

Snap Talks

Getting Your Experience Business Discovered



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WIT INDIE 2019
#witindie



KEY FACTS

TOURS & ACTIVITIES OVERVIEW



TOURS & ACTIVITIES IS BIG

Travel activities account for
9% of global travel revenue
and is the third largest travel
segment



TOURS & ACTIVITIES
IS BIG

\$129B

500B MYR Global value of
the travel activities



TOURS & ACTIVITIES IS BIG

30%

Asia Pacific is the largest
regional market for tours &
activities



TOURS & ACTIVITIES IS BIG

80%

Activities are booked off-line.
Asia is higher.



BIG INDUSTRY
SMALL BUSINESSES

SMALL BUSINESS

64%

Generate less than \$250K
USD / 970K MYR per year.



SMALL BUSINESS

61%

Have less than 5,000
customers per year



SMALL BUSINESS

53%

Have 5 or fewer employees



SMALL BUSINESS

56%

Are industry ready and able to distribute through OTAs.
Less so in Asia.



GETTING DISCOVERED

#1 KNOW YOUR CUSTOMER



TRAVELLERS NOT LOCALS

80%

Of customers are
international or domestic
travellers.



TRAVELLERS NOT LOCALS

International travellers would prefer to pay with credit cards vs. Cash or local payment methods.



KNOW YOUR CUSTOMER

Where are your customers
coming from?



KNOW YOUR CUSTOMER

How likely are they to book in advance?



KNOW YOUR CUSTOMER

What language do they speak and in what currency would they prefer to see pricing?



KNOW YOUR CUSTOMER

How would they prefer to
pay; online and in-person?



GETTING DISCOVERED

#2 GET PREPARED



AUTOMATE BOOKINGS

67%

Manage their reservations
and availability using email
and a calendar



AUTOMATE BOOKINGS

Step 1

Accept credit card payments or payment methods preferred by your customers. (Alipay, WeChat Pay, Apple Pay, etc.)



AUTOMATE BOOKINGS

Step 2

Use a reservation or booking system to manage your business.



AUTOMATE BOOKINGS

Step 3

Review your pricing to ensure your added costs are considered.



AUTOMATE BOOKINGS

Step 4

Get a website with your own
domain and brand.



AUTOMATE BOOKINGS

Step 5

Connect your online booking
to your website.



GETTING DISCOVERED

#3 DIRECT BUSINESS



DIRECT BUSINESS IS
GOOD BUSINESS

90-96%

The amount of all sales from
direct sources.



DIRECT BUSINESS IS
GOOD BUSINESS

Step 1

Set-up your Google My
Business profile.



DIRECT BUSINESS IS
GOOD BUSINESS

Step 2

Ensure you have rich
descriptions, content,
photos, and videos on your
website.



DIRECT BUSINESS IS
GOOD BUSINESS

Step 3

Set-up social media profiles
for your business. Facebook,
Instagram, Twitter, WeChat,
etc.



DIRECT BUSINESS IS
GOOD BUSINESS

Step 4

Develop a content strategy
to improve your SEO.



DIRECT BUSINESS IS
GOOD BUSINESS

Step 5

Use Google Adwords
Express to drive direct
customers from Google
Search.



GETTING DISCOVERED

#4 RESELLERS



OTA BOOKINGS SMALL

4%

The amount of online sales
attributed to OTAs



OTA BOOKINGS ARE MANUAL

66%

Of suppliers already sell
through OTAs



OTA BOOKINGS ARE MANUAL

87%

Of OTA bookings are
managed manually



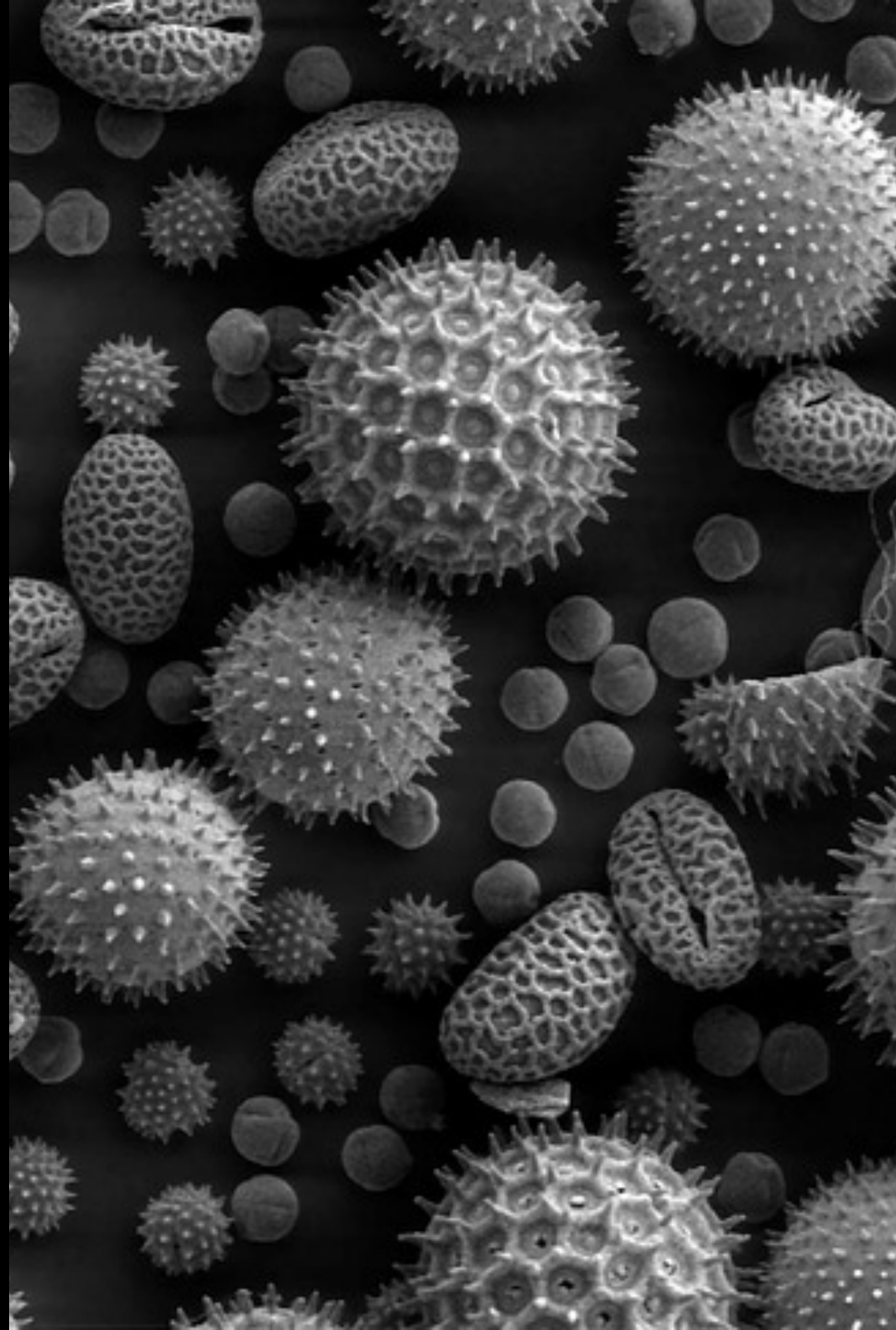
TOP REASONS TO DISTRIBUTE

- Increase sales volume
- Reach international markets
- Reach new types of customers



TOP REASONS TO NOT DISTRIBUTE

- Commissions are high
- Don't own the customer relationship
- Brand dilution
- No price integrity



SELL GLOBALLY DELIVER LOCALLY

- Price your activities appropriately
- Use a reservation system
- Connect to the important channels
- Use digital marketing effectively



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