

# **Wednesday Wine Chats**

## **8th April**

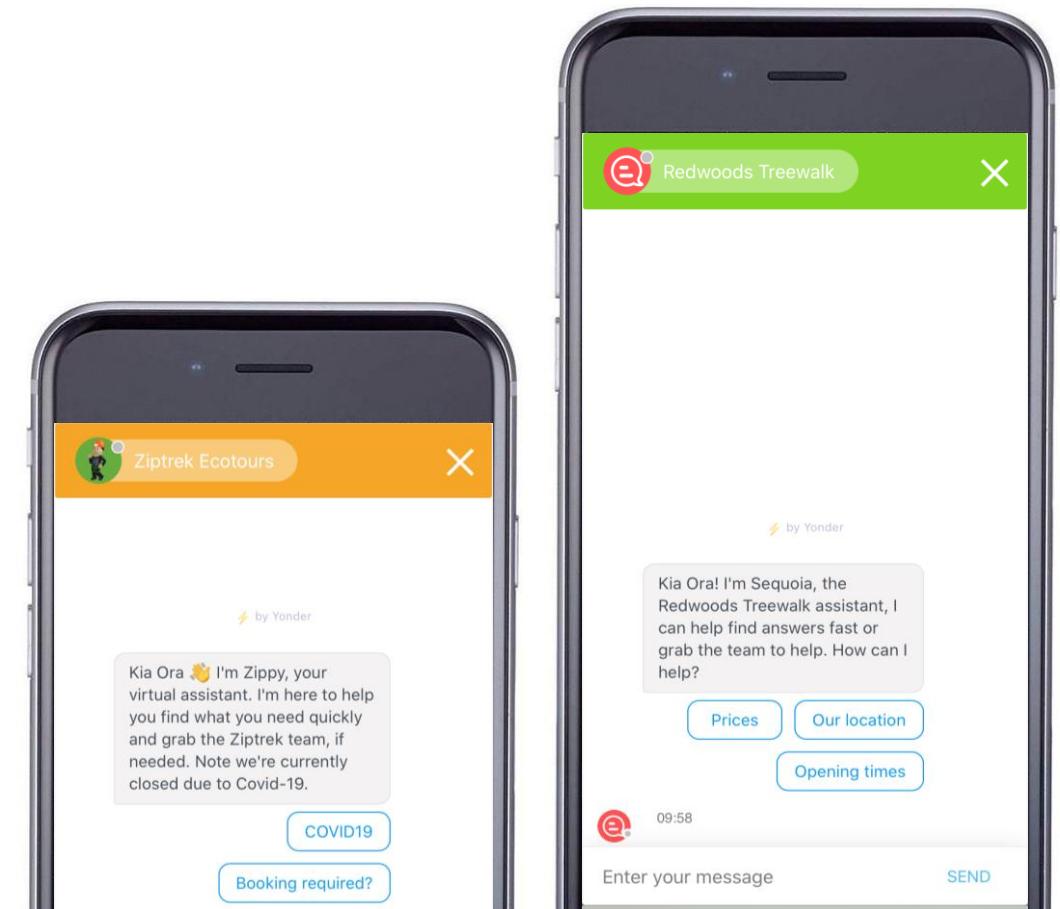
**Learning from the past to better leverage  
tourism's new future**

**Presented by Alex Dykman and Letitia Stevenson  
Maverick Digital in collaboration with Yonder**

# YONDER: Traveller Insights From 1million + Chats

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- Pulling together data from 50+ businesses in New Zealand
- The majority of chats pre Covid-19 came from the neighbouring region to that which the Business was based in
- Approx 80k chats a month, this has dropped significantly since the lockdown
- Businesses encompass activity operators, hotels and holiday parks of varying sizes – today is about analysing the question data we're seeing as a whole from travellers



# What is your definition of a domestic traveller?

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**Locals**

People who live in  
your region

Or

**Domestic  
Travellers**

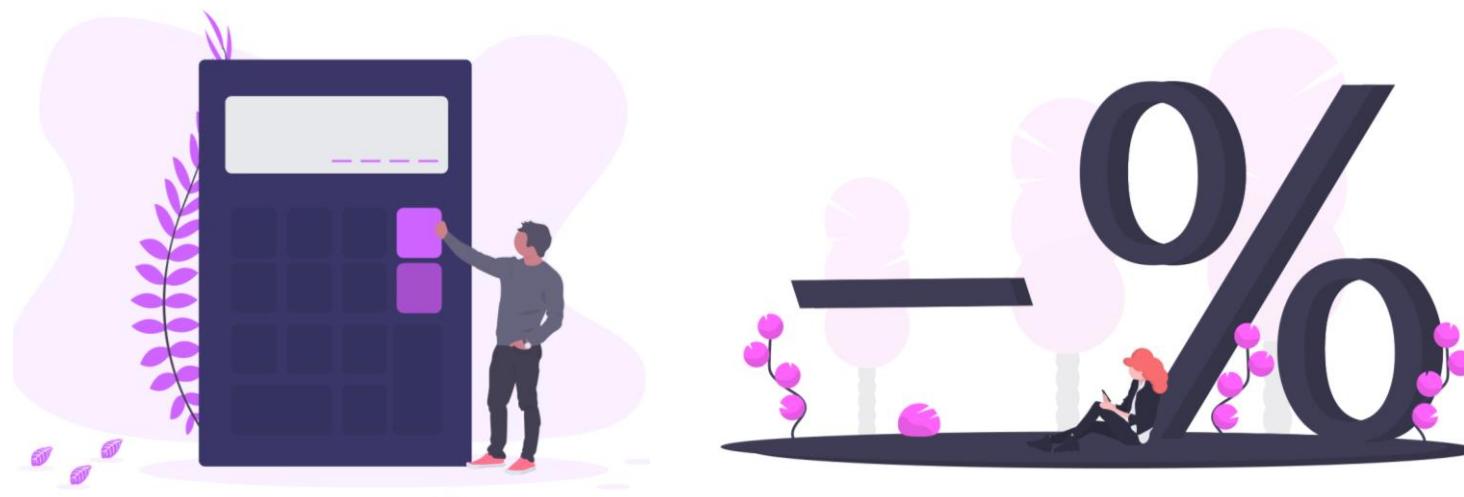
Travelling outside of  
region

# Pricing & Deals

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**One of the top 10 most asked questions!**

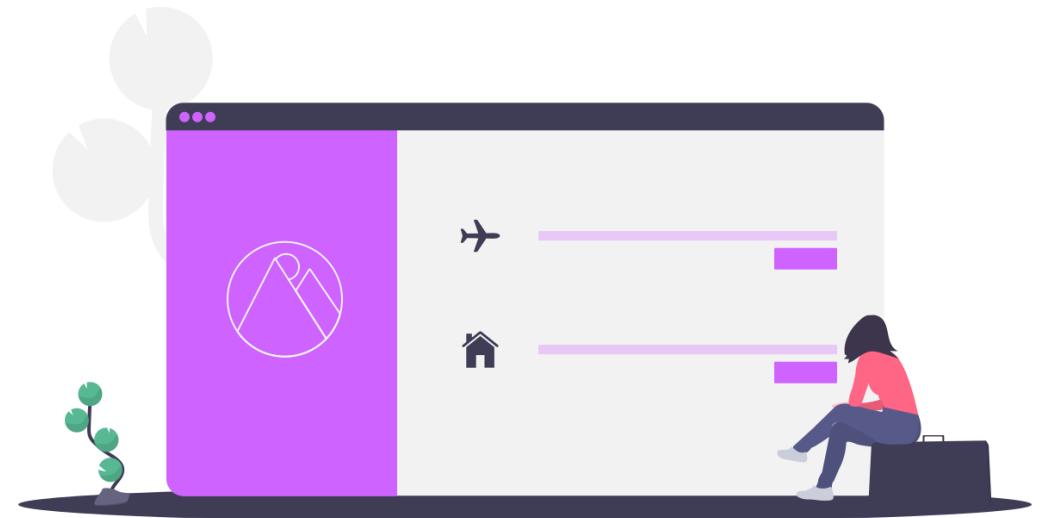
And this is only going to increase...



# Pricing & Deals

## Key Takeaways

- One of the most important pieces of information to get people over the line!
- Explore your pricing strategy as a whole post pandemic – include your approach with OTA's
- Best Price Guarantee
- How clear is pricing on your website?
- Serving information to an International visitor vs a Domestic visitor
- How are you inspiring guests to return again – with friends or family?



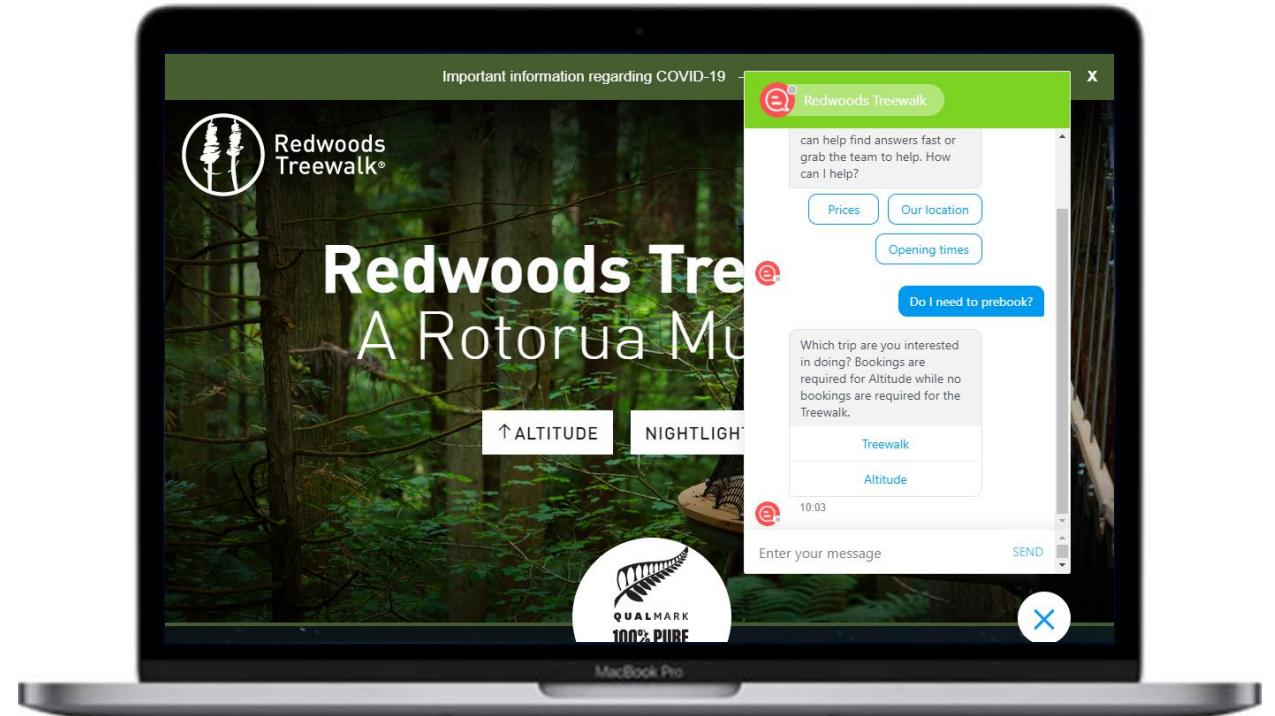
# Booking & Lead Time

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## “Is booking required?”

### Causes:

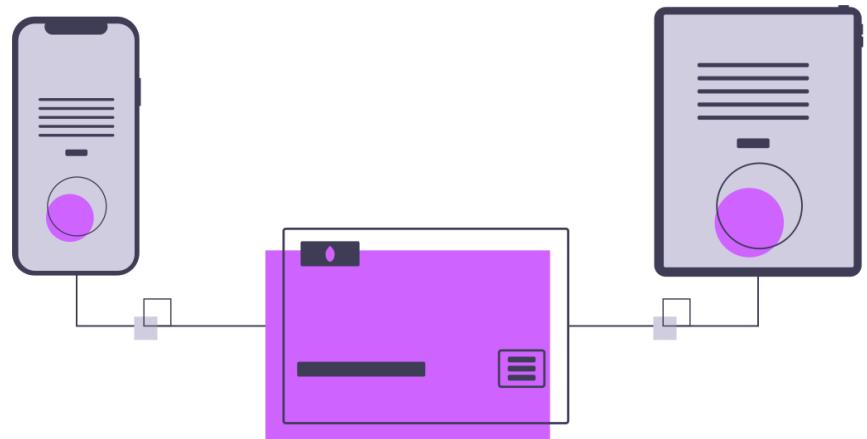
- Not obvious you could book online
- No urgency about the need to pre-book
- Worried about committing (weather etc) – didn’t want to be locked in to a cancellation policy with no refund
- Not appreciating how popular the activity was – and you would miss out if you didn’t book!
- Kiwi locals checking if they could just rock up last minute



# Booking & Lead Time

## Key Takeaways

- It's likely domestic travellers will book later than ever
- How will you manage an even shorter lead time with operations?
- Creating urgency around the need to pre-book: Earlybird specials, don't miss out
- How clear is it online that guests need to book in advance? Test this on others!



# The New 'Cautious' Traveller

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**"If I lock in Travel, and there's another lockdown, will I get my money back?"**

**"How are you keeping guests safe when Covid-19 may still be out there?"**



# The New 'Cautious' Traveller Key Takeaways

- Your cancellation policy is more important than ever – it needs to be front and centre
- How are you keeping guests and staff safe? How are you communicating this?
- If you are an outside activity – this is a great USP
- How dynamic is the messaging you have on your website? Perceptions Changing constantly!



**“Are You Actually  
Open?”**

# Are You Open? Key Takeaways

- Not as simple as it sounds! Your Digital footprint is huge – consider all platforms
- If you're closed, you should currently be listed as 'temporarily closed' in Google My Business
- As soon as your doors are open again, update everything – website, GMB, Facebook, listings
- Ensure you're staying active on social media – don't stop posting because you're temporarily closed!
- Your homepage must be real-time (at all times)



**Supercharging  
your recovery: 3  
things to do this  
week**

# 1. Pricing Strategy

Create a pricing and deals strategy for the domestic (local?) traveller – include OTA's

## 2. Cautious Traveller

Brainstorm how to better Support the new 'cautious' traveller in your messaging – be proactive, don't lose the conversion!

# 3. Are you open?

Once you're open again, ensure your whole Digital presence reflects this – leave no confusion! Start with a checklist of all the places you need to update when anything changes.

# Extra for Experts: Improving your conversion rate post-pandemic

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- The single most important indicator of a healthy site!
- # of online sales as a percentage out of total website visitors
- More important than ever – make the most of every single visitor
- Automated chatbots like Yonder have an immediate impact on conversion rate – people's concerns are answered immediately → more likely to book
- Consider adding a chatbot to your site to make the most of all traffic

# Ngā mihi

Link to slides in Zoom Chat