

# [Sdadsada](https://assignbuster.com/sdadsada/)

Survey Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |   Please take a moment to rate NRC2 Garden Resort. Check your chosen answer. Thank you for lending us your time. | | | ExcellentGood AveragePoor Promptness of service Quality of service Transportation to NRC2 Garden Resort Cleanliness of the place Condition of rooms Housekeeping services Facilities of the resort Accessibility of the resort Chapter II Review of the Related Literature “ Website marketing can help level the playing field between chain resorts and independent resorts, according to " Internet Marketing and Distribution for Resorts. Websites can include professional photography, virtual tours, online videos, booking information and online forms for making reservations. They may also provide invaluable feedback forms so resorts can identify strengths and targeted areas of improvement. Strategic online partnerships with complementary industries, such as airlines, car rentals, or fare-finding websites, can result in mutual referrals. ” “ Resort Internet Marketing is an essential factor in attracting customers to exotic resort locations. Since 2009, online marketing spending has climbed almost 15 percent each year.

On the other hand, traditional marketing and print media expenses have been steadily declining at the same time. ” “ Television is a great way to promote your resort with many opportunities to gain exposure. Of course there is television advertising, but there is also having your resort as a featured location for a television show or feature film. A resort is also a great place to host an event such as a beauty pageant or televised poker tournament. These methods of exposure highlight a variety of resort amenities. ” “ Create value-driven packages for both group and transient market segments.

The customers surveyed said that price, not rate, drove their decision. Many people (including myself) enjoy traveling in the off-season precisely because of the value. Keeping this in mind, let’s look at examples:  Unique group packages. This strategy actually works year-round but it is especially important in the off-season. Meeting planners work with a budget and an all-inclusive package means no surprises to spoil a successful event when they are handed the final bill. “ Focus on your website and social media channels. Your website and Facebook business page are a gold mine for communicating with both past and potential guests.

Ensure that they reflect your hotel’s personality. Wall postings and customized tabs can be used to post reasons to visit during the off-season and use lots of pictures. Encourage guests who have stayed outside of peak season to post their experiences and get a dialogue started. Offer last-minute specials that are really special and limit the availability. Base it on something amusing and unexpected, for example the rate equals the temperature of the day for the first 10 people who book with a special code or who call a special number.

Consider using a customized tab to communicate special offers to groups as well. ” “ In a competitive industry, every Hotel and Resort needs an effective online marketing strategy to promote their property, drive traffic to their website and generate guest bookings. We believe that a professional, easy to use and attractive website should be the centerpiece of every Hotel and Resort's distribution strategy. With the arrival of internet Search, traditional marketing outlets such as TV advertising, Radio and Newspapers have become ess and less effective. You just need to look at the print industry in the US, every week there are reports of another traditional media company laying off staff, closing their doors. In a tech-savvy time in which most people expect to find the information they need within just a few clicks of their mouse, a strong internet presence for your property isn't just a necessity, it's crucial for survival. ” “ The resort business is competitive, and most resorts must rely on a strong marketing program to attract customers.

As you determine how to bring in new and returning customers, consider how you can find travelers who will be interested in the facilities and types of services you offer. “ “ When marketing your resort, create a brand that helps your customers know who you are and why you are different from other resorts in the area. A brand should communicate the style of the resort, the atmosphere travelers can expect to find and give them clues about how to dress and behave. Your brand should feel like your resort through the use of colors, fonts and image styles. It should communicate the essence of your resort without describing it. ”