

PROTECTING SALES AT A TIME OF UNCERTAINTY

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Demand for holidays in the Lake District

- Staycation – increase in demand
- Uncertainty – decrease in demand
- Thomas Cook – increase in demand
- TUI adds 2m seats – decrease in demand
- Restrictions on outbound travel – increase in demand
- Restrictions on inbound travel – decrease in demand
- Value of £ - increase in demand (currently)

SUPPLY OF HOLIDAYS IN THE LAKE DISTRICT

- New accommodation developments
- New types of accommodation
- Diversification
- Ease of access to market
- Increase in size of the Lake District
- More badges = more holiday accommodation

WHO ARE YOUR CUSTOMERS

- Where are they from?
- Age?
- Purpose of visit?
- Length of stay?
- Do they come back?
- How do they book?
- When do they visit, seasonality?

WHERE DO YOUR CUSTOMERS COME FROM

- Direct telephone
- Direct web
- Direct email
- Direct social media
- Online travel Agent
- Travel Management Company
- Referral
- Cumbria Tourism
- Travel Agent
- Tour Operator
- Part of a package sold by someone else



WHERE DO YOUR CUSTOMERS NOT COME FROM

- Direct
- Repeat
- Social
- Referral
- Agents
- Tours
- International

SUPPLY CHAIN

- Do you sell an experience or a product?
- How will supply of goods and labour affect your ability to sell?
- What can you do to protect your supply chain?
- What does your supply chain look like?
- Will your suppliers look after you?
- Have you looked at alternatives?

SOME USEFUL CONTACTS

- Deal Sites
 - Wowcher
 - Living Social
 - Travelzoo
- OTAs for accommodation and experiences
 - GoLakes
 - Booking.com
 - Expedia
 - AirBnB
 - Get Your Guide
 - Viator
 - C Trip
- International
 - Lake District China Forum
 - Lake District Japan Forum
 - India Forum

TO FINISH

- Existing customers
 - Look after them
 - Keep them coming back
 - Don't give them a reason to go elsewhere
- Choose the right channels for your business
 - Direct
 - OTAs
 - Travel Agents
 - Consortia
 - Partnerships
 - Who do your competitors sell through
 - Try something new
- Supply Chain
 - Can you get the goods to deliver your product/service
 - Can you protect supply & price
 - There is bound to be another Flexextension