can sell besides food and drink. Think about what people might want or need in order to enjoy what your local area has to offer. Bike rental and sales of puncture repair kits could be nice side-earners if your park is in an area with lots of cycling trails. Are there any big attractions nearby that most of your guests will want to visit during their stay? If so, have you considered striking a deal with the attraction's owners to sell tickets to your guests?

## **Revenue management KPIs**

Below are the metrics you can use to measure the success of your revenue management policies. The technical term for these metrics and others used to measure the performance of an organisation or its activities is 'key performance indicators', which is often abbreviated to 'KPIs'.

### **Revenue per accommodation unit**

You can use this metric to determine how much money your accommodation is bringing in. It considers your total number of holiday accommodation units and is not concerned with whether they are occupied. To calculate the number, divide your total revenue by the number of accommodation units on your park.

### **Profit per accommodation unit**

This measure reveals the average price that each of your accommodation units is earning for you. It is similar to revenue per accommodation unit but is used to calculate how much your accommodation is making for you rather than simply bringing in. To calculate your profit per available accommodation, divide the gross profit your accommodation creates by the number of accommodation units on your park.

If you want, you can apply the two above measures to reveal how much money the different types of accommodation on your park are bringing in and how much profit they are generating. To do this, simply swap the total numbers for the specific number of units of the accommodation type you want to measure and the revenue or profit generated by that accommodation type, then use the same formula to make your calculation.



### **Average revenue per account**

Use this metric to see how valuable your guests are to you. This measure reveals the average revenue that each of your guests has generated for you over a set period. To get the number, divide your total recurring revenue (usually monthly or yearly) by your total number of guest accounts. If you have segmented your guest accounts into different types of guest, you can also use this KPI to calculate and compare the values of your various guest ‘types’.

### **Occupancy rate**

Your occupancy rate is the percentage of your accommodation units that are occupied at a given time. This is one of the best measures you can use to judge the efficiency of your business. High occupancy rates are solid indicators that you are doing a good job of attracting guests.

To calculate your occupancy rate, divide your total number of occupied rooms by your total number of rooms available. For example, if your park has 100 accommodation units and 80 of those units are occupied, divide 80 by 100. The 0.8 that will appear on your calculator indicates an occupancy rate of 80%. Finding your accommodation pricing sweet spots will help you strike the golden balance between strong revenue and high occupancy rates.

## Customer lifetime value

In the context of a holiday park business, customer lifetime value (CLV) is an estimation of the total revenue that a guest is likely to generate for a park during that guest's lifetime.

Before you can calculate CLV, you must first make some prior calculations.

### 1. Average purchase value

To calculate your average purchase value (APV), divide the total revenue that your park generated within a period (usually one year) by the number of purchases made within that period.

### 2. Average purchase frequency rate

To calculate your average purchase frequency rate (APFR), divide the total number of purchases made by the number of unique customers within a period (again, usually a year).

When calculating APV and APFR for the purpose of calculating CLV, use the same period to calculate both numbers. Once you have your APV and APFR, use these numbers to calculate your customer value.

### 3. Customer value

To calculate your Customer value (CV), multiply your APV by your APFR.

### 4. Average customer lifespan

Next, you will need your average customer lifespan (ACL). To calculate this number, average the number of days between the date of the first and last bookings made by every one of your previous guests. This calculation will produce your ALC in days. To convert the number into years, divide it by 365.

Now that you have your CV and ACL, you can calculate your customer lifetime value using this formula:

Customer value x average customer lifespan = customer lifetime value

CLV is most useful when used to calculate the value of your main types of guest. You can do this by calculating the CLV of several guests who closely match the profile of one of your typical guest types (buyer personas) then take an average. By doing this, you can identify roughly how much revenue each of your typical guest types makes for your business. You can then ensure that the wants and needs of your most profitable guest types are prioritised. This will encourage more of these guests to holiday at your park and help secure the loyalty of the ones who already do.

## Net asset value

Net asset value (NAV) is the value of a business or an entity's assets minus its liabilities. To calculate NAV, simply add up the total value of your park's assets then subtract the total value of its liabilities. This metric can provide you with a valuation of your park in terms of its physical assets. One important asset it does not account for, however, is your park's brand.

## Brand value

Your brand is the icing, the jam, and the sweet ornamentation that garnish the cake of your business in terms of its physical assets. It is your business's flavour and look: the little details and characteristics that distinguish it, make it memorable and signal its unique appeal. Logos, design preferences, etc... These are all part of a brand and a brand identity, but the essence of your brand and its value is what these things are designed to influence – that is, the way your business is perceived by the public.

Public perception is non-physical. As such, brand value refers to your business's non-physical value. This can be a little difficult to understand, so here is a good way to think of it: a brand's value is indicated by the frequency that people are willing to choose and the extra they are willing to pay for the products or services of that brand over those of its competitors.

Because the essence of a brand is non-physical, brands cannot be precisely measured. This makes their value difficult to determine. There are, however, a few methods available to help you put an approximate price tag on your park's brand.



### **Cost-based brand valuation**

This metric assumes that the financial value of a brand is equal to the cost that has gone into creating that brand. How much have you spent creating and promoting your brand? Add up all your historical marketing, advertising, and brand design costs and you will have your cost-based brand valuation. But be wary of this metric. It is useful for estimating cost if you are considering a rebrand but does not account for industry changes, media attention, and other contextual variables that can have a powerful influence on the way people see and think about your business.

### **Market-based brand valuation**

Judge the value of your brand by comparing the values of brands belonging to similar parks. That might include similar sized parks, parks that offer similar accommodation, other parks in your local area, and so on. The more brand values you can compare, the better, as this will give you a more precise yardstick against which you can estimate the value of your brand. Values for comparison can be sale prices or stock market quotations.

### **Income-based brand valuation**

Also commonly referred to as the 'in use' approach. This means of brand valuation is based on your brand's power to generate income. That income can be actual, potential, or predicted. If you were to hire out your brand, how much could you charge for it? That price is your income-based brand valuation.

As with revenue management strategies for holiday parks, these revenue management KPIs are only a few of many you could use to measure the financial performance of your business. But generally speaking, these are the most relevant to revenue management for holiday parks.

## **Data management**

As you have probably guessed, when it comes to revenue management for holiday parks, data is all-important. If you want to use data effectively, you will first need to put in place reliable systems to gather, store, and manage it.

A good place to begin is to consider encouraging a company-wide 'revenue culture'. One way to achieve this is to explain the importance of data gathering to all your staff members and ask them to help with the task in whatever ways they can. Do certain types of guests – retired couples for example – prefer certain meals and to eat at certain times? Your restaurant staff will be able to find out and tell you.



Anything and everything you can find out about the behaviour and preferences of your guests is potentially useful from a revenue management perspective. A high company-wide standard of customer service is essential for a healthy revenue culture.

### **Last advice**

A well-calculated price is the tip of an unseen iceberg of research, forecasting and strategy. There is a lot to consider. But do your revenue management well, and if your onsite services and digital and print marketing efforts are up to scratch, and your park's profits will boom.

There you have it. You now have a good understanding of how to attract guests and expand your profit margins. As a consequence, you likely also have an appreciation of the time, the resources and the breadth of specialist skills required to effectively market your park.

With lots of practise, you will eventually master the disciplines, methods and techniques described in this guide. But there is another option: save time and increase your profits faster with the help of Beacon Marketing Services.



# BEACON

Marketing Services

## Chapter 6

### Beacon Marketing Services

From the creation of brochures and entrance signs to websites and blog articles, our services cover all areas of print and digital marketing for holiday parks.

We are happy to help with one-off projects or provide long-term support.

So whatever your marketing needs are, we can meet them.

If you want an online booking system, we can set you up with one of those too.

What's more, we'll deliver all work in your name, under your branding.

Consider us your new outsourced marketing team.

*"We now own a fantastic modern website and have sold two holiday homes as a direct result. Working with the Beacon team has been a pleasure."*

*Ryan Eyres, Glendower Holiday Park*

To arrange a free marketing health check and discuss how we can help you attract more guests

**Get in touch today**

01275 371133

[info@beaconservicesuk.org](mailto:info@beaconservicesuk.org)

[www.beaconservicesuk.org](http://www.beaconservicesuk.org)

# Glossary

Common abbreviations and synonymous terms are bracketed.

## **Awareness stage content**

Marketing content that educates readers about the benefits of a business's products or services.

## **Backlink**

An inbound hyperlink.

## **Blog**

A website or webpage that displays information in a series of posts. Posts usually take the form of articles.

## **Branding**

Names, slogans, logos, design preferences and everything else businesses use to distinguish themselves and their products or services.

## **Business leads (sales leads, leads)**

Someone who has submitted their personal and contact details to a business.

## **Buyer personas**

Fictional characters businesses create to represent and better understand their typical types of customers.

## **Call to action**

A request or demand intended to prompt a reader or viewer to make a defined action.

## **Click-through rate**

The percentage of the total number of viewers of a piece of digital media who clicked a link embedded within that piece of digital media.

## **Copy**

Written material, text.

## **Content management system (CRM)**

Systems used by businesses to collect, store and manage data.

## **Decision stage content**

Marketing content designed to motivate those who engage with it to make a purchase.

## **Digital marketing**

The use of digital technologies and platforms to promote products or services online.

**Domain authority**

A score that indicates a website's capacity to rank in online searches.

**E-shot**

A marketing email.

**Form fills**

A number that indicates how many people have filled in an online form. Online forms are often used to convert visitors into leads by requesting personal information and contact details.

**General Data Protection Regulation (GDPR)**

The laws that govern the gathering, storage, and use of personal data.

**Key performance indicator (KPI)**

A metric used to measure and evaluate the success of an activity conducted by a business.

**Keyword**

Words and phrases commonly entered into search engines.

**keyword stuffing**

The overinclusion of one or more keywords on a webpage. Search engines penalise webpages on which one or more keywords appear too frequently.

**Marketing analytics**

The study of data gathered by marketing campaigns. Marketing analytics seeks to reveal insights into customer behaviour, regional preferences, design effectiveness and more in order to increase the effectiveness of future marketing efforts.

**Marketing content**

Print or digital media created to entertain, educate, inform, or prompt target audiences.

**Online traffic (web traffic, traffic)**

Website and webpage visitors.

**Print marketing**

All forms of marketing that communicates using printed materials. Examples include posters and brochures.

**Response rate**

The percentage of people who replied to a call to action of the total number of people who viewed it.

**Search engine optimisation (SEO)**

The umbrella term for the methods and practices that improve a website or webpage's likelihood to rank on lists of relevant online search results.

**Social media channel**

The many digital platforms on which users can share and exchange digital media and information. Well known examples include Facebook and YouTube.

**SMART**

Acronym for 'specific, measurable, achievable, relevant, and timed'. A set of criteria by which the credibility of a business objective can be judged.

**Target audience**

A group of people defined by characteristics which make them likely to purchase from a particular business.

**The customer journey (the buyer's journey)**

The process undertaken by customers before they purchase from a business. The customer journey consists of the awareness stage, the consideration stage, and the decision stage.

**Traditional marketing**

All marketing that takes place offline. Example mediums of traditional marketing include print, broadcast and telephone.

**Unique selling point (USP)**

The aspects of a business's products or services that distinguish them from similar competitor offerings.

