

Creating a bookable experience

What is a bookable experience?

A bookable experience is a tourism product or service that can be booked in advance of a customer's travel, is offered on a regular basis, has a set price, and delivers a consistent customer experience.



For tourism businesses that traditionally offer a 'walk-in' experience for their visitors (e.g. attractions with free entry, cellar doors, breweries, and restaurants), creating a bookable visitor experience can provide additional benefits to your business.

Some examples of bookable experiences include:



Attractions

Behind-the-scenes or curator-led experiences



Cellar Doors

Meet the wine maker or 'make your own' style experiences



Restaurant

Chef's table or set menu experiences

What are the benefits of a bookable experience?



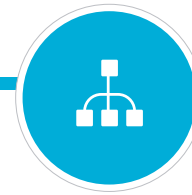
Increased value proposition

Creating a bookable experience can add value for your Ideal Customer(s) by providing a more immersive or personalised experience aligned to their interests. This can also help to elevate your brand perception.



Potential to increase revenue

Bookable experiences help to grow revenue and spend per head as they often feature more premium inclusions that you can charge more for, due to the increased value being delivered to your Ideal Customer(s).



New distribution opportunities

Bookable experiences can help you to tap into new distribution and promotional sales channels where you would otherwise not be able to. Pricing your experience to account for distribution costs is key.

Things to consider when creating a bookable experience

Regularity

A key consideration when planning your bookable experience is to ensure the experience is available at a set time and location and that it has a set duration. This is important as it helps your customers to plan the rest of their itinerary around your experience, and for you to manage its delivery.

Some key logistical considerations include:

- **Your current day-to-day commitments** – Where will your experience fit in with your current schedule for yourself and your staff.
- **Your customer's travel itinerary** – Typically, travellers like to have an experience in the morning, and one in the afternoon. If you have a food-based experience, then looking at hosting it over breakfast, lunch or dinner is also an option.

Set price

To be booked instantly online it is essential that your experience has a set price. Some key considerations when setting the price for your bookable experience include:

- What is the actual cost of delivering the experience (time and consumables)?
- What is the cost of marketing your experience (offline and digital assets, collateral costs)?
- What is the cost to distribute your experience? It is a good idea to build in distribution costs when you set the price for your bookable experience. This will enable you to distribute your product to a worldwide audience through travel resellers and distributors.
- What profit margin would bring the best value back to your business? Look at what the value is of your offering, other competitor prices for similar experiences, and the fixed costs to deliver your experience and then price it accordingly.

See the [Working with distribution partners](#) guide and [Pricing your experience](#) guide for more information.

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Appeal to your Ideal Customer(s)

To create your bookable experience the first step is to review your Ideal Customer(s) Journey Map and brainstorm what type of experience they would see value in and be likely to pay for.

Your Ideal Customer(s) are looking for ways to increase their levels of interaction with your business and can be less price sensitive if an experience aligns to their interests and needs.

Some reasons that an experience may appeal to your Ideal Customer(s) include:

- **Following their passions** - People will pay a premium to immerse in what they are passionate about. These guests are also more inclined to stay longer and immerse themselves in other offerings too.
- **Saving time** - Many people have limited time for their holidays and will willingly pay good money to save time or get more out of their holiday experiences.
- **Feeling special** - People want to feel special or do something unique while they are on holiday, and will look for experiences which allow them to feel this way.

Adding a VIP experience

Adding a VIP Experience is a great strategy to increase profits for a similar workload.

VIP experiences elevate your brand in the eyes of your potential guests, as you can offer a range of experiences for a range of price points, which for some will be seen as aspirational.

To create a VIP experience, you simply need to look at your current experience, and other opportunities within your business, and how you can re-package and position it in a way that adds value for your Ideal Customer(s) without costing you a lot more time and effort.

To develop a VIP Experience, it is important to understand what motivates people to pay a premium price. So, based on your knowledge of your Ideal Customer(s), have a think about their motivations and what they might be willing to pay a premium for.

Seasonal experiences

An offer becomes more attractive for consumers when it is bound by time or availability because they do not want to miss out on a good opportunity.

Creating a seasonal experience does not necessarily mean that it is not a regular experience, but it could be that the experience offers a limited opportunity.

As an example, a seasonal experience could be based on an event occurring in your business or around Canberra.

Offering a seasonal experience can:

- Encourage repeat customers as you are giving them another reason to revisit.
- Help to fill your shoulder and low season, and even out peaks and troughs.
- Help to keep your staff employed year-round, riding out seasonal fluctuations.
- Help with cash flow, as you could be making sales at a time of year that is traditionally quiet.

To create a seasonal experience, you first need to identify what is happening around ACT and Canberra throughout the calendar year and identify where you could create an offering that leverages certain natural or created events. From there, brainstorm how you could re-package and position your experience to leverage these time-sensitive opportunities.

Creating bookable packages with like-minded businesses

Packaging is simply working collaboratively with other tourism experiences to build a marketable, itinerary of experiences for specific Ideal Customer(s) that can be booked instantly online.

The benefits of packaging your experience with other businesses include:

- Increasing brand awareness through your package partners, and via a dedicated marketing investment for the package itself.
- Activating a new distribution channel for your tourism business (leveraging your partner's distribution channels).
- Accessing additional resources to support the implementation of the experience.

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Key considerations for creating bookable packages

Ideal Customer(s) alignment

Working with tourism experiences that have the same, or very similar Ideal Customer(s) as your own is essential as the whole package needs to appeal to your Ideal Customer(s) for it to work successfully.

Focus on value, not price

People will choose experiences based on the value they expect from that experience in being able to achieve their travel motivations or solve their challenges.

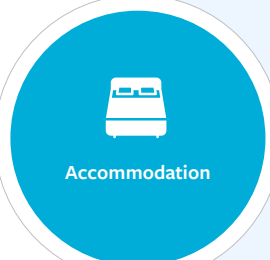
People who choose experiences on price are not going to be your best, or Ideal Customer(s).

Any price-based packages (where you emphasise price through discounting your group of experiences) automatically signals to your customer that you want their business based on price not value. This then focusses your customer's expectations on price, not value, which is often reflected in their behaviours through their journey with you.

Confirm marketing and distribution strategy

As with all your experiences, when working on a package with other businesses it is essential to develop a marketing, distribution, and measurement strategy for each specific experience. This will ensure that all parties understand the value the package brings to their business, and can work together to review, tweak, and reset these activities to drive increased bookings.

Ideas for packages

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|  <p>Accommodation</p> | <p>Event</p> <p>Private pass, special seats, backstage pass</p> | <p>Food & Beverages</p> <p>Dinner for 2, gourmet breakfast</p> | <p>Other Experiences</p> <p>Based on passion interest of guests (choose between options)</p> | <p>Guest Services</p> <p>Valet car parking, open mini bar, free WiFi / Foxtel, after dinner treat, late check-out</p> |
|  <p>Tours</p> | <p>Tour</p> <p>Personalisation, vehicle type, private tour, small pax</p> | <p>Food & Beverages</p> <p>Gourmet local lunch & local beverages</p> | <p>Accommodation Experiences</p> <p>Accommodation and/or behind scenes interactive experiences</p> | <p>Guest Services</p> <p>Accommodation pickup, photo memories</p> |
|  <p>Restaurants & Cafes</p> | <p>Dining Experience</p> <p>Private waiter, VIP area, chef's menu</p> | <p>Accommodation</p> <p>Package with accommodation</p> | <p>Other Experiences</p> <p>Event tickets, after dinner drinks with chef</p> | <p>Guest Services</p> <p>Accommodation pickup / dropoff</p> |

To learn more about the considerations to creating an exceptional experience, see the [Developing exceptional experiences](#) guide.