

Travel and Tourism

SMS guide for the travel and tourism industry

mediaburst



Thinking about using SMS to increase sales, marketing success and customer satisfaction within the travel and tourism industry?

This guide contains 8 brilliant ways you can use text messaging to increase bookings, upsell products and services and keep in touch with your customers throughout the year. The travel and tourism industry has more opportunities than ever before, so ensure you find out how SMS can help you beat the competition.

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Contact details on the back

Did you know?

The UK is seeing a record number of overseas visitors and a record number of visits abroad by UK residents.

UK residents spent around £43.8 billion on visits abroad and overseas residents spent £43.8 billion on visits to the UK in 2016.

By 2020, there will be 48.65 million mobile users in the UK that have opted in to receive text messages from brands and businesses.

Use this guide to increase sales, support marketing campaigns and keep your customers satisfied with your service throughout the year.

Why use SMS in business?

91%

Smartphone users that always keep their phone within arm's reach.

150

Number of times the average person checks their phone per day.

68%

People who would like to receive offers to their mobile.

84%

Small businesses who have invested in a mobile presence have seen immediate, long term benefits and new customers.

57%

Consumers would be interested in a brand's SMS loyalty program.

98%

Text messages read, compared to 22% of emails.

There are officially more mobile devices than people in the world.

SMS coupons are redeemed 8% more than email coupons.

19% URL click through rate through SMS compared with 4.2% through email.

Text messages are read on average within 5 seconds.

SMS produces engagement rates 6 to 8 times higher than email.

8 ways you can use SMS to increase bookings, upsell products and services and keep in touch with your customers throughout the year.

1

Run exciting campaigns

Run 'Text to Win' competitions using a keyword on our shared shortcode to help grow your SMS database and increase customer interaction.

Campaigns can increase bookings and encourage customers to book through you rather than a competitor.

"Text HOLIDAY to 84433 to receive a discount code for 25% off your summer break this year!"

Campaigns can also increase engagement and excitement from customers, resulting in repeat bookings.

"Text WIN followed by your past booking reference for the chance to win £200 in-flight vouchers"

2

Collect numbers for future marketing

Build your marketing database by asking customers to text into a shortcode. Ask them to text in to enter a promotion, to join your SMS “insiders club” or to claim a discount – just remember to tell them what sort of messages you’ll be sending them and what they’re signing up for.

Companies have been known to collect as many as 5,000 numbers in 24 hours when offering a discount.

You can use this new data for future marketing campaigns, promotions and for business continuity.

“Text TWENTY to 84433 for 20% off all mid-week stays”

3

Send updates, alterations and cancellations

A text message can be delivered to anyone with a mobile phone anywhere in the world within seconds. 98% of texts are read with 90% of those being read in under 5 seconds.

If you need to send an urgent update or cancel or alter a booking, send a quick text message to the group you need to contact. They'll get the text immediately, meaning they have as much time as possible to make new travel plans and to avoid disappointment.

Hi Michelle, your flight has been delayed by 3 hours. We're so sorry for the inconvenience but we wanted to give you plenty of warning so you can plan to arrive at the airport slightly later. For more info, please visit [\[link\]](#)

4

Reward loyal customers

When a customer has a brilliant experience with you, they're more likely to rebook with you in the future and recommend you to friends and family.

As well as providing the best experience possible, put the cherry on top of the cake by offering a discount on their next booking.

We hope you had an amazing time in Mexico!
As a thanks for being such a great customer,
use code REBOOK for 20% off your next holiday
if booked before the end of October.

*You're
amazing :)*

5

Send reminders

SMS has been proven to reduce Did Not Attend rates drastically. Remind customers of appointments and bookings. The text should not only act as a reminder but should also contain an easy way to cancel or reschedule if they can no longer attend.

Hi. Just a reminder of your appointment today at 5.30pm, to go through your holiday options for this summer. See you then! Call us on 0161 359 3100 if you need to reschedule.



6

Upsell and cross-sell

Once you've got the customer on board it's time to offer any extras, upgrades or other products and services that might enhance their experience.

Just as your customer is starting to get excited about their booking is a great time to send the upselling message.

30 days until we take you to Sri Lanka, we hope you're getting excited! How about upgrading for just £200pp? Click the link for more info [link].

If you don't cross-sell, you could be missing a trick! Are your customers aware of everything you offer? Why not offer them a discount or freebie to test it out?

Hi Jo! We're looking forward to your visit to the hotel next week. Did you know we have a sister hotel close by with a spa which you can use for free? Book any treatments before you arrive for 10% off.

7

Send important documents to customers

Make summer plans a breeze by sending booking references and links to boarding passes and event tickets straight to the customer's phone. It means no printing necessary, less documents to forget or misplace and everything's in one place to make the whole experience stress-free and much more enjoyable.



8

Collect valuable feedback

Sending an SMS survey will give your customers a voice, make them feel valued and it's a great way of collecting valuable feedback to help you improve your services.

Our new, exciting product [SurveyMill](#) is a great way to collect valuable data by asking your customers a series of questions relating to their experience.

SurveyMill also has an API, so these surveys can be integrated with and triggered automatically from your apps and website.



*Text MEDIABURST to 84433 for
more information on our SMS rates*



Do's and Don'ts of SMS in tourism and hospitality

Do you want to use SMS to increase customer satisfaction and improve the customer experience?

See our rules for successful SMS notifications within the travel and tourism industry.

Do ...



Do make sure your messages meet the **data protection rules** of your country and the country you're sending to. In the UK this is the [Information Commissioner's Office \(ICO\)](#)



Do ensure you've gained **consent** from your customers and that you are aware of the [General Data Protection Regulation \(GDPR\)](#)



Do provide your customers with information they're going to find **useful and interesting** and make sure you're targeting the relevant people



Do collect data about your customers such as past holidays, interests, age and website activity and separate them into Textburst groups for **tailored texts**



Do **track links** to flag customers most interested in your updates



Do make sure you time your messages well. Schedule messages to go out at a certain time if you know you won't be available to send at the time



Do offer an OPT OUT option on the end of your text messages



Do use easy-to-type **keywords** for your customers to request information from you easily



Do **reward loyalty** by sending your contacts SMS promotions, discounts and loyalty schemes



Do send occasional [text surveys](#) to find out how you can improve your service in future

Don't ...



Don't send to people who **haven't opted-in** to your messages. Be careful buying data. Texting contacts who don't wish to receive your messages is not only illegal but also damaging for your brand



Don't **bombard customers** with too many reminders and updates



Don't text **irrelevant promotions**



Don't send in the **middle of the night** or at inappropriate times



Don't **set expectations too high**. It's better to pleasantly surprise customers than to disappoint them



Don't **just reward new customers**. Aim to reward and delight your current customers too. Retaining current customers is just as important as attracting new ones

What do our existing customers have to say about Mediaburst?



Since implementation [of SurveyMill], we have been able to open up an entirely new view of how our team are performing, against the expectations of our customers. The data that we can tie this back too, allows Agent-level views and we have created league tables, which have also been split by product types. Very insightful, useful and when placed alongside our other customer feedback touchpoints, has given us a deeper level of understanding of what we aim to do, and how that lands with our customer base.

Peter, Customer Insight and Data Manager

Our business has increased tremendously by this easy to use text programme [Textburst]. Great customer service from the team at Mediaburst.

Neville, Director

The service Mediaburst has offered us over the years has been first class. The systems are easy to use but at the same time very detailed which allows us to be very specific in who we mail. Any updates we have asked for have always been considered and most of the time implemented as new ideas arise. I would certainly recommend Mediaburst as your SMS provider.

Simon, Marketing Manager

What now?

Mediaburst has three different products you can use to fulfil your SMS needs. Find out which is for you.

TEXTBURST



Textburst is a **simple web application** which allows you to send SMS directly from the website. You can upload individual contacts or bulk upload from Excel so that you can send a message to 10 or 10,000 contacts at one time.

Once you've typed out your message and set your from field you can decide to send now or schedule for later.

Have a look for yourself:

www.textburst.com

It's free to sign up so there's no commitment!

Clockwork is our **SMS API**, which lets you integrate SMS into your current system or website.

You'll either need to be a developer or have access to one to use Clockwork because you'll need to use our code wrappers or one of our plugins to connect your server to ours.

If you'd like to know a bit more about Clockwork, have a look at our website:

www.clockworksms.com

Sign up for free! The [Documentation](#) page will give you more information on our collection of code wrappers.

SurveyMill is our simple to use **SMS survey application**. It allows you to create up to five questions. You can send surveys to individual contacts or you can upload groups of contacts from Excel when sending to a larger group of people.

SurveyMill also has an API so you can integrate it into your own apps, to send surveys automatically.

Once your survey has a few responses, the results page will start to take form. It'll show trends and patterns in your results with our clever graphs and diagrams.

If you'd like to sign up for a free account, check out the website:

www.surveymill.co.uk

Convinced? Have questions?

We understand you need a partner you can rely on. We send worldwide and our platform is secure, reliable and robust and we only send through the best routes. Our support and technical team are always on hand to help, so join thousands of other businesses and start sending SMS through us today.

Speak to our friendly support team for help with setting up your brand new account:

hello@mediaburst.co.uk | 0161 359 3100

We're here to help you get all the information you need.

If you're looking at sending volumes of 1,000+ UK messages per month, give our sales team a call to discuss rates:

hello@mediaburst.co.uk | 0161 359 3100

www.mediaburst.co.uk

Mediaburst, Studio 18, 18 Hilton Street, Manchester M1 1FR United Kingdom

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