

HOW ONLINE BOOKING CAN HELP YOU



IT WORKS 24/7

Enabling customers to book tickets online can maximise your sales by keeping the business open round the clock, without any constraints of business hours and availability,

HASSLE-FREE MANAGEMENT OF BOOKINGS

Online reservation systems will make you and your staff more efficient. The platform will make sure that bookings are synced and the availability is updated with each booking processed. The automated online system will allow you to focus on doing what you do best rather than worrying about taking phone calls or email bookings. You can also communicate with customers easily regarding changes or pre-arrival information.



SMARTER INSIGHTS

Online booking systems allow you to analyse the booking habits of your customers so you can better understand trends. This data will allow you to focus your efforts on marketing and business development opportunities to aid business growth in the future.

PAYMENTS ARE EASIER AND FASTER

Payments are easier with an online booking platform. You can manage your revenue streams and reduce the number of no-shows by taking payments upfront. Online booking platforms can also be used to upsell your products or services, advertising things like add-ons and extras to customers.



IMPROVE CUSTOMER EXPERIENCE

By booking online, your customers can book as and when it suits them, rather than being restrained by your business hours and availability. The online platform provides a clear call to action for social media promotion and a seamless service for customers from planning to booking.

NEW BOOKING TRENDS

The online booking industry has experienced a major transformation in the past few years. People prefer to make booking reservations online and almost half of experiences bookings are happening in destination*. A combination of a strong digital presence, with integrated online booking platforms across your website and social presence, and solid experience offering will yield greater bookings.



*<https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/travel-experience-marketing/>

52%

of people use online booking websites when booking their trips.

(Rare: Group - Vivid / Isle of Man - UK Market 2020)

FOR MORE INFORMATION ON ONLINE BOOKING

<https://www.visitisleofman.com/trade/miquando>