

Marketing Tips for ACA Members

How to Respond to Booking Service Enquiries...

- Keep paperwork to a minimum – Enquirers don't like to be bombarded with information.
- Keep it simple and clear; give prices, location of camp, promote indoor and outdoor facilities (including activities), and let the enquirer know you are available on the dates they have requested, otherwise specify the dates that you have available if they don't match perfectly.

Provide them with as much detail as possible in relation to their request, but be careful not to overload them with information.

How to respond to Booking Service Enquiries when you do not match perfectly with the request...

- If you fit some, but not all of the requirements, you may still want to respond.
- It is best to be upfront that while you may not be able to cater for all their needs; you still have plenty of other activities / facilities / dates available to offer, which they might like to consider.
- Respect the fact that you might not be what the enquirer is looking for, and it may be best not to respond if you cannot meet any of their requirements.

Contact Methods...

- Your response to the enquiry may vary, depending on the preferred method of contact.
- Email Responses:
Email is useful if you can send a quick response to the enquirer and let them know you are available on the dates requested and can meet their needs. It is also useful to include a link to your website if you have one; especially if you have pictures of your camp and the facilities. Enquirers like to see where they can stay and what they can expect for their money.
- Mail Responses:
This is where some camps may get caught sending out too much information. If you have a brochure which includes camp contact details, facilities, activities, etc. It could be a good idea to send this out, along with pricing and other relevant information. This information should be condensed to an A4 page, as anything longer may not be read. When informing the Enquirer of your facilities and activities, make sure you promote them as benefits of your campsite.
- Phone Responses:
Phone is useful to talk to the enquirer about their requirements. If you are not sure if you can meet their needs; it might be a good idea to talk to them, and find out if there are alternatives you could offer. You could also suggest sending in writing what you have discussed over the phone, to avoid miscommunication.
- Fax Responses:
Fax is useful if you have information condensed onto one or two A4 sheets of paper, which is relevant to the enquiry.