

HOW CAN YOU GET MORE TOURISTS, INCOME AND PROFIT?

300% HIGHER INCOME IN 12 MONTHS

Last year in January, I was talking with owners of a small resort on our island. I ask them, why is their resort almost always empty? They said because tourists don't know for us.

And I ask: Don't you have your resort on the internet? They said: No, we don't know how to use a computer.

To make a long story short: We made them professional pictures of their resort from outside, inside, and from the air with a drone.

We open them booking on Booking.com, Agoda.com, and Airbnb in February last year, and in 12 months, they earn 60.000 pesos with walk-in guests like before and **308.000 pesos from booking guests**. This 308.000 peso means net profit, where we have already deducted the booking fee and our earnings for putting them online.



AND WE MADE THEM ALL FOR FREE!

So, because our help they earn in one year more than a quarter of million more money.

HOW AND WHEN TOURISTS DECIDE FOR THEIR HOLIDAYS?

Most of the tourists start to plan their holidays for three or four months in advance. For most of them, vacation is one of the essential things of the year. And they want to enjoy the holidays as much as possible. They want to remember all happy moments from their vacation for long-time memorable moments with family or friends.

They usually start to research different countries and places with the help of the internet.

About two months before leaving, they book airplane tickets, and then they book a hotel, resort or room from one month to 14 days before.

They search on Google or Yahoo, where is the best place to spend their holidays. Most of the people are working hard most of the year. That's why they want to enjoy their holidays in a warm sunny country with clear warm water and a beautiful environment.

And where will they go, they decide, either on the recommendation of their friends or through photos on internet?

SO, REMEMBER: if your resort is not on the internet, you can't be successful.



Without knowing and using the internet, you will not have enough money even to maintain your resort, which means that it will be worse and less reputable from year to year.

PHOTOGRAPHIES

The only way so that tourists can see your hotel, resort, or rooms is through pictures.

So, if your photos are bad quality, blurred, too dark, or too light, you have less chance to get a lot of right customers.

So, if tourists decide to come to Camotes, they will reserve a resort or room where pictures show clean, nicely decorated rooms, beautiful landscaping, and lovely surroundings. When these resorts are already occupied then they book also rooms with worst pictures because they have no other choice.



On both pictures is the same room in the same resort.

Resorts with best pictures are fully booked a few months in advance, but resorts with bad pictures are usually booked just two or three days before. And these resorts also have much more cancellation, because tourists often change their minds if they were not happy with their choice.

And one more thing is essential to understand: resorts with the best pictures can have higher prices for their rooms.

For many people in this world, money is not a problem at all, they want to enjoy their life and holidays, and they even don't look cheap resorts because they assume that they are bad.

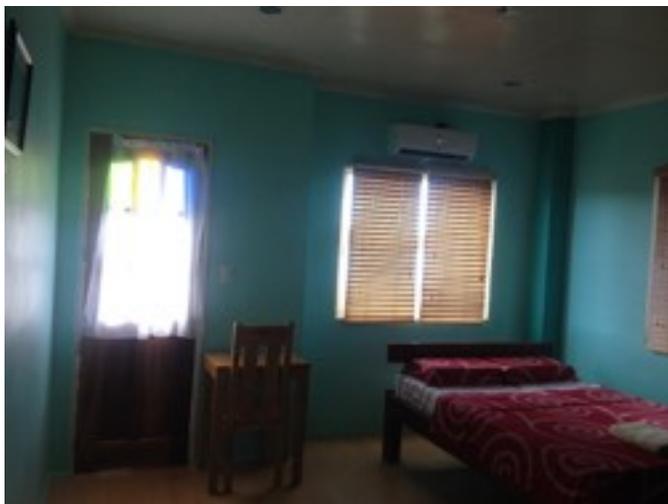
This is a picture of friend's resort in Bantayan Island. We made him all photos for booking.



So, which of these resorts would you choose for your holidays?

On both pictures is the same room in the same resort.

All these pictures are from resorts in Camotes



DECORATIONS

Many resorts in the Philippines have beautiful clean rooms but no decorations. Look how different looks the same place if you put pictures on the walls or flowers on the table.



Only poor people and backpackers choose the cheapest room, but most other tourists like a nicely decorated place. Most of these people also have pictures in their homes and flowers because they feel good in a tastefully furnished room. Only in prison is no pictures on the wall and flowers on the table.

IMPORTANCE OF REVIEW OF GUESTS

The second most important thing for tourists except pictures on the internet is reviews of customers who were guests in your resort or room.

Our neighbor from Germany has a resort with seven rooms and is most of the time fully booked because his reviews are 9,6 of 10.

Most resorts in Camotes are empty in the low season, especially from Monday to Thursday.

Brian
Australia

Reviewed: October 12, 2019

we had a great time with them and had plenty of good nights together all sitting around outdoor set

the hosts and staff were great enjoyed there company and hospitality , great views from restaurant looking out into the sea would recommend the property to anyone give thomas a call and enjoy your stay

Where would you choose to book your holidays?

2.0

geno from Philippines
Couple
Fan Room (Good for 2)
Stayed 1 night in May 2019

"Worst hotel we've stay in a long time"

We booked this place because most resorts were fully booked. We kept an open mind even though we already saw how bad the rating was. It wasn't long until we figured out how bad this place really was. The staff were always away. Check in an hour after 2pm because they were just cleaning the room at 2pm. The room was literally crumbling and the bed had BED BUGS. I had multiple bites the day after. The service is just really slow. Book in advance other better resorts so that you'll not regret staying here!

Reviewed May 21, 2019

WELCOME DRINK

You never get a second chance to make a good first impression.

Experts find out that people get an impression about you and resort in the first 7 to 90 seconds.

That's why we suggest that you welcome your guests with a warm, sincere smile, a genuine handshake, and a welcome drink and maybe a little peace if candy.

A welcome drink can be for a man a 0,03 shoot of Tanduay, and for woman, a glass of an ice tea or some juice.

People come to your resort a lot of time tired and exhausted after a long journey, and a welcome drink is a pleasant surprise and show

them that you appreciate that they choose your resort and that you are an excellent host.



You can be sure that you will get this little cost several times back through better reviews and consequently, more guests.

EXSTRA EARNINGS

Having a resort and offering guests bed is just on part of income, but it is important that you know and understand, that people don't come to Camotes to sleep.

They want to have fun, to enjoy discovering beauty of our island, so you can offer them different kinds of activities, relaxation, and fun for example:

- Selling food and drinks
- Selling quality souvenirs
- Renting scooters and bikes
- Jeepney tours
- Diving
- Boat tour and fish picnic
- Fishing
- Massage
- Manicure & pedicure



A lot of owners of resort will say: but I don't provide all these activities.



So what? Other people provide this, and if you offer your guests their marketing materials, they can give you commission. 100 pesos is not a lot of money, but 200 times 100 peso in one year is 20.000 peso and this is already enough to think how can you get your gusts mor happy and joyful.