

EXPERT ADVICE GUIDE

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Protecting Future Revenue Sources and Your Reputation

Q. What should I do with cancellations on my own website?

- Review all your cancellations policy both online and offline
- Be as generous as possible with your customers – they will remember you for it
- Remove as many restrictions as possible and accommodate your customers as best you can
- Include a call to action to rebook in your confirmation paperwork that might offer an added value to your customer when they start to rebook your property.

Q. What should I get the team to do now? Or what areas of work should I be focusing on?

- Consider dividing your work or your team into two areas of focus
 - **Crisis Team:** A team focused on reactive and day to day tasks (0 – 12 weeks). The team should meet daily, review all the data such as cancellations, amendments, and HSE updates
 - **Long Term Planning, Proactive Team:** A team focused on future window (12 -30 weeks). For example, focus your team on reviewing all your packages and offerings and work to get campaigns ready to launch offers for summer and winter. Prepare long term social media strategy.

Q. What can I expect over the following weeks?

- You will be working very much in the short-term at the moment
- Understand you will only be able to forecast for a shorter period of time
- You will be forced to make quick decisions
- Try to keep all your decisions as customer centric as possible

Q. What should I do with my rate and pricing? Or how should I manage rate and pricing

- Unfortunately, there is no demand in the market at the moment. Reducing your price will not stimulate demand in this current market
- Hold your rate as much as possible and avoid getting into a downward spiral in the market
 - It is a very short-term strategy and not recommended
 - It can take a long time to recover from dropping price.

Information on each of these and others, as they become available, are listed on the Fáilte Ireland website.

Didn't find the answer you were looking for?

Email businesssupports@failteireland.ie with your question.