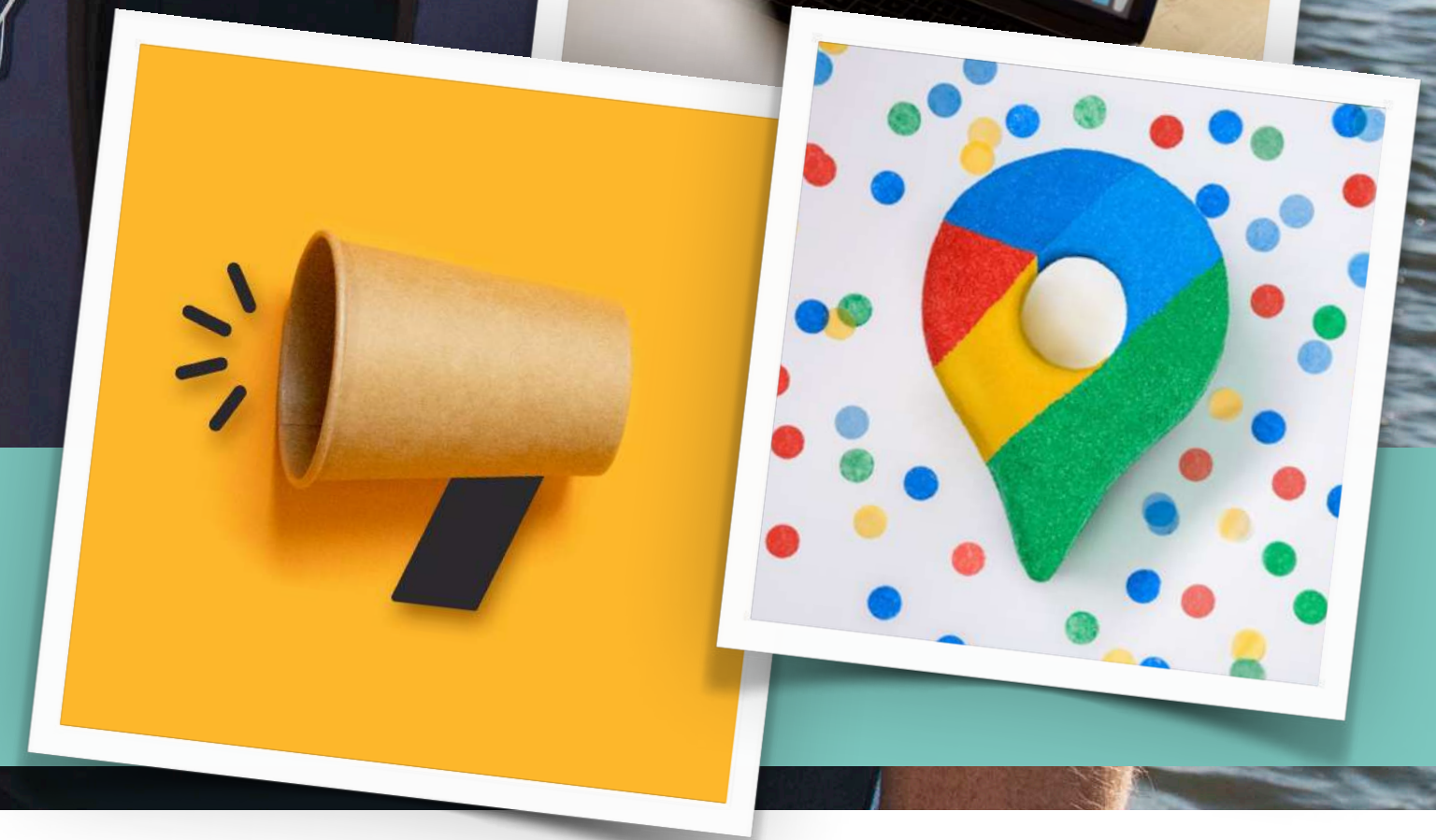


How to Promote Your Experience



We'll begin shortly. Please mute your microphone and introduce yourself in the chat window.



EUROPEAN UNION
European Regional Development Fund



Norfolk
County Council

Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund

Welcome & Housekeeping



Please keep **your microphone muted** during the presentation; and please show your full name if you can ('more button' next to name)



If you have connection issues, **turning off your video** can help



Questions are welcome at any time – please **type your query** in the chat.



A copy of the presentation and next steps will be **circulated** **after the workshop**.



This session is **not being recorded**

2022 Training & Networking opportunities



- Previous training available on our **YouTube channel** (what experiential tourism is, how to develop a visitor experience, storytelling, how to reach new markets)

- **More training is on the way on:**

- Sustainable Tourism
- Accessibility & Inclusivity
- Attracting Walkers & Cyclists

Sign up to our Norfolk newsletter to receive updates: www.norfolk.gov.uk/experienceupdates

- **Networking**

→ Join our [Norfolk EXPERIENCES Facebook Group](#)



Coming up

- Getting Noticed - Distribution & Your Marketing Strategy
- Marketing Experiences to Potential Low Season Visitors
- How to Add Your Business to Google (Google Search, Google Maps)
- Why Online Guest Reviews Matter
- The Latest Inbound Markets Insights
- Q&A Discussion



EUROPEAN UNION
European Regional Development Fund



Norfolk
County Council

Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund

Being 'Bookable'



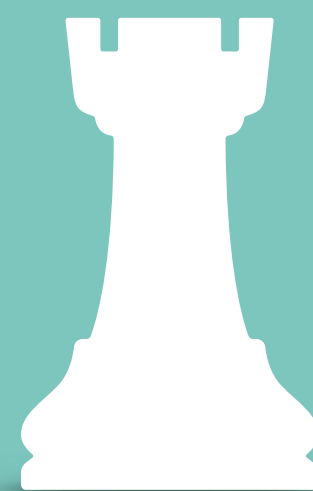
Advertising



Book in advance



YOUR MARKETING STRATEGY



Your marketing strategy

1

Tell your story

2

A picture says 1,000 words

3

Describe feelings and emotions

4

Book now!

5

Post a rave review!



5 P's of marketing

- Product
- Place
- Price
- Promotion
- People



Distribution

Own website
with booking widget

Booking widgets:
(e.g. Unmissable
England, TXGB,
Airbnb, Fareharbor)

OTAs

Booking widgets:
(e.g. Unmissable
England, Airbnb,
TripAdvisor)



MARKETING EXPERIENCES TO POTENTIAL LOW SEASON VISITORS





Visitors to come to Norfolk all year around

... so why does most of the tourism industry pretend it's always summer?

Invest in low season marketing



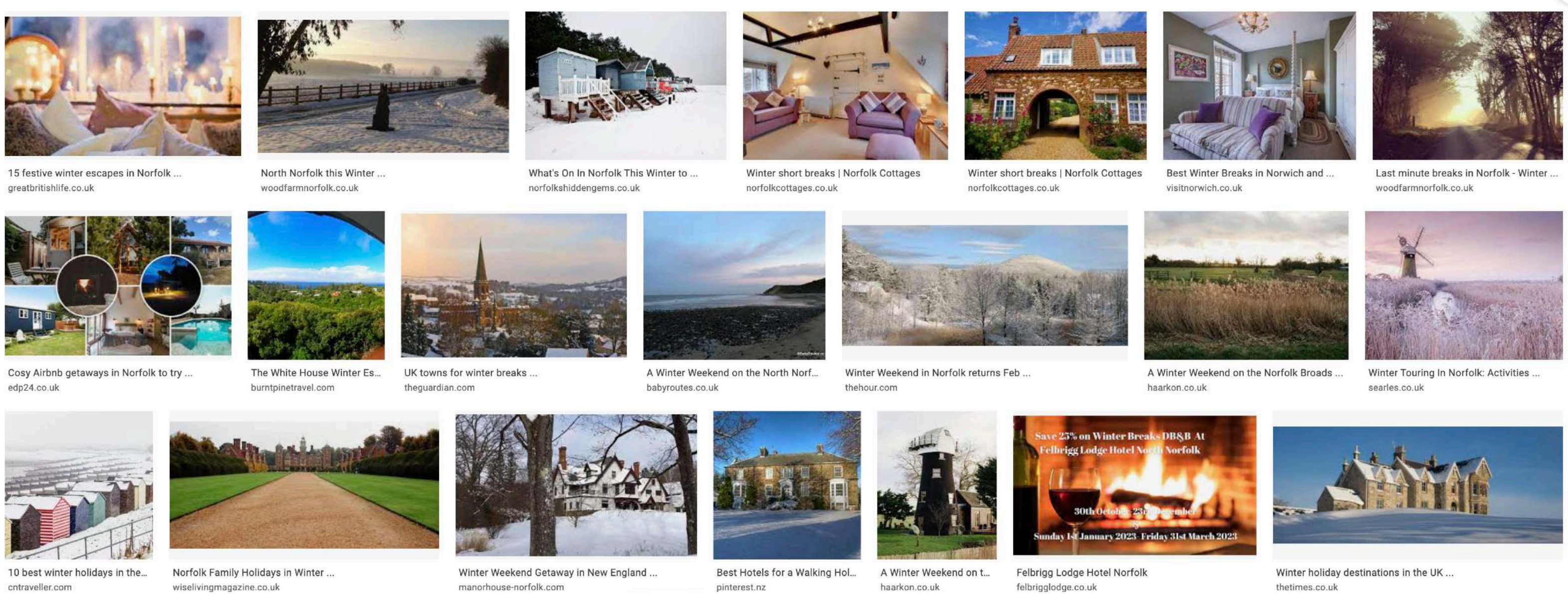
Make a collection of winter images & film

Things to do in winter in Norfolk

Use winter search terms on your website



Feature on tourism websites/apps



Create seasonal experiences to market at least 4 months before travel

Or/and identify what makes winter the best time to do these experiences



Task

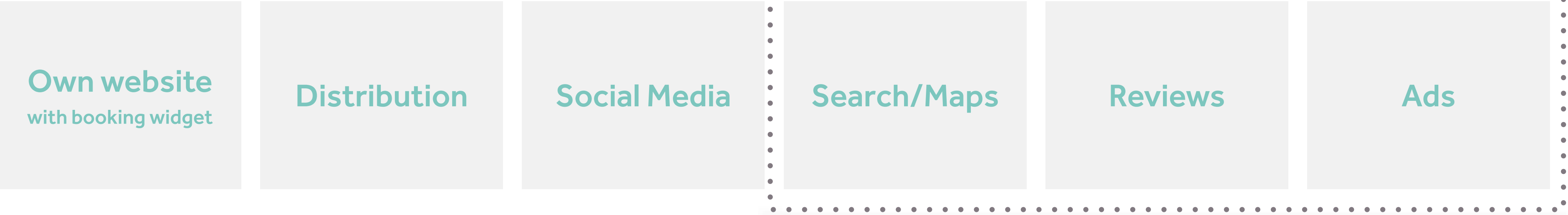
1. List your three top selling experiences in winter
2. Now write down what makes them different to your summer experiences
3. Are the differences positive, such that you want to enhance them, or are your best winter experiences a poor version of your summer experiences? It may be better to increase your offering, i.e. provide additional benefits to visitors, rather than simply reduce prices or create new winter experiences

Work with the seasons, not against them

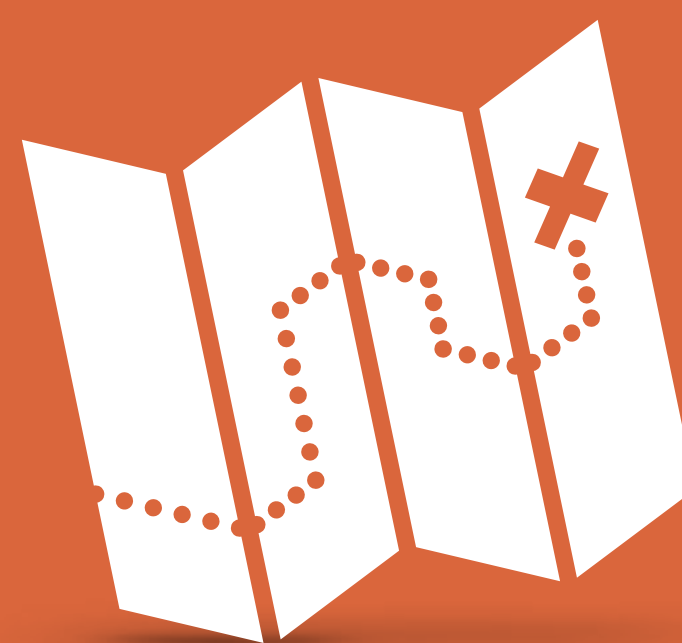
Your marketing mix



Digital Solutions:



GOOGLE MAPS AND SEARCH



Google Apps

Google

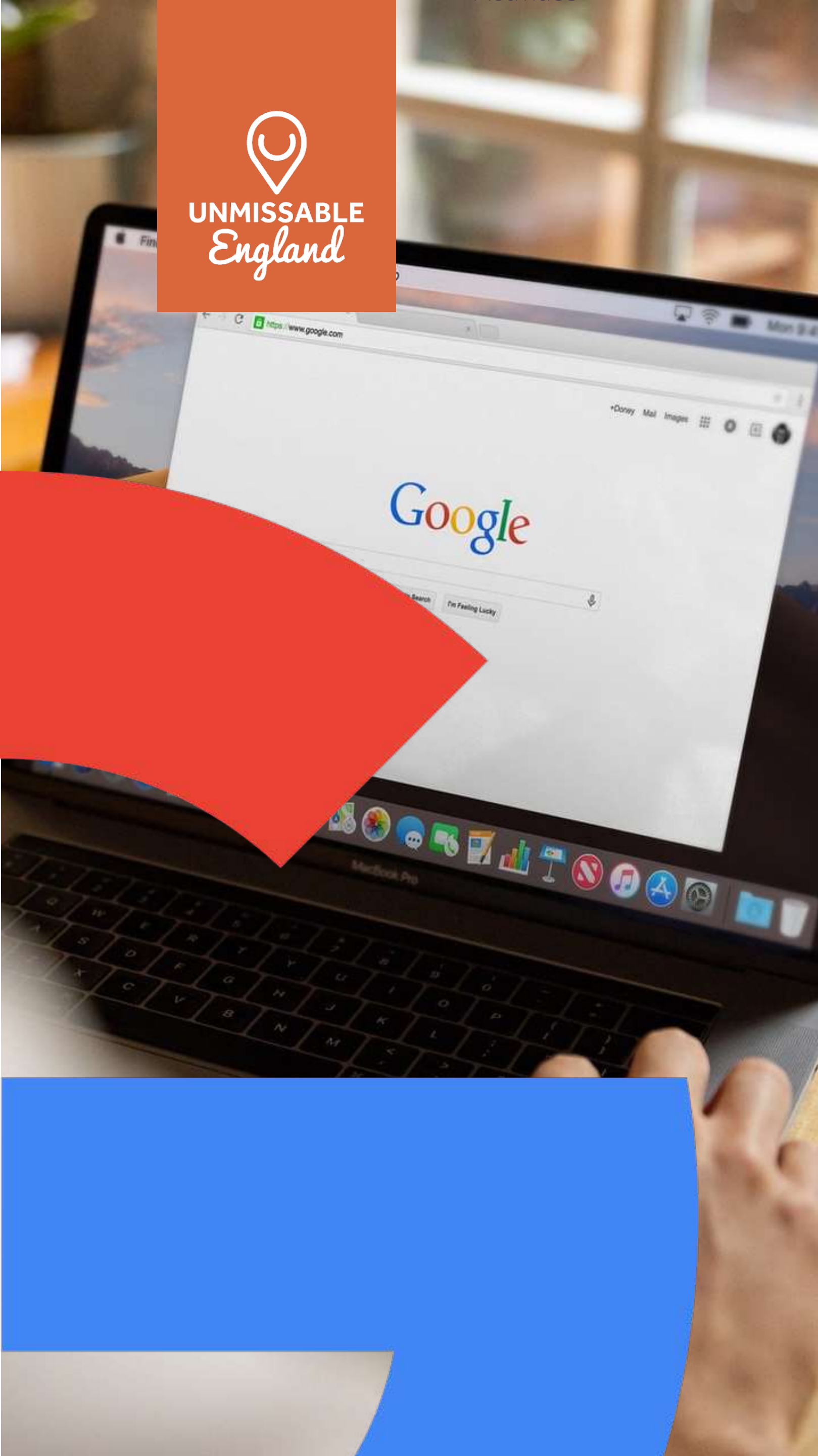


Google Maps

Google
Reviews ★★★★★



Google Ads



Search Google Maps

Groceries

Restaurants

Takeaway

Hotels

Petrol

Chemists

Coffee

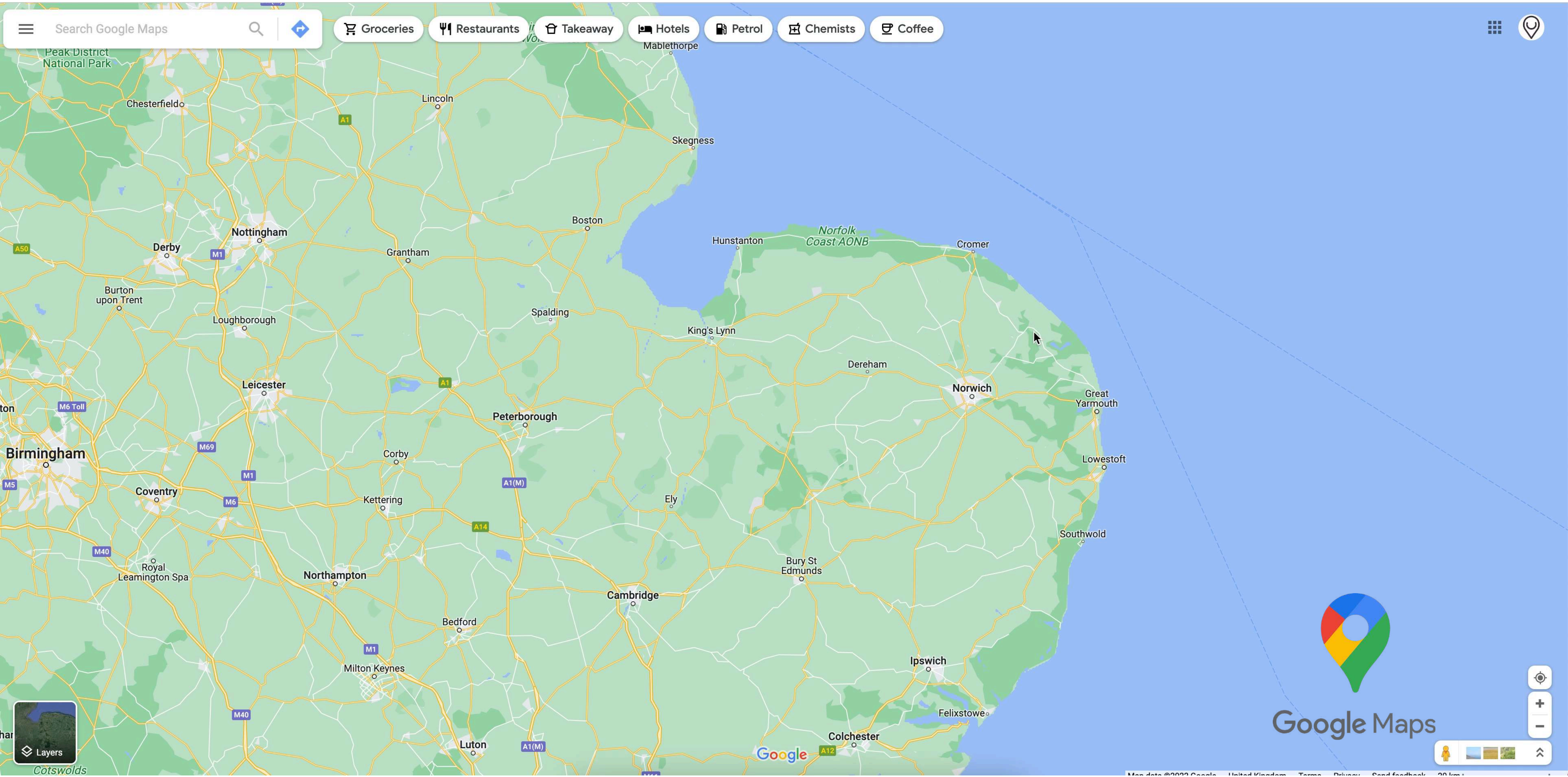
Layers

Google Maps

+

-

Map data ©2023 Google, United Kingdom, Terms, Privacy, Send feedback, 20 km

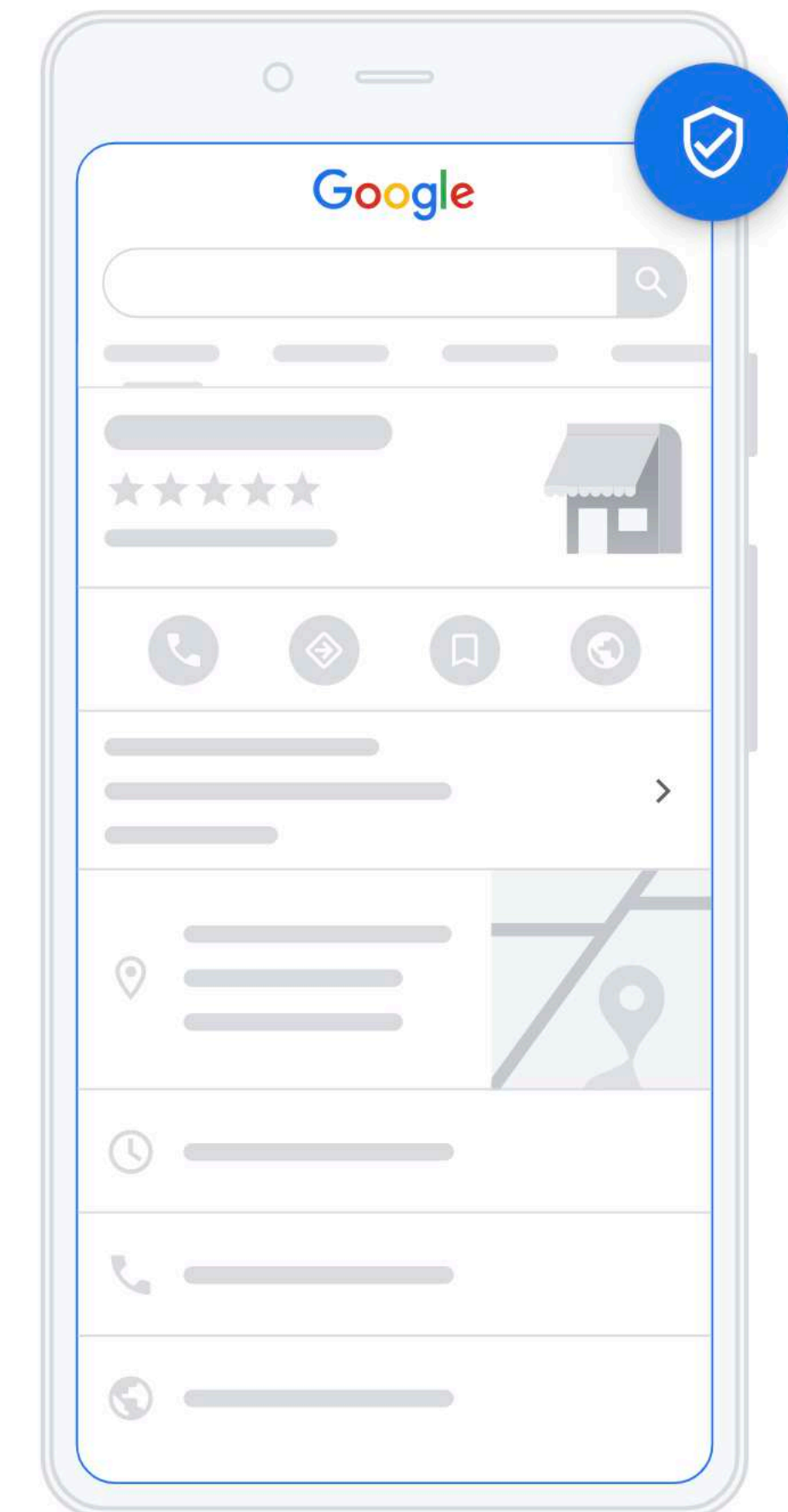


What will my Google Business Profile give me?



Key features:

- To be found on Google Search and Google Maps
- To edit and maintain your overall Business Profile across Google Apps
- Keep contact information and opening hours up to date
- Provide a description about your business to Google
- Receive Google Reviews from your visitors and importantly respond to them



Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.

Manage now



Khamsa
4.7 ★★★★★ (346)
North African Restaurant

OVERVIEW UPDATES ABOUT REVIEWS PHOTO

CALL DIRECTIONS SAVE WEBSITE

140 Acre Ln, London SW2 5UT, United Kingdom

Open · Closes 10PM

020 7733 3150



Free

Create a Business Profile at no cost



Easy

Manage your profile from Search and Maps



Personalised

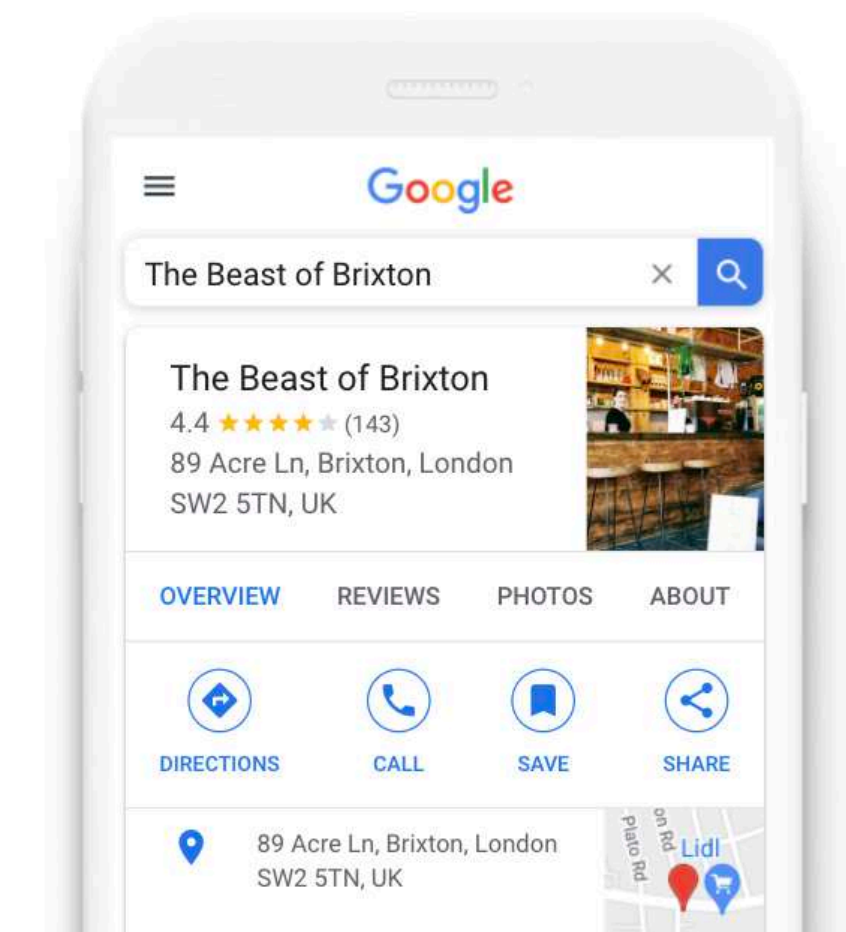
Add hours, photos, posts and more

Setting up your Google Business Profile



Create and maintain your 'Business Profile'

- Find or add your business to Google's apps and get discovered by customers on Google Search and Maps
- Add your location address
- Add contact information and website address
- Then verify your new profile using a code sent to your mobile
- Add your standard business hours and opening times
- Add photos and videos about your business. Why not reuse some from your posts on Instagram and Facebook?
- Google will then verify your profile before being visible to customers



Find and manage your business

🔍 Type your business name

Can't find your business?

[Add your business to Google](#)



Don't have a venue or fixed location?

Start by using your home address and then once setup, you can adjust your location to cover an area or region. You won't have a pin on a Google Maps but you will be found on Google Search

Google Ads



Google

norfolk uk holiday

✕ | 🔊 🔍

🔍 All

🖼 Images

📺 Videos

📰 News

📍 Maps

⋮ More

Tools

About 38,500,000 results (0.70 seconds)

Ad · <https://www.barefootretreats.co.uk/> ▾ 01485 512245

Barefoot Retreats – Luxury Holiday Cottages in North Norfolk

Stay in one of our exclusive Retreats, perfectly located to explore North **Norfolk**. Enjoy the luxury of a boutique hotel, in our self catering cottages. Book Now! Amazing Places.


📍 The Boardwalk,, High Street,, Thornham,, Hunstanton - Closed now · Hours ▾

Ad · <https://www.hoseasons.co.uk/norfolk/lodges> ▾

Norfolk Lodge Breaks - Luxury Lodge Escapes

Secure your 2022 break from just a £25 low deposit with Hoseasons, relive the good times. Lowest price guarantee on an amazing collection of lodge breaks in...

★★★★★ Rating for hoseasons.co.uk: 4.6 - 69,843 reviews



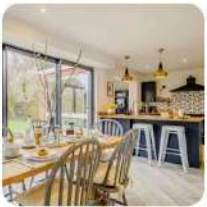
Ad · <https://www.cottages.com/norfolk> ▾

Norfolk Holiday Cottages - 98% Would Book With Us Again

Fantastic range of cottages in **Norfolk**, book online today at cottages.com.

★★★★★ Rating for cottages.com: 4.7 - 85,719 reviews

Last Minute Offers · Pet Friendly Cottages · Luxury Norfolk Cottages · Latest Offers & Deals



Ad · <https://www.airbnb.co.uk/norfolk/airbnb> ▾

Norfolk Accommodation - Unique Holiday Experiences

Find Your **Norfolk Holiday** Home on Airbnb. Top-Rated **Holiday** Homes Just For You. Check...

Gift Cards · How It Works · Resource Center · Safety Details · Help Center · Sign Up

<https://www.norfolkcottages.co.uk> ⋮

Norfolk Cottages | Self-Catering Holiday Homes

Book with confidence, **Norfolk's** local experts in self-catering **holiday** cottages. 500 plus properties across North **Norfolk's** Coast and **Broads**. Book now.

North Norfolk Coast · Coastal Cottages in Norfolk · Pet friendly · Homeowner sign-in

A map of Norwich, England, showing various locations. A pop-up box titled 'Square pins are ads' is overlaid on the map. The box contains the text 'Advertisers pay Google to promote these locations.' and a 'Learn more' link. The map shows several locations marked with pins, including 'Junkyard Market', 'Premier Inn Norwich City Centre (Duke Street)', 'Gurney Surgery - Castle Partnership', 'Sevenwolves Menswear Clothing Shop', 'Norwich Market', 'The Forum Norwich Car Park', 'St Giles Multi Storey Car Park', 'Pottergate', 'Cow Hill', 'St Swithins Rd', 'Barn Rd', 'Pitt St', 'Batolph St', 'St Crispins Rd', 'Colegate', 'Tombland', 'Palace', and 'Norwich Over the Water'.

The Google Ads logo features the Google 'G' logo, which is composed of four colored shapes: a blue 'G', a red 'o', a yellow 'o', and a green 'l'. Below the logo, the words 'Google Ads' are written in a sans-serif font.

THE POWER OF REVIEWS



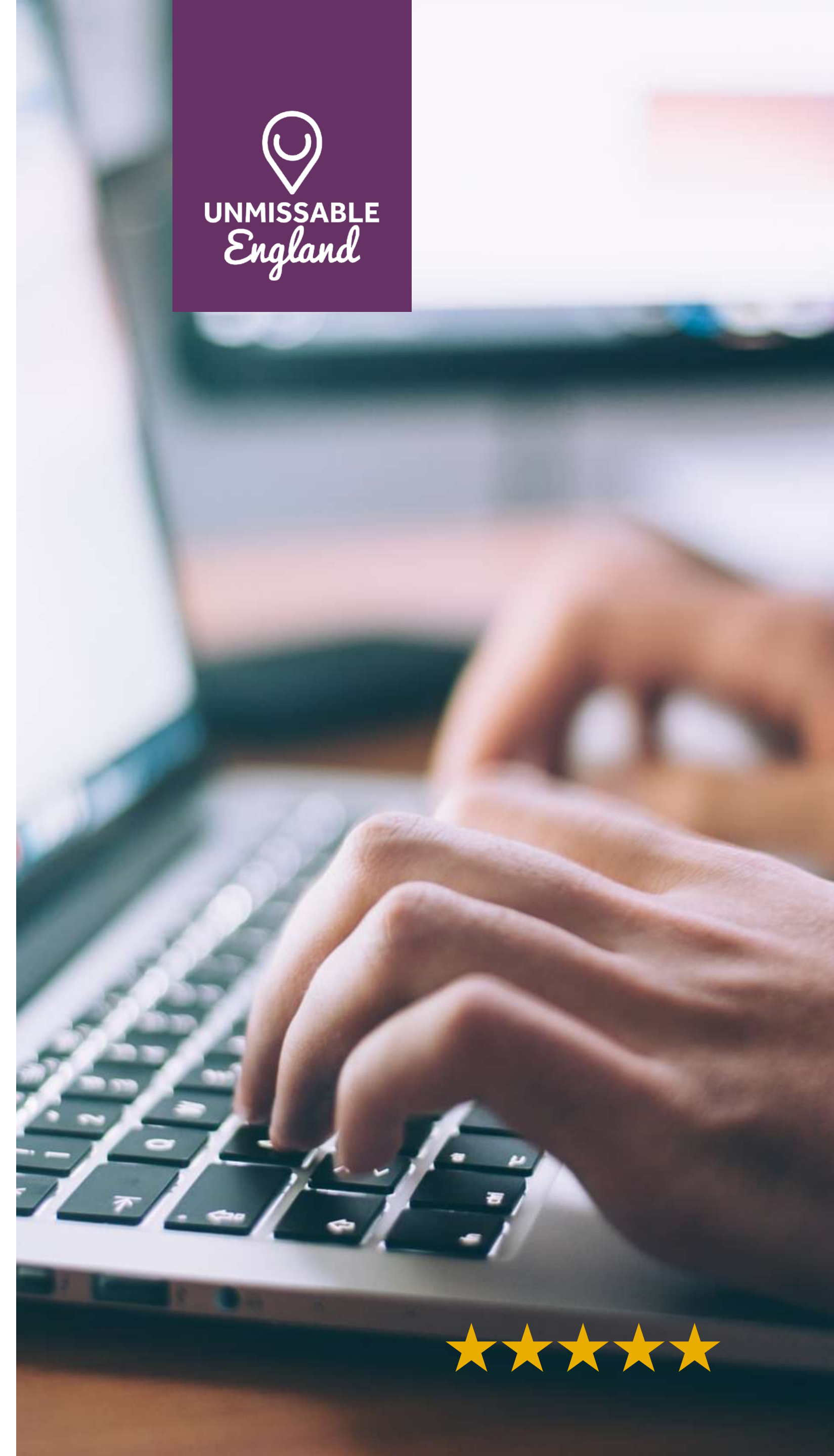
5 reasons visitor reviews are important



1. They generate feedback
2. They open up/continue a channel of communication with your guests
3. People trust peers as much (if not more) than professional critics
4. Online reviews are good for SEO/Social Media
5. They help consumers with product selection

The Power of Review Sites

When it comes down to making the decision to book online, a positive visitor review is almost as influential as price or a special offers. So, rather than reducing prices – showing reviews on your own website can be equally as powerful at increasing conversions.

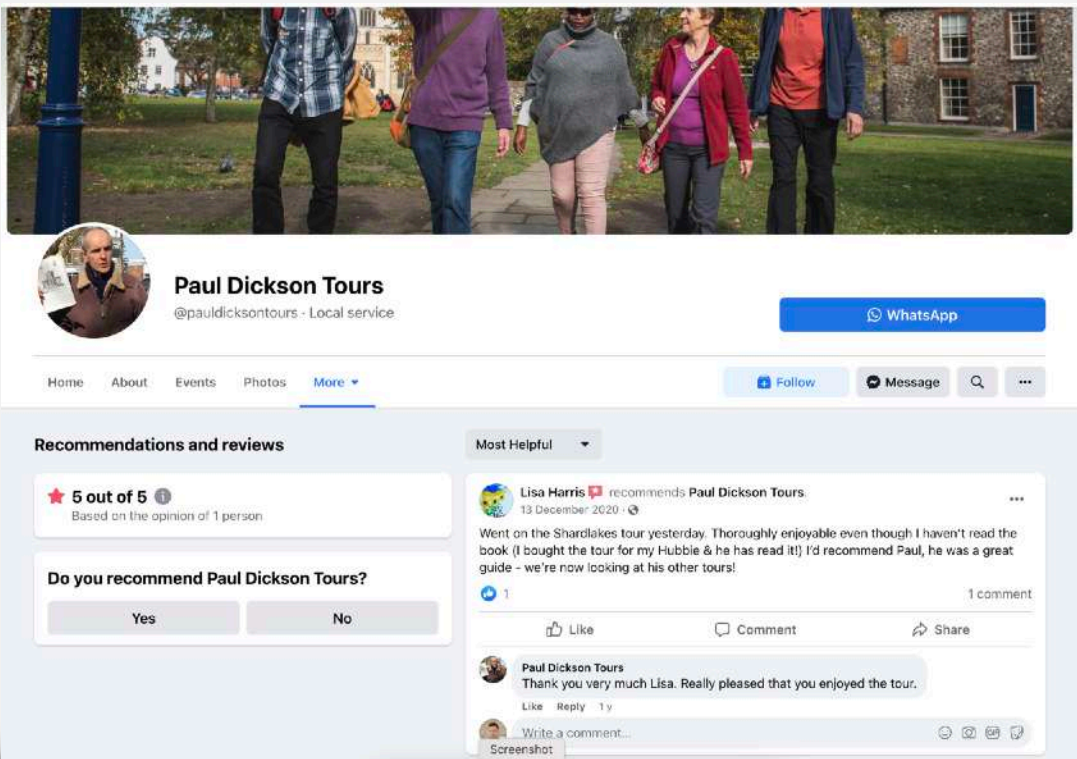
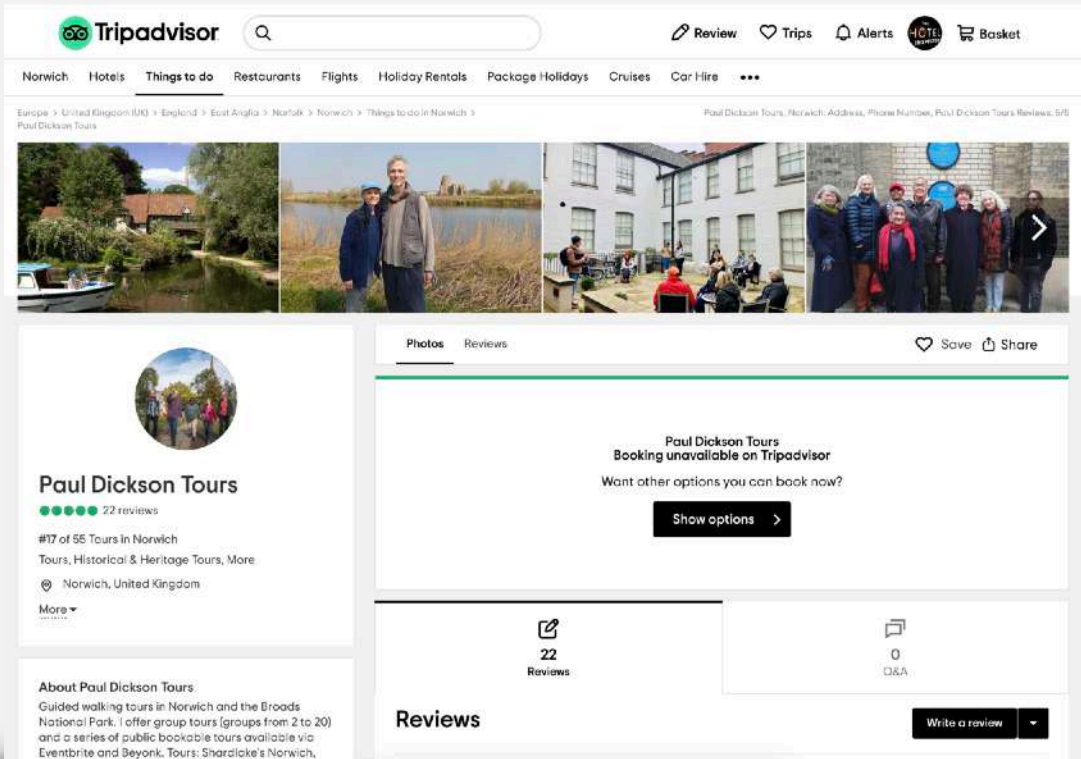
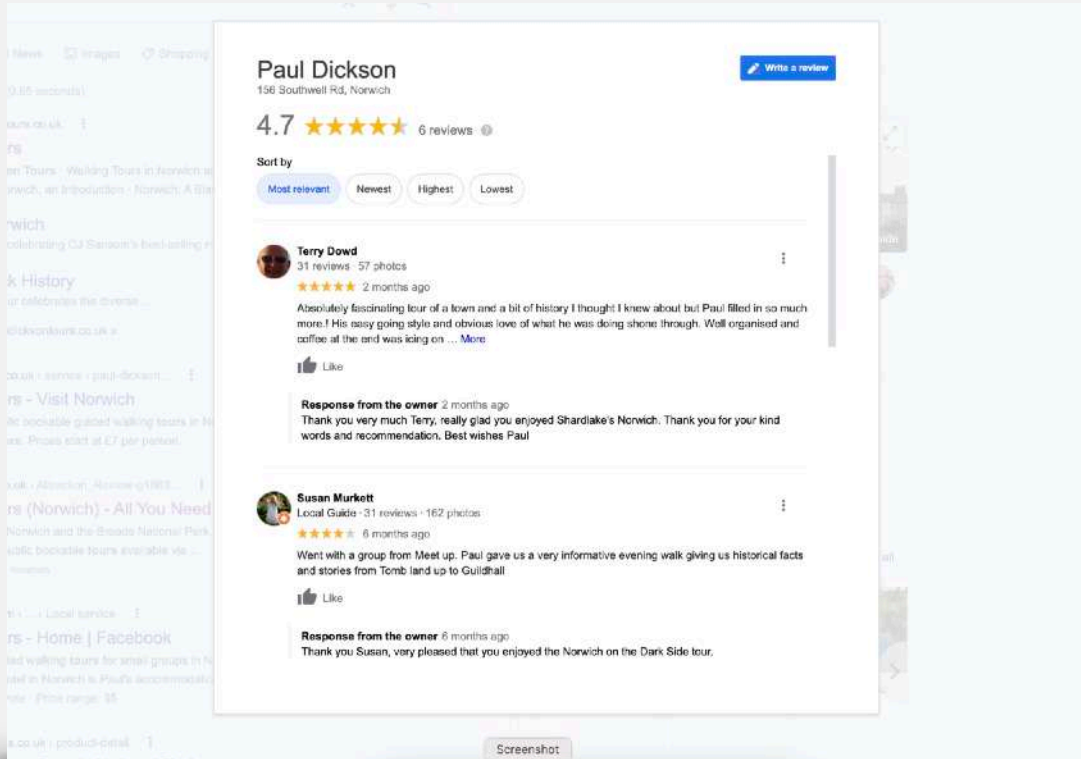




Which of the following review websites/apps do you currently monitor and respond too?

POLL ACTIVITY

Which review sites to use?



Bad reviews are good too



You might initially think that negative reviews are bad for your business, but they're not. Negative reviews make the good reviews more authentic. Once there aren't too many of them of course...

Always reply to every review, especially if it's negative.

By responding you'll be showing potential visitors that you care and that you're always listening to your guests

What to do

- Respond quickly
- Acknowledge the guest's complaint
- Apologise & empathise
- Take responsibility
- Provide an explanation if needed
- Take the discussion offline
- And, make it right

What NOT to do

- Pass the blame
- Be sarcastic
- Go down the 'legal' route
- Insult your guests or others
- Blame your employees or other guests



LATEST INBOUND MARKETS INSIGHTS

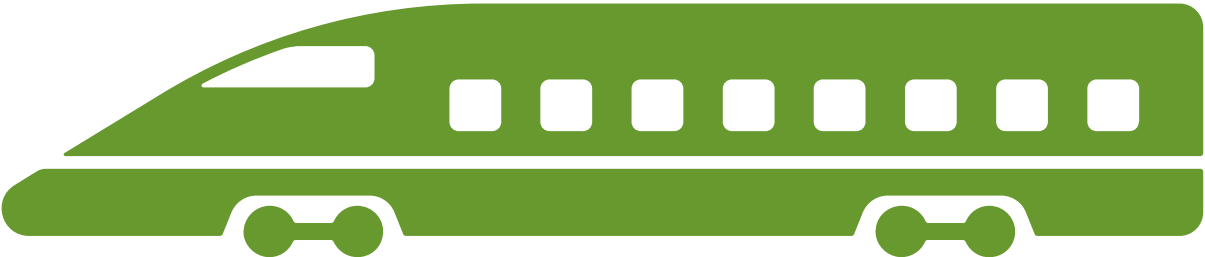


Inbound Insights from VisitBritain



Consideration of regions within England (short haul)

	Total	Short haul	Denmark	France	Germany	Irish Republic	Italy	Neths.	Norway	Russia	Spain	Sweden
London	41%	47%	45%	46%	58%	38%	52%	37%	47%	54%	46%	52%
North West (e.g. Manchester, Liverpool, Lake District)	33%	28%	20%	23%	34%	24%	31%	23%	33%	36%	34%	21%
East of England (e.g. Cambridge, Norfolk Broads, Norwich)	30%	21%	14%	22%	18%	17%	28%	20%	16%	23%	31%	22%
South East (e.g. Brighton, Oxford, Kent, Windsor)	29%	28%	24%	30%	28%	20%	40%	22%	25%	27%	32%	26%
East Midlands (e.g. Leicester, Derby, Peak District)	20%	15%	11%	15%	8%	14%	21%	17%	13%	18%	17%	11%
South West (e.g. Bristol, Bath, Devon, Cornwall)	20%	18%	12%	17%	26%	12%	27%	15%	14%	20%	20%	17%
West Midlands (e.g. Birmingham, Stratford Upon Avon, Coventry)	18%	13%	9%	12%	12%	11%	19%	13%	11%	15%	16%	10%
Yorkshire & the Humber (e.g. Leeds, York, Yorkshire Dales)	16%	12%	7%	13%	13%	10%	15%	15%	9%	15%	12%	10%
North East (e.g. Newcastle, Durham)	14%	10%	6%	11%	12%	4%	13%	13%	8%	9%	10%	10%



Q11a: If you were to go to Britain in the next 12 months, which destination would you go to? (Multiple Answers)
Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 10,954)
Q12: Which destination(s) in England? (Multiple Answers)
Base: Respondents who have chosen England in Q11a (n = 6,246)



Inbound Insights from VisitBritain



Main destination types for an international leisure trip (SH)

Visiting large cities and coastal areas are still top of mind in SH markets, while roaming around is also popular, notably among Italians. Germans continue to express the highest interest in coastal experiences; most Italians and Spaniards are considering city breaks.

	Total	SH	Denmark	France	Germany	Rep. of Ireland	Italy	Neths.	Norway	Russia	Spain	Sweden
Large city	49%	46%	41%	43%	30%	47%	63%	38%	52%	35%	60%	49%
I will roam around, visiting many types of places	41%	34%	31%	36%	30%	24%	53%	36%	33%	52%	23%	24%
Coastline	37%	37%	34%	33%	52%	37%	32%	32%	43%	48%	22%	37%
Small/mid-sized city/town	29%	26%	22%	24%	23%	21%	32%	25%	27%	24%	33%	26%
Countryside or village	26%	20%	20%	20%	19%	23%	20%	25%	22%	12%	14%	20%
Mountains or hills	26%	20%	23%	14%	22%	18%	24%	31%	11%	24%	22%	13%
I'm not sure	6%	6%	8%	7%	6%	5%	3%	6%	7%	2%	5%	7%

Q15: Which of the following best describes the main types of destination where you are likely to stay during your next international leisure trip? (Multiple Answers)
Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 10,954)



Inbound Insights from VisitBritain



Level of interest in activities (SH)

Interest levels for activities suggest a return to many pre-pandemic behaviours including those considered at risk COVID-wise in the recent past. Outdoor activities remain popular for Germans, French, Italians and Dutch, while a strong appetite for culture is seen in France, Italy and Spain.

(% very interested)	Total	SH	Denmark	France	Germany	Rep. of Ireland	Italy	Neths.	Norway	Russia	Spain	Sweden
Dining in restaurants/bars, cafes or pubs	52%	51%	50%	55%	50%	55%	52%	54%	55%	29%	49%	60%
Visiting famous/iconic tourist attractions	50%	44%	38%	52%	41%	48%	58%	43%	34%	49%	47%	31%
Exploring history and heritage	49%	44%	33%	53%	42%	42%	58%	44%	35%	42%	60%	34%
Outdoor nature activities	47%	42%	38%	57%	44%	47%	50%	45%	29%	40%	44%	30%
Visiting cultural attractions	46%	40%	34%	48%	34%	40%	57%	41%	30%	42%	47%	31%
Experiencing local lifestyle, socialising with locals	41%	38%	34%	49%	35%	36%	42%	42%	32%	37%	46%	31%
Shopping	39%	32%	29%	40%	31%	37%	35%	36%	30%	19%	29%	30%
Outdoor activ. (hiking, cycling..)	38%	35%	22%	43%	43%	34%	43%	51%	21%	32%	35%	21%
Guided tours/day-excursions	36%	33%	21%	41%	26%	28%	43%	43%	19%	44%	42%	20%
Self-driving tours	33%	31%	28%	55%	31%	26%	31%	48%	21%	22%	24%	29%
Attending cultural events	31%	25%	20%	26%	24%	32%	27%	23%	21%	24%	30%	19%
Culinary activities	31%	26%	21%	30%	29%	25%	29%	26%	24%	23%	29%	21%
Spa/wellness activities	29%	25%	17%	30%	28%	31%	29%	26%	17%	21%	30%	21%
Experiencing destination's nightlife	28%	22%	15%	23%	22%	28%	32%	21%	18%	15%	27%	18%
Attending sport events	26%	20%	14%	24%	19%	27%	18%	21%	21%	15%	23%	15%
Learning new skills	25%	18%	10%	27%	18%	17%	28%	19%	11%	16%	28%	7%
Playing sports	22%	15%	11%	17%	17%	18%	15%	22%	18%	8%	16%	9%



Q16: Thinking about your level of confidence related to sanitary safety, how interested would you be in the following activities during your next international trip ?
Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 10,954)



Inbound Insights from VisitBritain



Planned booking channel for an international trip

	Total	Short haul	Long haul
Through a travel agent/tour operator online	36%	34%	38%
A travel comparison website	36%	35%	36%
Direct with airline/train/ferry operator	32%	31%	32%
Direct from the official website of the destination	28%	25%	31%
Direct with accommodation provider	27%	29%	26%
Through a travel agent/tour operator at a storefront	25%	22%	29%
Through friends and family in the in the destination country	14%	11%	17%

Coming back to pre-pandemic attitudes, travellers consider a large variety of channels to plan their next trip. Online travel agents/tour operators and travel comparison websites are popular channels reassuring to consumers in the still uncertain travel scenario. Official destination websites, transport and accommodation providers play a significant role in the booking process across most markets, again stressing the importance of reassurance and trust in the planning phase.



Q19: How would you envisage booking your trip? (Multiple Answers)
Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 10,954)



YOUR QUESTIONS



Next Steps

Any ideas?

Contact us at experience@norfolk.gov.uk

1:1 business support for activity development has become available

Experiences will feature on a new tourism website

Next workshop:

Greening your Business -

A Practical Guide to Sustainable Tourism

Tuesday 14 June (10am) or Thursday 16 June (6pm)

Visit the Resources Hub for more content

THANK YOU!



