

FOR-SIGHT

Don't be the April



Fool This Easter



Prosper in the rise of the Staycation

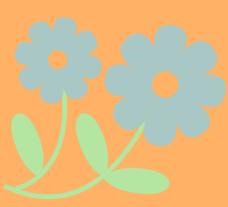
Nothing goes hand in hand quite like a long weekend and a Staycation. No rush, no panic, no patting your pockets every 10 seconds to ensure your passport hasn't jumped out. With a definitive change in consumption since the economic downturn, cost has become an increasing factor in how people choose to spend their holidays. According to Barclay's 2017 Tourism Report, 54% of adults who opt to holiday in the UK do so due to practicalities such as time and cost. Although, 35% of holiday makers choose to holiday within the UK regardless of any practicalities.



With 21% of British holiday makers citing Staycations as their main holiday, a further 21% citing Staycations as either a main holiday or short-break and 51% citing Staycations as their additional break on top of a main international holiday, the British Staycation isn't going anywhere. In a 2016/2017 assessment, Visit Britain found that domestic tourism accounts for 80% of the UK visitor economy. This amounted to a whopping £53 billion spent by domestic day visitors during this time, but only £99.3 million spent on domestic overnight trips.

This shows that domestic overnight stays amounted to 0.19% of the daytime domestic spend. So what can hotels do to grab a slice of the great British pie?

As always, it's a combination of enticing communications and sophisticated data work.



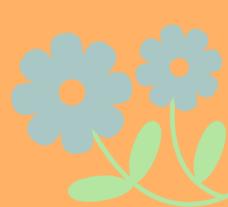
Who to contact



As we say in countless of our postings (all of which are available on our Insights page, of course) the key is to segment, segment, segment. The beauty of an Easter weekend break is the additional two public holidays, freeing more holiday makers up for longer, this benefits your hotel as they can enjoy a lengthier stay and you have a larger catchment area of potential guests as people will be more open to further travels. So, start with last year's Easter Break bookers, add in your hot prospects and get sending. As a bigger campaign in the year, you may wish to dig into your not-so-hot database, you never know, with an enticing enough deal, you may just win the favour of previous guests you thought were as good as gone! And remember not to put all your proverbial eggs in one basket, it always helps to try some A/B testing for the best resulting subject & preview line.



Watch'em roll in



Domestic weekend breaks will more than likely be booked based on their specific merits.

Is your hotel near any sightseeing destinations? It definitely will be. Whether it's historic and cultural city centre attractions or a seaside getaway, holiday goers coming to your hotel will be there to enjoy your hotel's setting. Be sure to let them know what the surrounding area offers, and don't forget, if you're advertising someone else's business, they're more than likely to return the favour!

Not to mention, Easter egg hunts never hurt (Unless you get overly creative with your egg hiding)

Oh, and one more thing, all of the above stats are made up. April Fools!

Just kidding, they're all genuine studies. Got you again! Too easy...



Happy Easter!

