

COLOURING TRAVEL DREAMS
& BOOSTING BOOKINGS
SINCE '92



**Clockwork
Marketing**

SUMMER BOOKINGS

CUSTOMER TRENDS

CHALLENGES

MESSAGING

HOTEL TRENDS

Winners

Easily accessible (cities)

Natural beauty spots (coastal)

Weddings

Corporate

Losers

Rural locations

Properties that have not developed a strong brand

Middle of the road properties

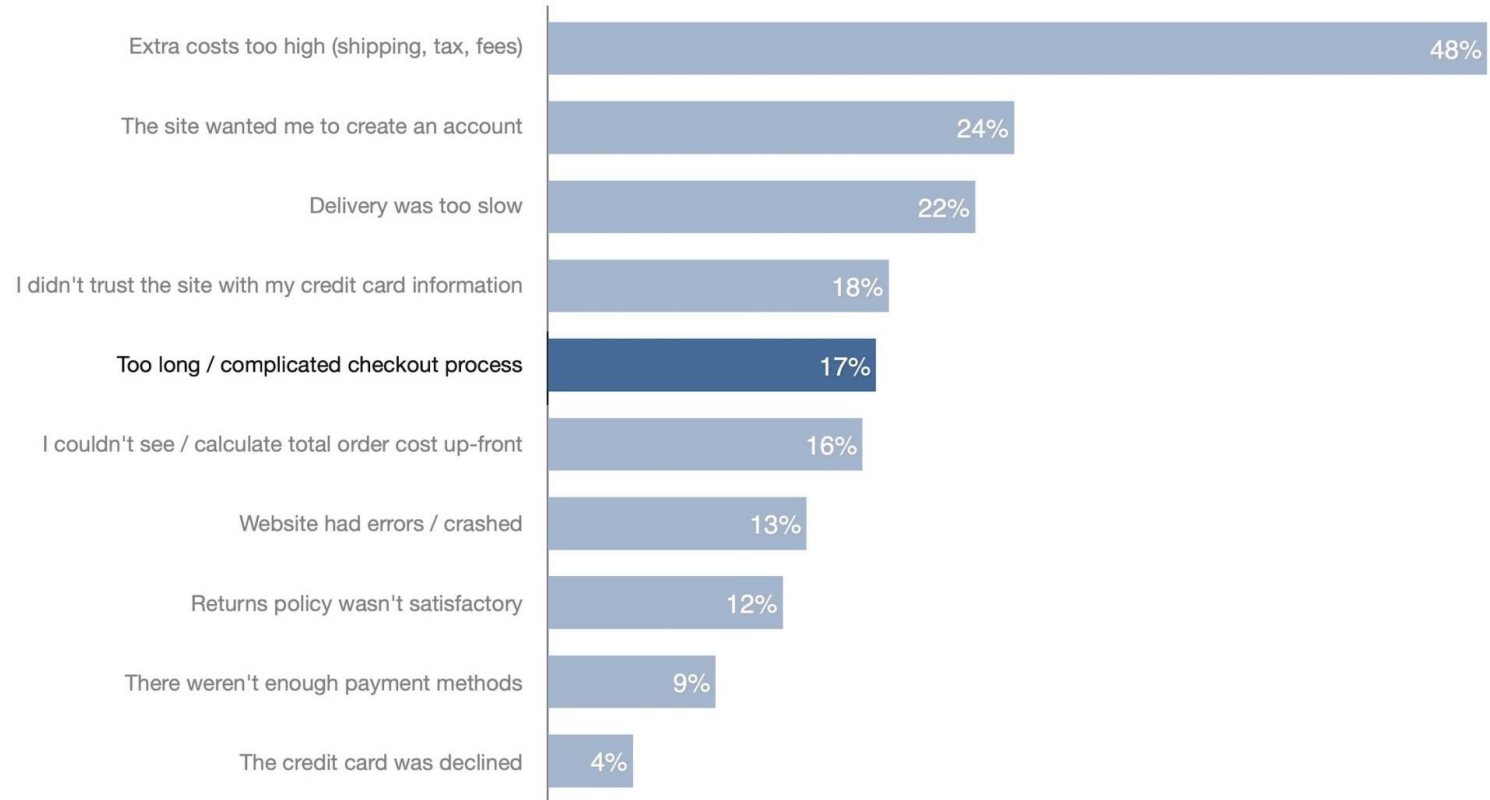
CHANGING BUYING BEHAVIOUR

Customers trained to book late and shop around

- You need to be in the market all the time
- You need a strong brand to be memorable
- You need a great mobile-first website and booking engine to win business



REASONS FOR ABANDONMENTS DURING CHECKOUT



GOOGLE TRENDS

Google Trends

United Kingdom

Explore what the world is searching

Enter a search term or a topic

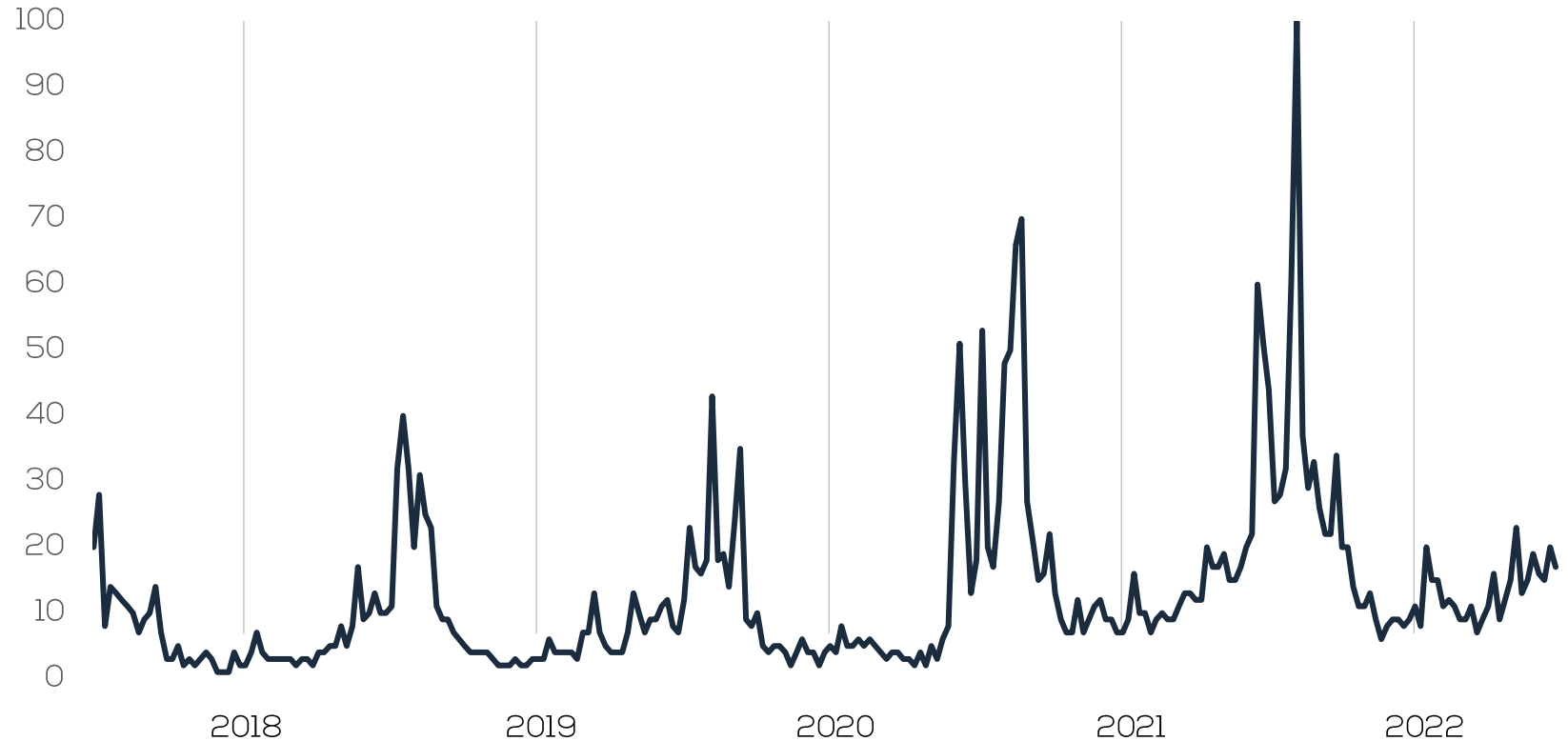
Or start with an example

HIDE

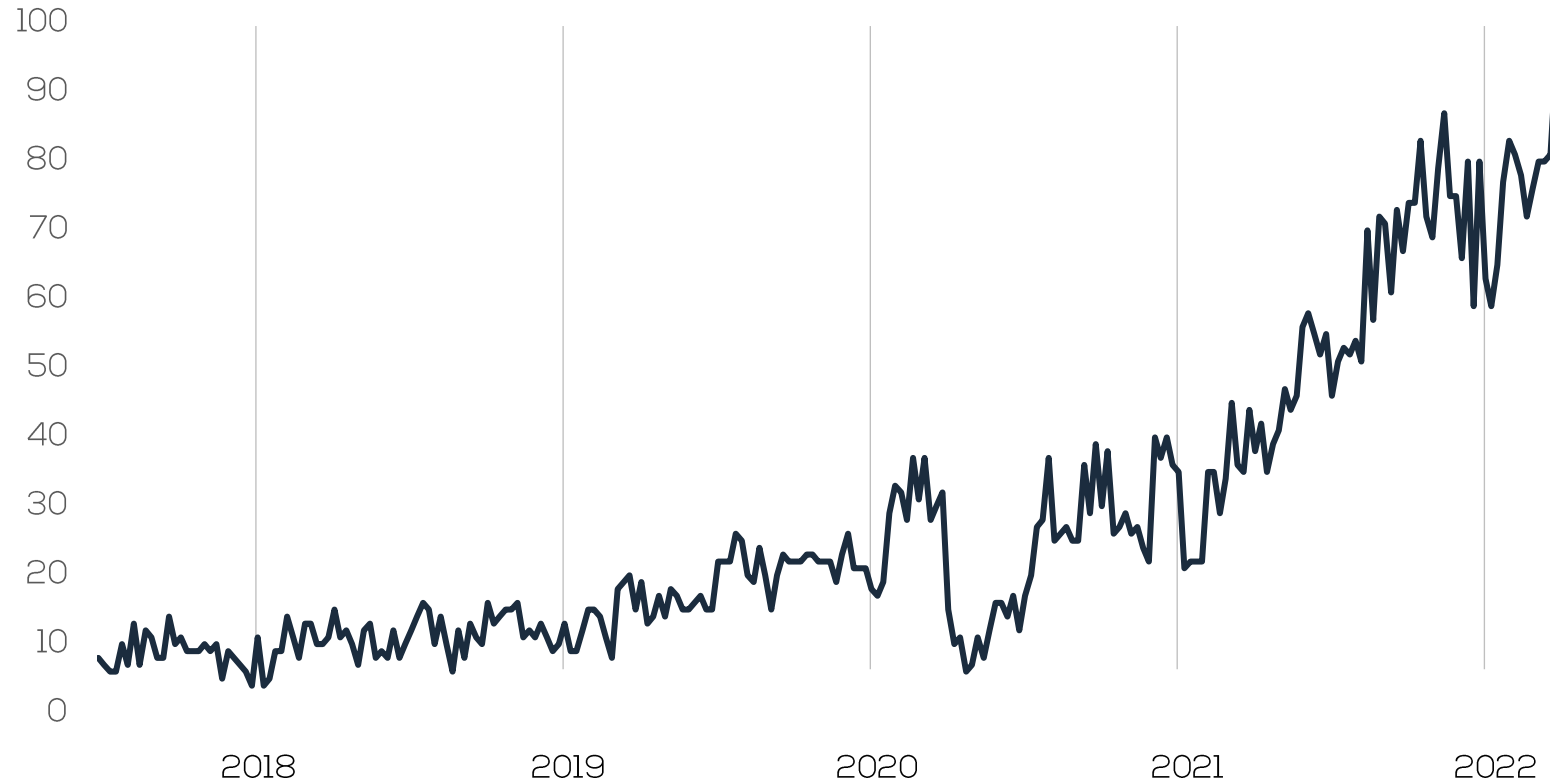
● Taylor Swift ● Kim Kardashian ● World Cup ● Football ● American football

The image displays three example maps from Google Trends. The first map shows the United States with regions colored in purple and blue, representing search trends for Taylor Swift and Kim Kardashian. The second map is a world map with green and grey regions, representing search trends for the World Cup. The third map shows the United States with regions colored in red and blue, representing search trends for Football and American football.

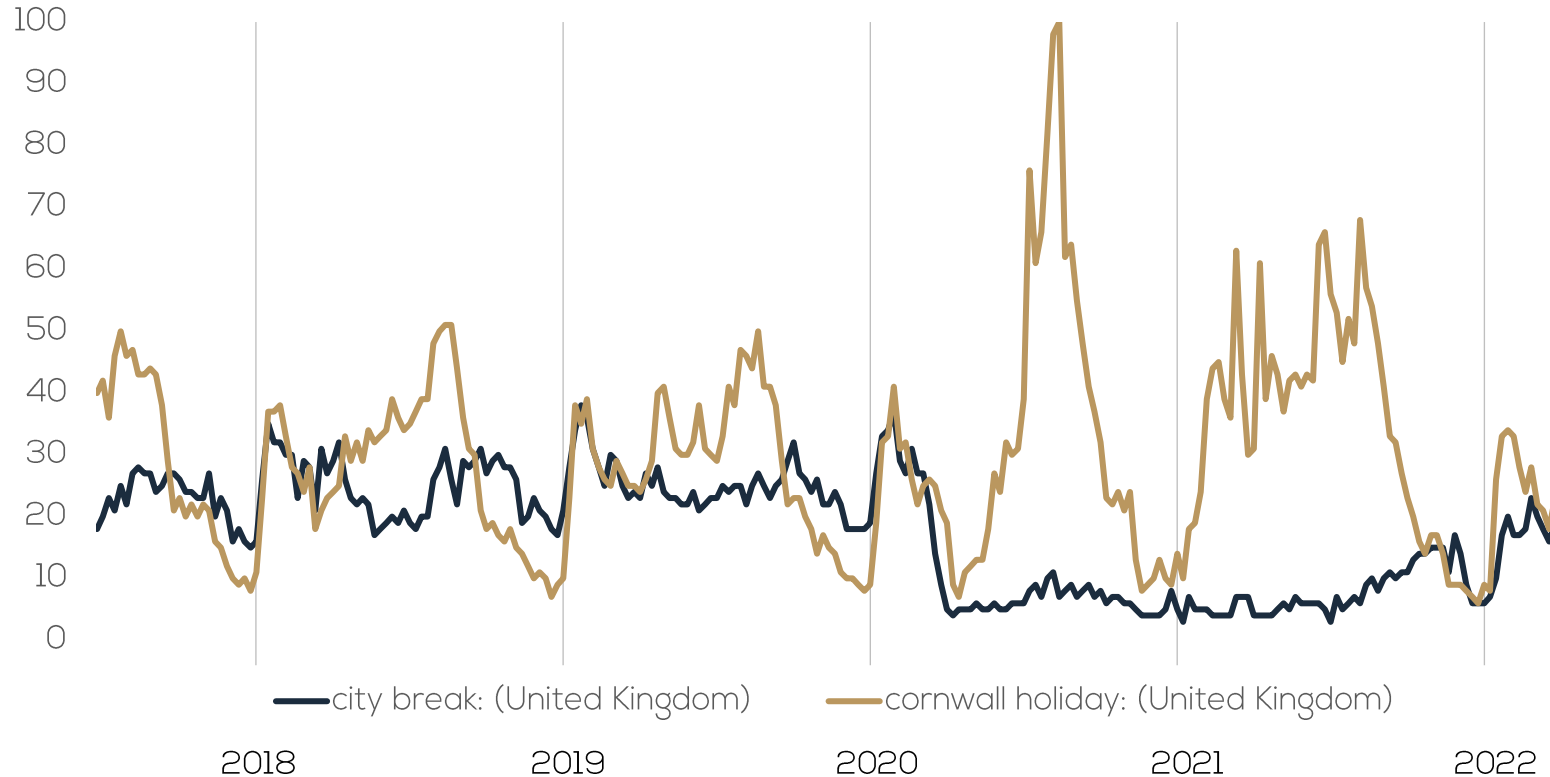
GOOGLE TRENDS – WILD SWIMMING



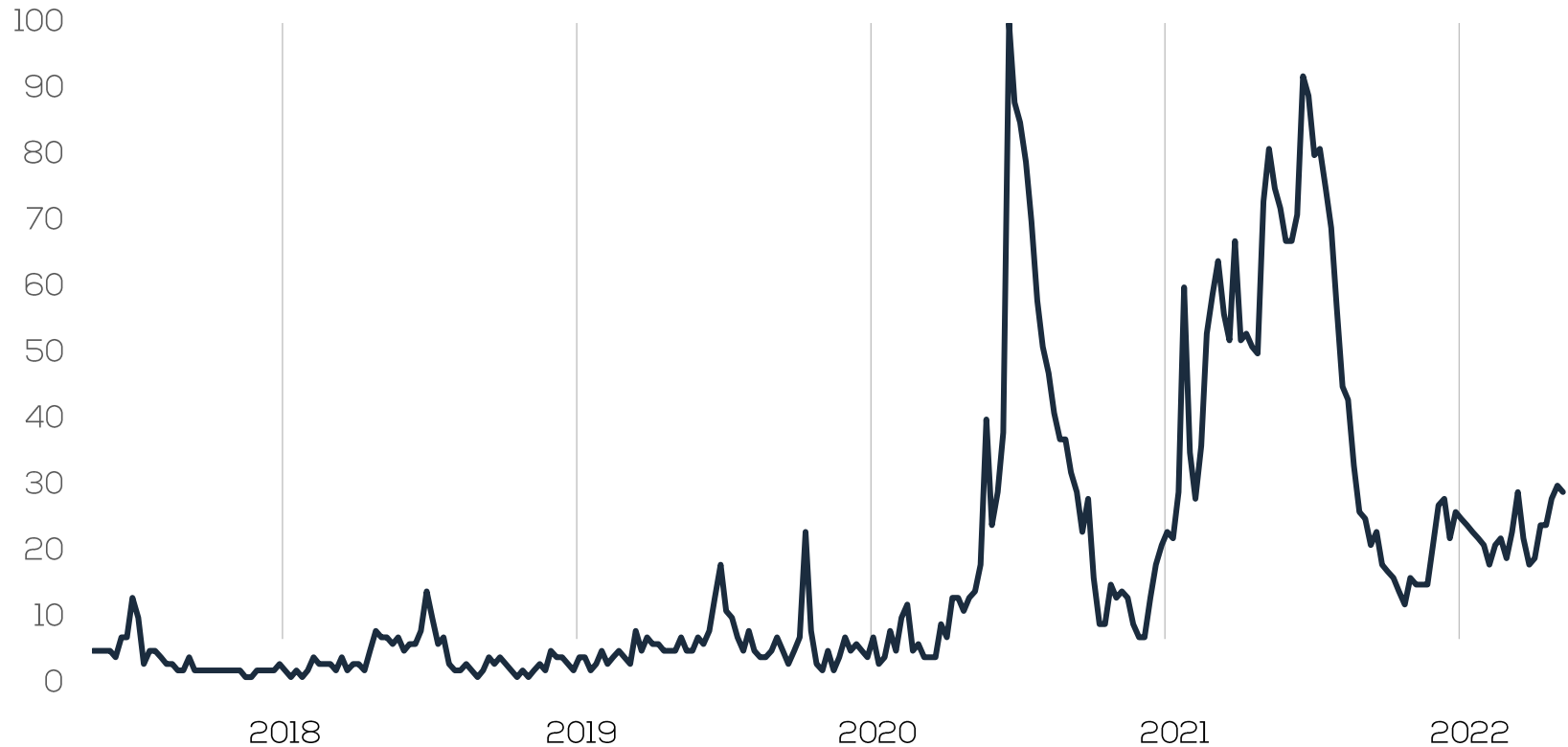
GOOGLE TRENDS – EV CHARGING



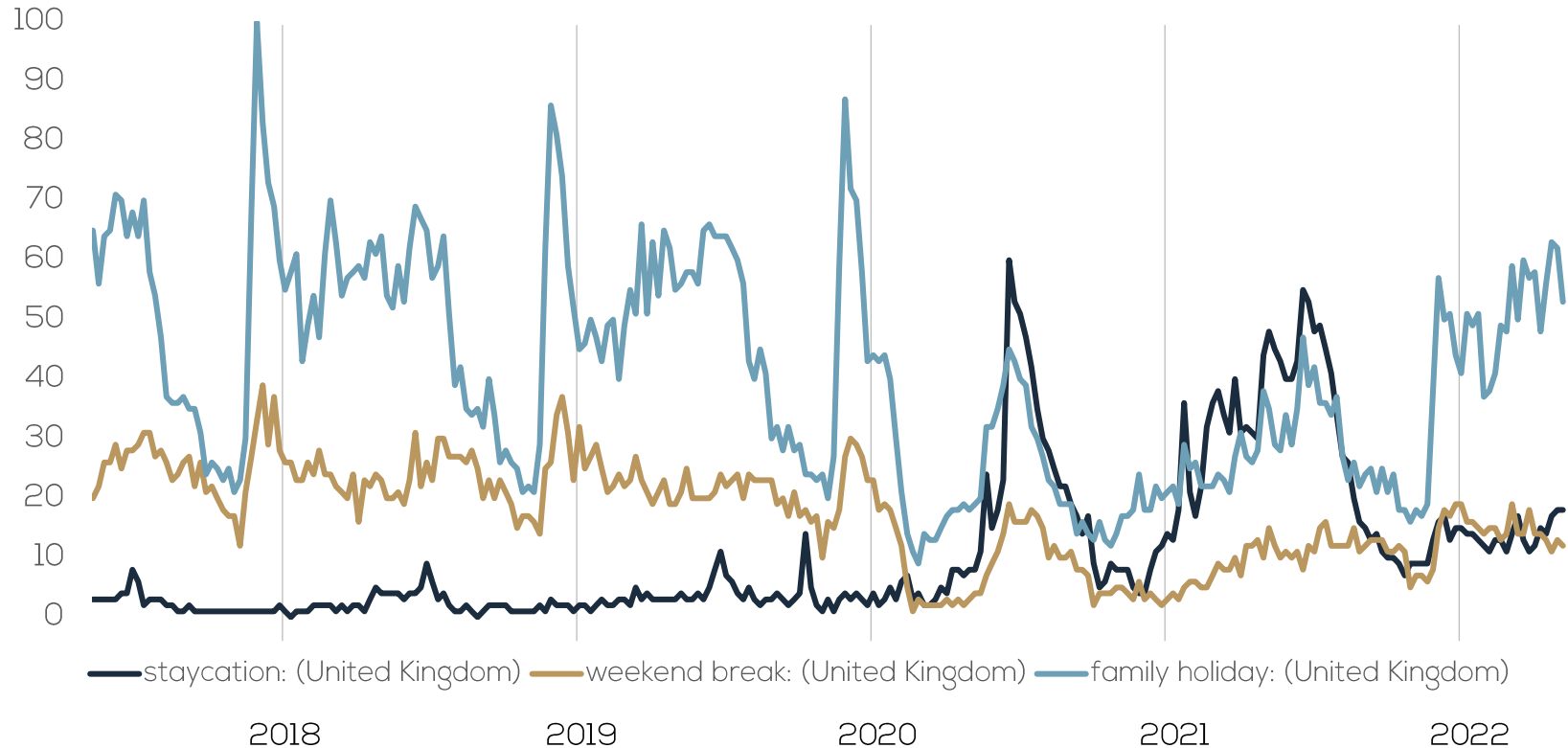
GOOGLE TRENDS – CITY BREAK OR CORNWALL?



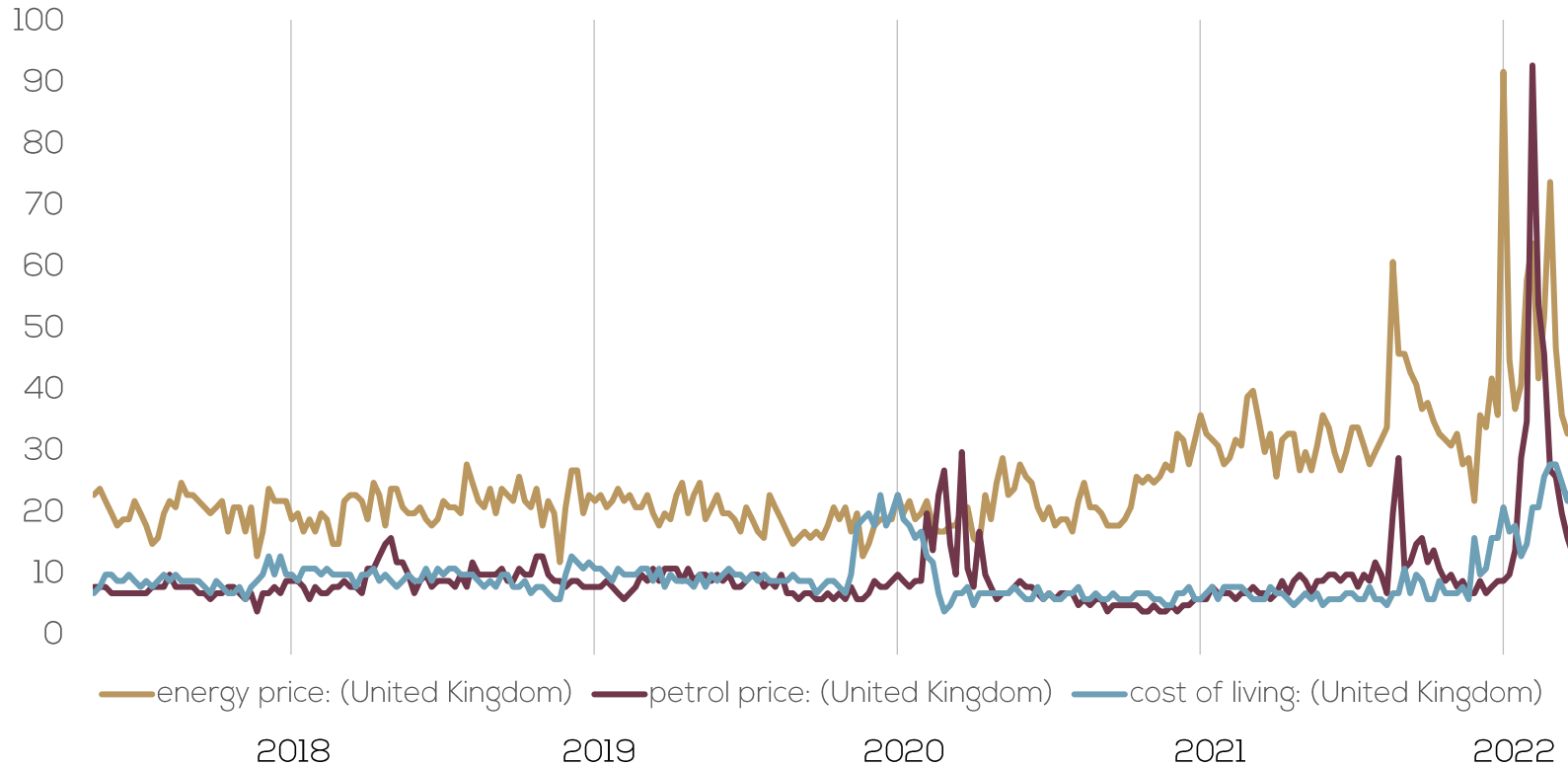
GOOGLE TRENDS – STAYCATION



GOOGLE TRENDS – STAYCATION v WEEKEND v FAMILY



GOOGLE TRENDS – CRISIS



CHALLENGES GETTING SUMMER BOOKINGS

1. War
2. Inflation
3. Cost of living
4. Covid
5. EU Inbound restrictions
6. Location - UK summer destinations
7. Pre-conceived ideas that prices will be too high
8. More 2nd home ownership and Air BnB
9. Outbound re-opened



FLIGHTMARE

16:58 67%
DevonLive

TUI cancels holiday flights as UK airports gripped by half-term travel chaos

EasyJet has already confirmed it will cancel more than 200 flights over the next ten days

SHARE COMMENT

By **Daniel Smith**
09:38, 28 MAY 2022 | UPDATED 09:42, 28 MAY 2022

The half-term holidays are always incredibly busy'

21:46 mobile.twitter.com/StTr

James d'A @StTropezBoy

04.20am queuing to get into Bristol Airport terminal #bbc #bristolairport #radiobristol #thesun

Twitter mobile.twitter.com Install

17:21 54% theguardian.com/busine

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Business Economics Banking Money More

Travel & leisure

Half-term travellers struggle as flights cancelled and road delays expected

Passengers at Gatwick express frustration as airport and airlines appear to blame

17:24 53% NEWS Menu

Business Your Money Market Data Compa

Half-term holiday plans in shreds as flights cancelled

By Lucy Hooker
Business reporter, BBC News

1 hour ago

1 hour ago

POSITIVE MARKETING MESSAGES



BENEFITS OF STAYCATION

UK have higher standards of star ratings

- Clean with clear covid policies
- 3* UK hotel vs 3* hotel aboard
- Lots of UK hotels have had recent refurb, 'if you visited a year ago, you haven't visited...'

UK selling points

- No currency exchange
- No language barrier
- Your holiday starts immediately

Adventure and experience opportunities for families in the UK

- Paddleboarding/surfing/water sports
- Confidence of safety
- Potential cooler weather means more energy for activities

BENEFITS OF STAYCATION

Ease of travel

- Avoid the airport stress
- Fewer variables to be cancelled such as flights
- Quicker journey time
- Your holiday starts sooner
- No baggage fees
- UK transport is familiar

Discovering the UK/local areas

- Supporting local businesses
- Sustainable/green
- Keeping money within the country

Staycations are better for larger family gathers

- Multi-generational holidays, great for older generations who don't want to travel due to Covid or can't due to age

CAMPAIGN IDEAS

Playing on fear:

- Telling customers to play it safe
- Don't get trapped in another country this Summer
- Don't miss out on your dream holiday/staycation

Take control of your plans/pick where *you* want to stay (not what's left nearer the time)

Book like it's 2019

STAY - SPA - HEALTH CLUB - DINE

S'MICHAELS

**ESCAPE TO CORNWALL
NO FLIGHT REQUIRED**

YOU DONT NEED TO FLY TO WHITE SANDY BEACHES

Get back to Gylly Beach and let the hot sand and crystal clear water warm your soul. Escape the crowds, soak up the sunshine, explore quiet beaches and experience the very best of what Cornwall has to offer before the school holidays begin.

[BOOK NOW](#)

A silhouette of a person stands on a grassy hill, pointing towards the Milky Way galaxy in a starry night sky. The galaxy is visible as a bright, hazy band of light stretching across the dark blue and green night sky, filled with numerous stars. The person is positioned in the lower-left quadrant of the frame, their right arm extended towards the center of the galaxy.

THANKS FOR YOUR TIME

Any questions?

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