

Visit Cornwall

FAIR BOOKING CORNWALL

1 How is Visit Cornwall Fair Booking Cornwall going to help my business?

Visit Cornwall (VC) has always been committed to developing benefits that help our member's bottom line and the newest (and even biggest) hit on the bottom line in recent years has been the commissions paid to Online Travel Agents (OTAs)

We fully accept that OTAs play a very important part in generating new business, however customers can all too easily end up booking through an OTA when they have already visited your website and decided on your accommodation.

The VC Fair Booking Cornwall initiative is part of a national and international movement to encourage customers to book direct and make it a fairer deal for you as a local business and help your profitability by reducing the amount of commission you pay.

2 How much is this going to cost me?

As a Visit Cornwall member there will be no additional charge for this service, however we do accept that there are some associated costs, plus donations, but these will be more than offset by the savings made by not paying these commissions.

3 WHY would a customer be interested?

Customers will be encouraged to go down the Fair Booking Cornwall route due to the pledge

- *the best deal for you (the customer) as everyone likes to get the best deal!*

The 'best deal for you' (the visitor) will be satisfied by offering the same price as on any website on the internet for the same accommodation on the same date, etc, but with direct bookers gaining one or more of the following complimentary extras

- *Guarantee of best room available*
- *Preferential upgrade (where possible)*
- *Priority treatment*
- *Free or upgraded breakfast*
- *Afternoon tea*
- *Free bottle of wine or drink with evening meal*
- *Discounts on other services such as spa/fitness*
- *Free Wi - Fi*
- *Or any other value add-on that may be applicable to your offer*

4 How will Cornwall Benefit?

The 'Better deal for Cornwall' will be delivered by your business donating a minimum contribution of 50p per room, per night or £5 per self-catering unit per week, to a local good cause of the business's choice. The donations will support a choice of either environmental or social/community activities. A list of acceptable good causes will be maintained by Visit Cornwall, examples of good causes will include South West Coast Path, Areas of Outstanding Natural Beauty, Air Ambulance, Family Holiday Association, local community led tourist support initiatives such as Festivals and Tourist information Centres (TIC) etc.

If your chosen good cause is not on the list, please contact us so that we can add them (providing their activity benefits Cornwall).

Visit Cornwall will report on how the donations have been used and the impact they have/will have on Cornwall.

5 How will businesses benefit?

A 'Fairer deal for local businesses' will be delivered by your business not having to pay commission or at least a lower commission level, if the booking comes through a local TIC, or your own booking route.

6 How is Visit Cornwall going to promote this?

Visit Cornwall will work with other destinations that were involved with us during the designing of Fair Booking UK to raise awareness with the media and travel trade, so that we maximise the profile through public and media relations work. We will include details of the Fair Booking Cornwall initiative in our guides, on our website, our press releases and all consumer and media communications.

Simon Calder, the high profile travel journalist, is supporting the Fair Booking UK and VC Fair Booking Cornwall initiative and will be assisting in its promotion and communication.

7 How can I promote this to my customers?

Visit Cornwall has produced a number of promotional materials, as well as templates in PDF format, for you to use both on-line and off-line and within your accommodation.

Please see www.visitcornwall.com/fairbooking for further details

8 How do I know who is booking through Fair Booking?

All the communications to visitors will make it clear that in order to gain the additional add-ons, they should make it clear in telephone and digital communication that this is a Fair Booking enquiry. We will also encourage potential customers to either email or telephone you to discuss their requirements as you may wish to offer options for the additional add-ons.

9 How do I donate the money for charity?

Visit Cornwall requires you to record all the bed nights/lets from the Fair Booking Cornwall initiative on a quarterly basis and to donate the required sum to the good cause(s) of your choice. We would encourage members to work with the good cause, so that they can provide you with PR and promotional opportunities to raise the profile and awareness of the good work that you are supporting in your local community/area.

10 Which good cause(s) should I support?

Members should look at www.visitcornwall.com/fairbooking to see the existing list of acceptable good causes. If the cause that you wish to support is not on the list, then you can request that Visit Cornwall consider adding it to the list. If it has tangible benefits it will be included in the list.

11 What incentives can I offer the visitor?

Visit Cornwall recognises that businesses vary quite considerably and so does the services that they provide, therefore, Visit Cornwall expects each business to either offer:-

Option (A) standard “best offer” conditions for all guests

i.e. this is a set of additional offers applicable to all Fair Booking customers, i.e. free Wi - Fi, best available room, preferential upgrade etc. We would leave it to each business to clearly communicate the standard options for all customers to visitors enquiring about booking.

Option (B) menu of options

i.e. this option allows a business to provide a menu of additional add-ons, i.e. discounts in spas or health clubs, free afternoon tea, upgraded breakfast, etc. with the guest being asked which one(s) they would like, i.e. they may be choosing one or two, from a potential list of six, etc.

Whatever the additional add-ons to attract a direct booker, we would want this clearly detailed on your business’s website and that your booking and reception staff are fully conversant with the options and offers.

12 Is this just a Cornwall initiative and when will it be launched?

Far from it! This is part of a growing national movement and campaign. We are working with our colleagues in the Lake District and the New Forest to be the first destinations to introduce Fair Booking, but we have already formed Fair Booking UK and are in talks with other destinations across the country.