



10 channels to promote your tours and activities [DOWNLOAD INFOGRAPHIC]

Posted by Nicole Kow on Aug 2, 2017

There are many aspects to growing a tour and activity business. Your tours or activities are just one part of it. There's also other parts to your business like operations, logistics, marketing and distribution to consider. One area you need to constantly work on is distribution and promotion.

Working on your distribution channels and figuring out which works for your market and trips is key to taking your business to the next level.

Here are 10 channels you should think about promoting your tours on:

1. Your website

It's the 21st century. A business that doesn't exist online is a one that doesn't exist at all. Having a website is a non-negotiable and doesn't take long to set up. You can build a basic one for cheap with WordPress or Squarespace.

Alternatively, you can use a website builder like ours to create a site that comes with an integrated booking and checkout process, so that customers can book trips directly from your site.

You also need to remember that your website is a channel that needs to be routinely tweaked and improved, just like how you would routinely clean up your office and display new brochures.

Read more: [5 quick hacks to spruce up your website right now](#)

2. Your TripAdvisor profile

TripAdvisor is important for so many reasons, the main one being that online reviews are important to building your reputation online.

Remember to also engage your reviewers - thank them for positive ones and apologise for negative ones. Be professional at all times and never play the blame game.

Read more: [Your quick guide for a TripAdvisor profile that will stop customers in their tracks](#)

3. Your social media profiles

While it is important to be present on the main social media sites like Instagram, Facebook and Twitter, pick one or two platforms that you prefer to work with and also delivers results, i.e. generates bookings for you.

Check that your social media profiles link to your main website and that you've not left any comments, tweets and messages unanswered.

Read more: [How to stay on top of your social media during peak season](#)

4. Direct offline bookings

From our previous research, we found that a large proportion of bookings for outdoor adventure companies come from offline sources like walk-ins.

My favourite real-life example of how one business in Nepal generated in-person bookings is from this [Spotlight interview with Pauline Sanderson](#).

5. Online Travel Agents (OTAs)

With so many to pick from, I'd recommend starting with just one or two. If you're unsure which to pick, join the [Tour Operators United Facebook group](#) to read up on different experiences and opinions from other operators.

If you're already working with a handful of OTAs and need a system to streamline all your bookings, check out our [Channel Manager](#).

6. Partnering with other operators

You could work with other operators in your area who provide complimentary services to yours. For example, you could promote a folk and culture during your city walking tour.

Cross-sell each others' tours and activities or bundle them together to create an attractive package deal.

Read more: [5 things your booking management tool needs to grow your business partnerships](#)

7. Partnering with agents

Partner up with agents in your destination, the nearest big city or even from across the world. Make sure your agents know what your tours and activities are all about so that they can recommend the right guests to your trips.

Read more: 5 tips to manage your agents without losing your mind

8. Partnering with accommodation providers

Depending on who your tour is for, you could choose to work with hostels or hotel concierge desks to promote your trips.

You can choose to give them a commission for each sale or set a net rate and allow them to sell your trips at any price they see fit.

Read more: 4 types of accommodation providers you can work with (and why)

9. Destination management organisations (DMOs)

The role of DMOs are slowly changing thanks to tech and it can provide you with new ways to work together that benefits your business and the destination as a whole.

As a first step, make sure your DMO is aware of your company and are clear about the trips you provide.

10. Visitor information centers

Lastly, your local visitor information center or tourist information center can be a great channel for bookings and sales. Since it's one of the first places tourists are likely to visit if they're not sure what to do in your destination, it's a good idea to build a good reputation with your local information center.

Also ask if you can leave marketing materials like leaflets and brochures in so that customers can learn more about your trips if they want to.

10 CHANNELS TO PROMOTE YOUR TRIPS

Looking for ways to distribute your tours and activities to a wider audience?
Here are our recommendations based on our research.

START HERE

TrekSoft research findings:
40% of operators say that

YOUR WEBSITE
Let customers book directly from you on your website



TRIPADVISOR
Be present on the largest travel review site and respond to reviews

direct online booking is the most important distribution channel



SOCIAL MEDIA
Pick the platform that will give you the best results, and focus on that

OFFLINE CHANNELS



DIRECT BOOKINGS
Be prepared for walk-ins and in-person bookings

TrekkSoft research findings:
Direct offline bookings is the 3rd most important channel for operators who provide weather dependant outdoor activities

ONLINE TRAVEL AGENTS



TrekkSoft research findings:
While only 41% of suppliers use OTAs to increase exposure, companies who do gain 20% more bookings each year

PARTNER UP



OTHER OPERATORS



AGENTS



HOTEL CONCIERGE

Cross-promote and sell each others' tours or create a package deal

Find agents all around the world to sell your trips

Work with concierges to make sure your trips are the first they recommend

DESTINATION MANAGEMENT COMPANIES



DESTINATION WEBSITE
Get listed on your DMO's site and if they also have a marketplace, get involved



VISITOR INFORMATION CENTRE
Ask to share brochures and build good relations so that they send guests your way

FIND OUT MORE AT TREKKSOFT.COM/EN/BLOG

Find the original report here >>

GET THIS INFOGRAPHIC

CLICK TO DOWNLOAD



Like 4

Share 14





Written by Nicole Kow

Having graduated from the UK, Nicole travelled around Europe before joining TrekkSoft's marketing team. She is now based in KL and regularly blogs about her travels at Next Train Out.

Topics: Marketing tips, Summer tips

0 Comments TrekkSoft

Login

Recommend Share

Sort by Best



Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS

Name

Be the first to comment.

ALSO ON TREKKSOFT

Here's an in

4 comments • 4 months ago



Nicole from TrekkSoft — Hi Andrew, Thanks for your feedback! Here are a few thoughts: 1. TrekkSoft works outside the USA, in Mexico,

10 steps for activity companies to improve their TripAdvisor ranking

2 comments • 8 months ago



Himalayan Holidays — Great info, it will help to grow visitors of Trekking website

How to create a marketing plan for tour and activity operators

2 comments • 2 months ago



danphen Phe — Great article.....

What online tools should you use if you're not ready for a booking software?

1 comment • 4 months ago



Tony Pattinson — Where is KL?

POPULAR TOPICS

Business advice (139)

Marketing tips (102)

Tourism trends (62)

Social media insights (56)

TrekkSoft news (43)

Spotlight interviews (26)

Destination marketing (16)

Summer tips (11)

see all

START HERE

7 travel trends for 2017 that will drive the global tourism industry

Get a personalised assessment of your business with our Business Improvement Scorecard [Free Tool]

The rise of experiential travel and its impact on tours and activities

How to create a marketing plan for tour and activity operators

Business resource: important questions to get to know your customers better

TripAdvisor checklist: 20 steps to improve your ranking and reach #1

JOIN THE EMAIL COURSE - DIY WEBSITE UPGRADE



REGISTER FOR OUR WEBINAR ON AUGUST 9



SUBSCRIBE TO YOUR TOURISM SUCCESS GUIDE

Join 30,000+ tourism professionals who trust our advice to grow their business. Actionable advice, once a fortnight.

My first name is*

dirk

My email is*

dirk.yzewyn@visitflanders.com

SIGN ME UP!

The ultimate solution for you

If you're a tour or activity company or a tourism board, we have the perfect plan for your business.

Get a Demo

I can't find a page

[About](#)

[We're Hiring!](#)

[Our Team](#)

[Legal](#)



All text and design is copyright© 2010 - 2017 TrekkSoft | A Swiss Made booking software