

MOMENT FOR CHANGE

5 May 2021

The Importance of Online Bookings in a Covid-Dominated World

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Industry Development Manager

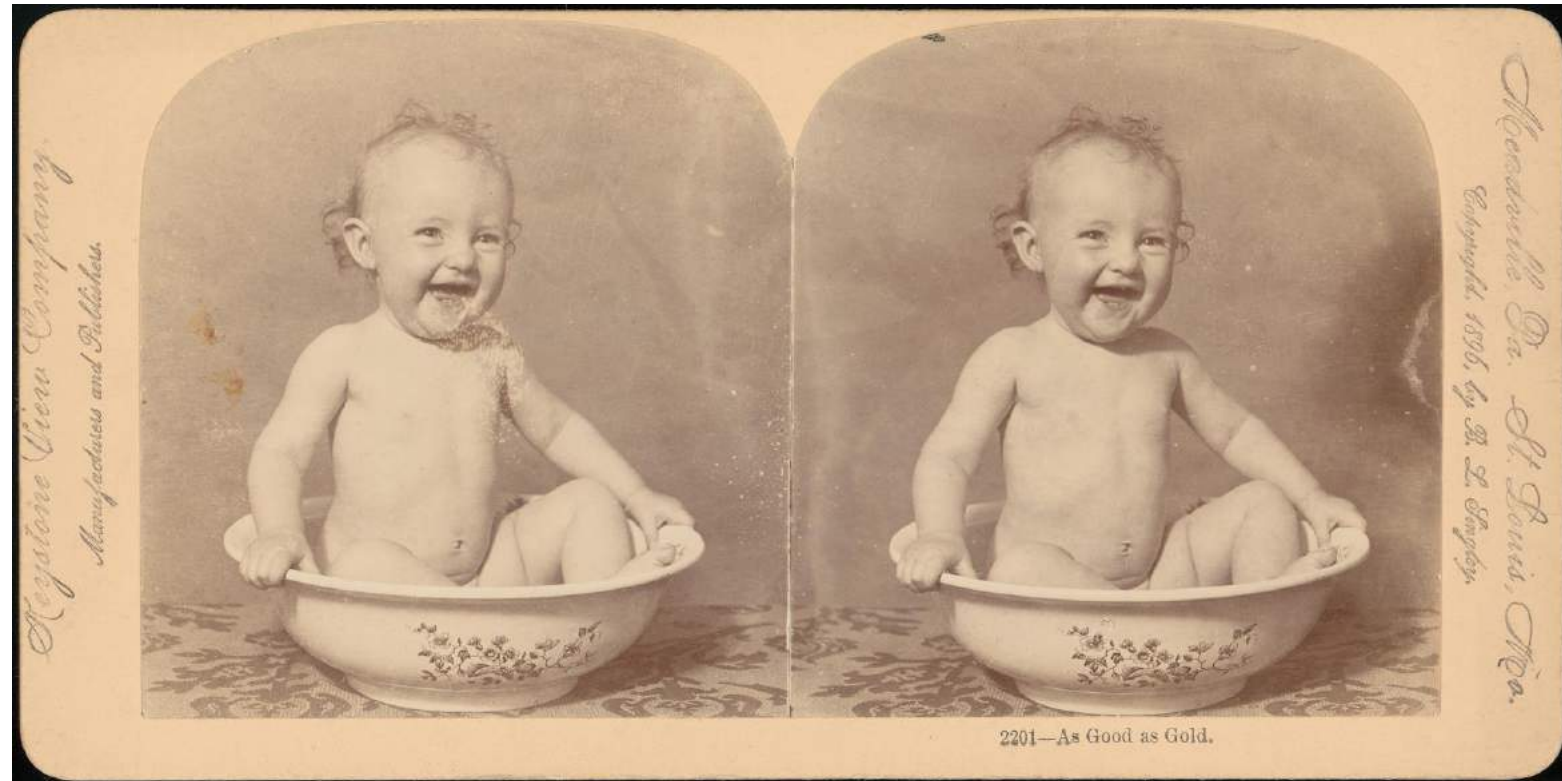
VisitScotland



Two's Company...

Things to Consider

1. Reassurance
2. Bookings & Discoverability



M O M E N T F O R C H A N G E

Reassurance & Reasons Why

**“IF PEOPLE LIKE YOU THEY WILL LISTEN,
BUT IF THEY TRUST YOU, THEY WILL DO BUSINESS
WITH YOU.”**

ZIG ZIGLAR

AND WHY...



96% of TripAdvisor users consider reading reviews important when planning trips and booking accommodation.

More than half of TripAdvisor users will not book a property that doesn't have any reviews.

And it's not just accommodation: **87%** of TripAdvisor users consider reviews important when booking restaurants; **81%** say reviews are important when booking attractions.



Source: TripAdvisor research

Promote Reviews & Quality Assurance Award

- Your website
- Confirmation templates
- Newsletters
- Social media
- Business cards
- Print publications
- Regional websites
- External signage



Certificate of Excellence 2019

[Read Reviews](#)



Blackstone Clydesdales & DIG-a-Day Experience

Blackstone Farm offers a unique range of hands-on fun filled farm activities, one of a kind in Scotland. Our Clydesdale and DIG-a Day experience cater for all ages and abilities. We encourage guest to use there time and try their hand at various fun fille...

[View Blackstone Clydesdales & DIG-a-Day Experience](#)

Like Page

Book Now

Be the first of your friends to like this

Status: Draft
COVID-19 banner

Standard

1 change

Save

body

COVID-19 update

We're open, but our hours have changed and some services are limited. [Learn more](#)

Phones Connected Home Gaming Laptops & Tablets Accessories Special Offers

We take the safety of our staff and visitors extremely seriously. Everyone is different but as a general rule of thumb, if you feel comfortable going to a restaurant or cafe, it is likely you'll feel comfortable on a Chocolatarium Chocolate Tour.

Closed until Tier 3 or below

[COVID-SECURE POLICY](#)

X



- [Home](#)
- [Tour](#)
- [Groups](#)
- [Gift Vouchers](#)
- [Book Tickets](#)



CHOCOLATE HEAVEN IN THE HEART OF EDINBURGH

chocolate attraction | factory kitchen | chocolate shop

[BOOK YOUR TICKETS HERE](#)





Glenmore Lodge

Website Directions Save

4.7 41 Google reviews

Training provider

Located in: Glenmore Forest Park

Address: Glenmore Lodge, Aviemore PH22 1QZ

Hours: **Open** · Closes 10PM

Phone: 01479 861256

Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Events

COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organisers.

[More about COVID-19](#)

Mon, 19 Oct Mountain Leader Training
09:00

Wed, 28 Oct [Foundation Coach Training](#)
09:00

Thu, 29 Oct Development Coach Training

Reviews from the web

4.9/5 [Facebook](#) · 63 votes

Reviews

[Write a review](#)

[Add a photo](#)

"Great **place**, great **staff** and lots of **food**."

"Great **location** within the forest, unique **facilities** and warm **atmosphere!**"

"The **equipment** we borrowed was high **quality** and in great **condition**."

[View all Google reviews](#)

People also search for

[View 15+ more](#)



Glenmore Campsite, Aviemore Campsite



Coylumbr... Hotel, 4-star hotel



The Old Bridge Inn, Gastropub



Rothiemu... Tourist attraction



Cairngorm Reindeer Centre, Nature reserve

Glenmore Lodge

Glenmore Lodge, Aviemore

[Ask a question](#)

Where is the dry ski slope, can anyone use this?

Like Answer



Frank Porter

[Local Guide](#) · 9 reviews · 18 photos

a year ago

There is two one behind lodge.one at shop on main road.

Like



How to get the mark

To obtain the mark via this free scheme, businesses must complete a self-assessment on the We're Good to Go online platform, including a checklist confirming you've put the necessary processes in place and are adhering to official Government and sectoral guidance. The online assessment is 20 questions long and takes approximately 20-30 minutes to complete.

Complete the self-certification →

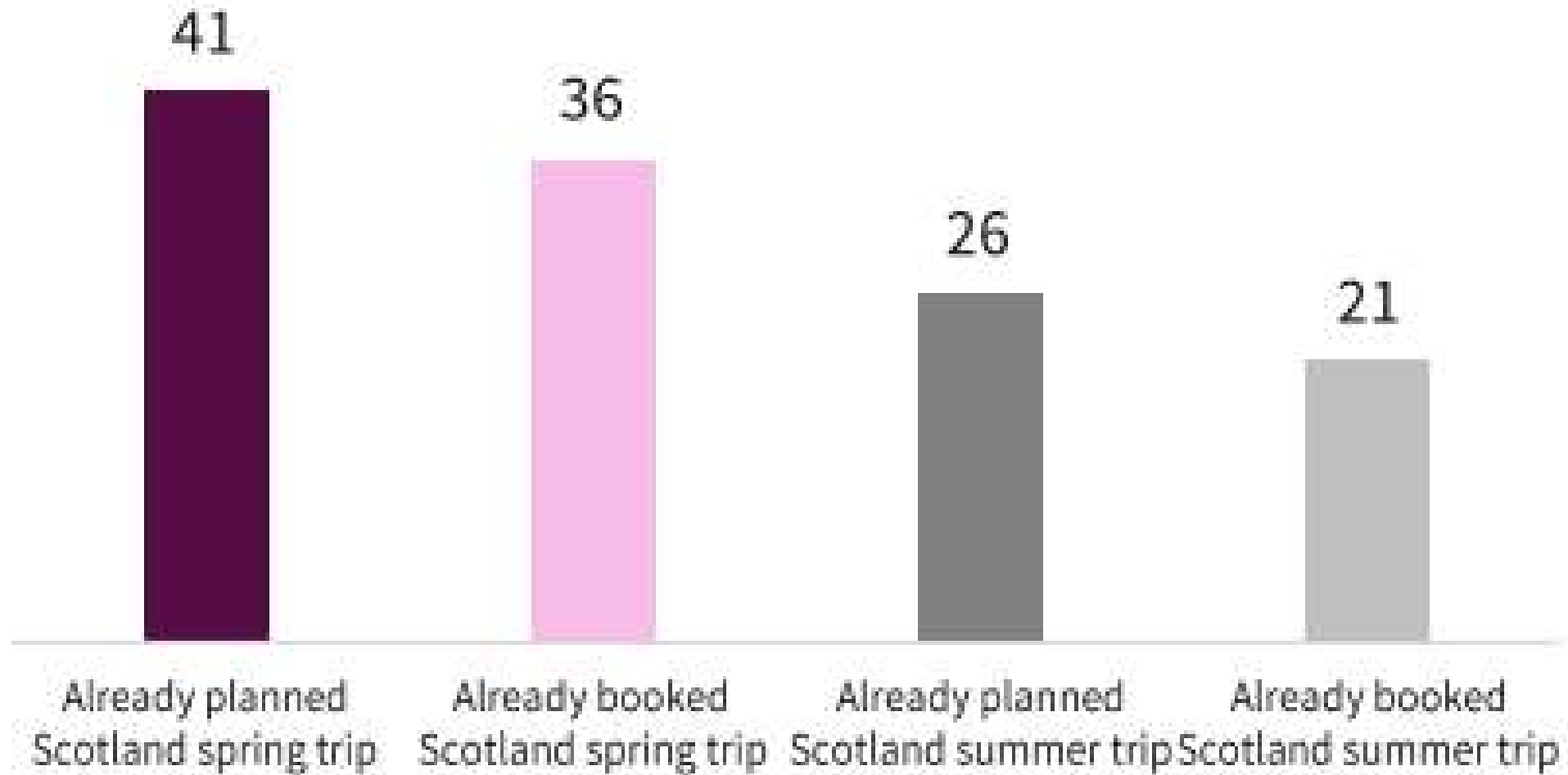
Visit www.goodtogoscotland.com

‘Tourism businesses – managing your online reputation and why it’s even more important now’ – webinar on www.visitscotland.org



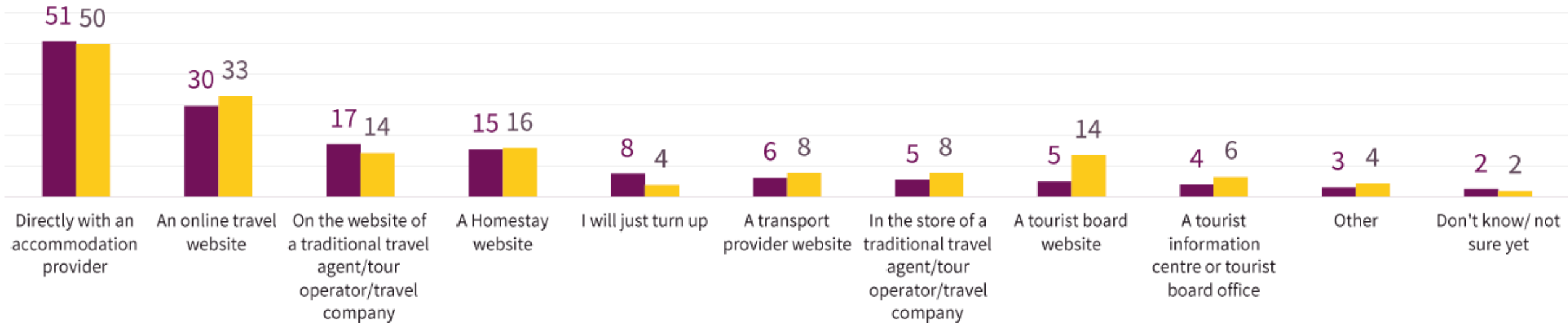
M O M E N T F O R C H A N G E

Online Bookings & Increasing
Your Product Distribution



■ Scotland Spring Intenders

■ Scotland Summer Intenders



What can be invisible?

- Your business



M O M E N T
F O R
C H A N G E

60%

WHY IS ONLINE BOOKING SO IMPORTANT?

Booking Systems

Accommodation Examples



Restaurant Examples



Experiences Examples



Check out VisitScotland's interactive booking system functionality checklist

How Do Guests/Visitors Book?



RED DEER CENTRE

Come face to face with Britain's largest native land mammal – the majestic Red Deer and meet and encounter our tame Barn Owl in a hands on demonstration as well as discovering the natural wonders of Highland Perthshire on a fun and inspiring short walk.

THE RED DEER BARN

With amazing views over our Red Deer park and beyond enjoy some time in the Barn learning about these amazing animals before actually meeting them. Weigh yourself against Zoom our master Stag and enjoy the touch and feel corner as well as the exciting video footage and amazing facts of wild Red Deer before actually coming face to face with our tame Red Deer herd.

THE BARN OWL

Meet and encounter our Barn Owl in a hands-on demonstration and have fun learning the secrets of this captivating phantom bird of the night time. A unique experience with great photo opportunities.

THE RED DEER ENCOUNTER

From the shelter of The Red Deer Barn, stroke, feed and photograph these magnificent and iconic animals in the company of our knowledgeable Safari Ranger who will tell you about their fascinating life cycle, likes, dislikes, habits and personalities. This is a once in a lifetime opportunity to get up really close to these magnificent animals.

ACCESS

Parking at Highland Safaris is free, along with the Discoverv Trail and viewing

DETAILS

DURATION

60 Mins Approx

ADMISSION TIMES

April - October:

1000hrs - 1200hrs - 1400hrs

November - March:

1200hrs

COST

Adult £12

Child £5.50

£30 for a family of 4

Kids under 4 FREE

WHAT'S INCLUDED?

- Exclusive access to our Red Deer Barn
- Deer Food & knowledgeable Safari Ranger
- A Safari Pass with savings of over £50
- Highland Safaris Badge for children

[GIFT VOUCHER](#)

BOOK ONLINE NOW

Start Date

Thu 02 Sep 2021

September 2021						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

How Do Guests/Visitors Book?

Call us: 01397 703797



Guisachan Guesthouse



- [Home](#)
- [About](#)
- [Our Services](#)
- [Contact Us](#)
- [Posts](#)
- [Our Reviews](#)

Bed And Breakfast In Fort William

Fort William bed and breakfast accommodation close to town centre and transport links, with a warm welcome and stunning loch and mountain views

Eat

Sleep

Relax

John_Sandraglasgow < >

15. October, 2020.

★★★★★

Great Stay

Stayed here on our last night of the WHW. Very welcoming and friendly hosts. Room was clean and

Trustindex rating score: 4.6 of 5 based on 376 reviews.

Check-in: 03 Sep 2021

Check-out: 05 Sep 2021

CHECK AVAILABILITY

Experiences Booking Systems

Access UK	▼
Appointedd	▼
Bokun	▼
Bookinghound.com	▼
Checkfront	▼
DigiTickets	▼
FareHarbor	▼
FuseMetrix	▼
Future Ticketing	▼
Gateway Ticketing Systems	▼
Palisis	▼
Treksoft	▼

Accommodation Booking Systems

Beds24	▼
Bookster	▼
freeonlinebooking.com	▼
Freetobook	▼
Q-Book	▼

Check out the increasing booking pages on www.visitscotland.org and interactive checklist for Experiences.



Traveltech
for Scotland

Traveltech Directory

Channel Management & Online Travel Agents (OTAs)



Royal Mile
Jeffrey St
High St
HOLYROOD

See photos

See outside

The Chocolatarium

Website Directions Save Call

4.9 ★★★★★ 146 Google reviews

Tourist attraction

BUY TICKETS

The screenshot shows a Google Maps listing for 'The Chocolatarium'. At the top, there are images of chocolate trays and a map snippet showing the location on Royal Mile, Jeffrey St, and High St in Holyrood. Below the images are buttons for 'See photos' and 'See outside'. The listing title is 'The Chocolatarium' with a small chocolate icon. Below the title are buttons for 'Website', 'Directions', 'Save', and 'Call'. The listing has a 4.9-star rating from 146 Google reviews and is categorized as a 'Tourist attraction'. A large blue button at the bottom says 'BUY TICKETS'.

Amazon Explore

Introducing Amazon Explore

The world, at your fingertips

Amazon Explore is an interactive livestreaming service that allows you to learn, shop, and discover new places right from your computer.



How does it work?

Connect one-on-one with hosts around the world to explore anything from lessons to landmarks. Ask questions, investigate new locales, and, in many sessions, make purchases with Amazon's secure checkout—all from the comfort of home.

THANK YOU

