

Peer Eco-Systems

Making your Experience Easy to Book for Customers



EUROPEAN UNION
European Regional Development Fund

Interreg 
France (Channel Manche) England
EXPERIENCE
European Regional Development Fund

Welcome to Visit Kent Peer Ecosystems

Making your Experience Easy to Book for Customers

Session Format

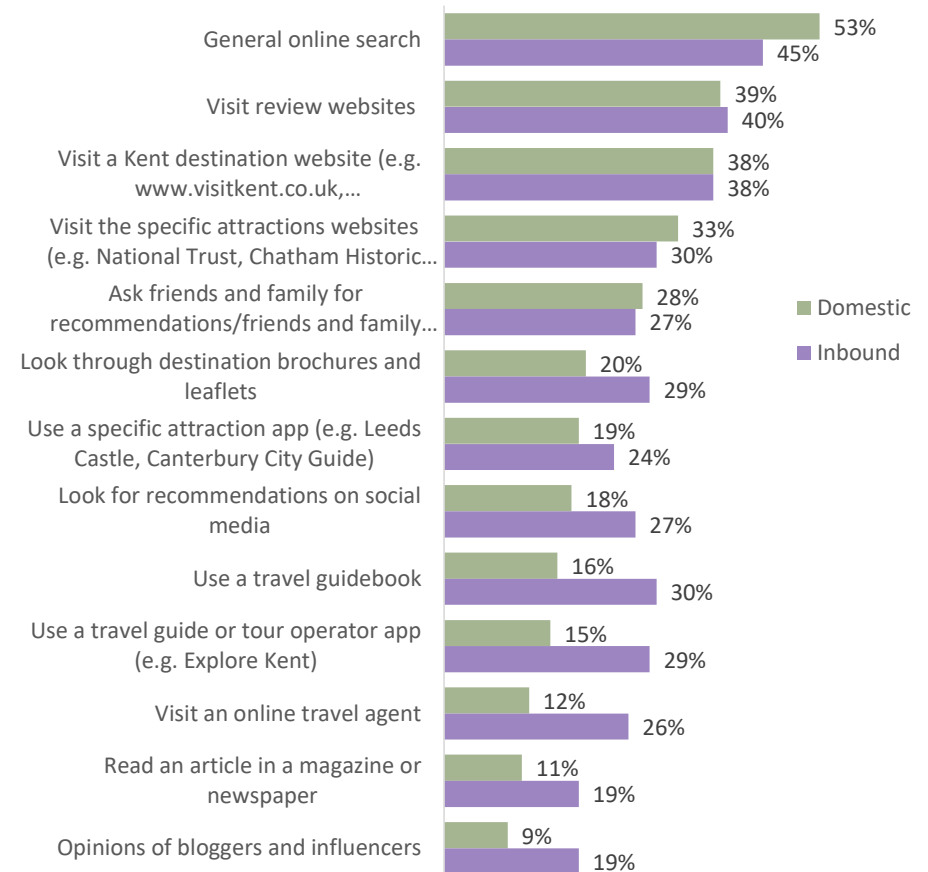
- Introduction
- Key Speaker: Beyonk
- Learnings for the Visitor Economy
- Breakout Session
- Summary and Close

What is the Booking Experience?

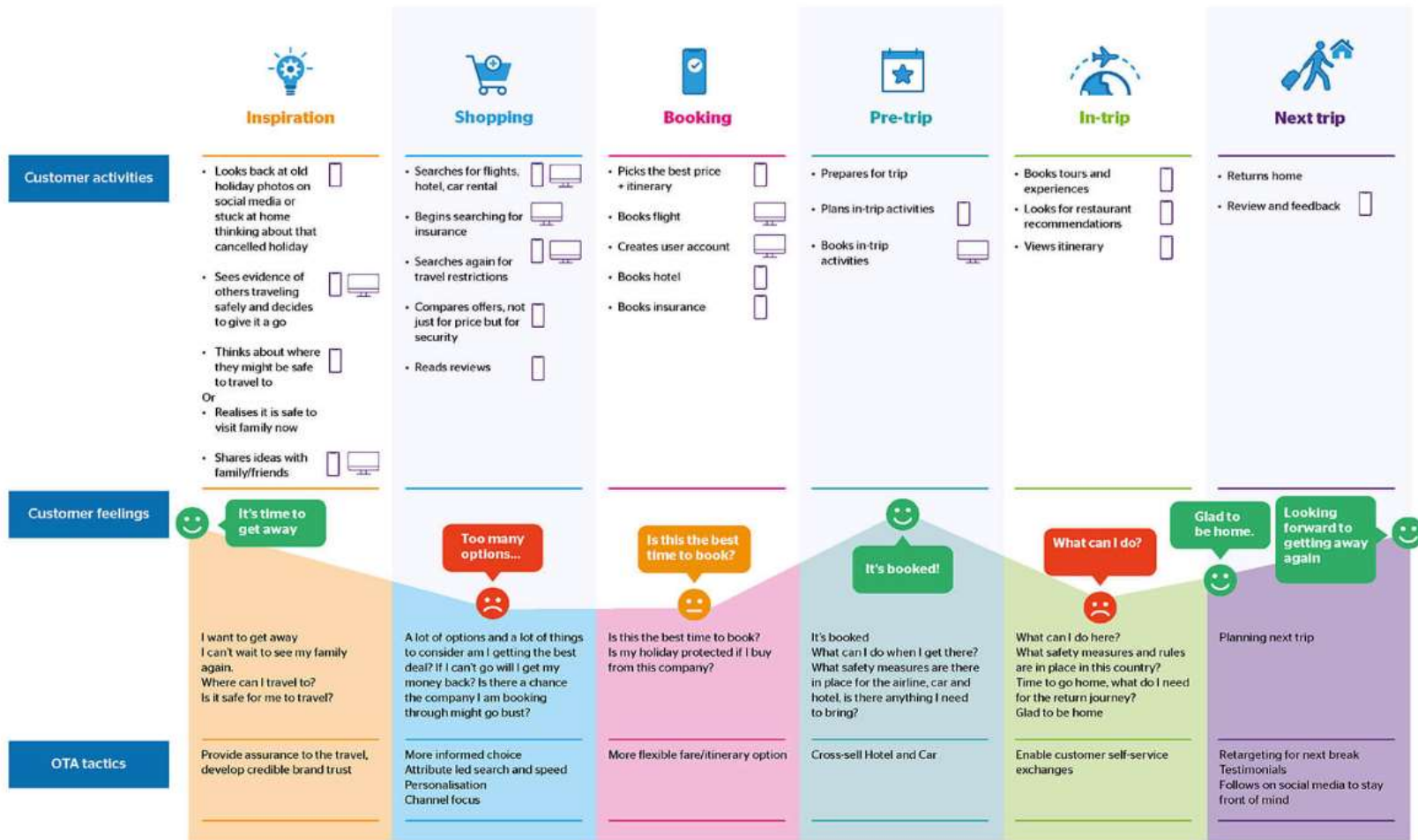
“The complete end-to-end customer purchasing journey, from discovery, through payment, to physical entry at the Experience. ”

Booking Trends

- **Online channels are the most used** for planning and booking amongst both domestic and inbound visitors
- **Over a third** of all potential visitors **will use a Kent destination website** or specific attractions websites
- **Mix of booking channels is essential** - 48% of inbound visitors book with a package provider and 40% book directly with accommodation providers and attractions



Graph source: Kent Perception Study, 2022



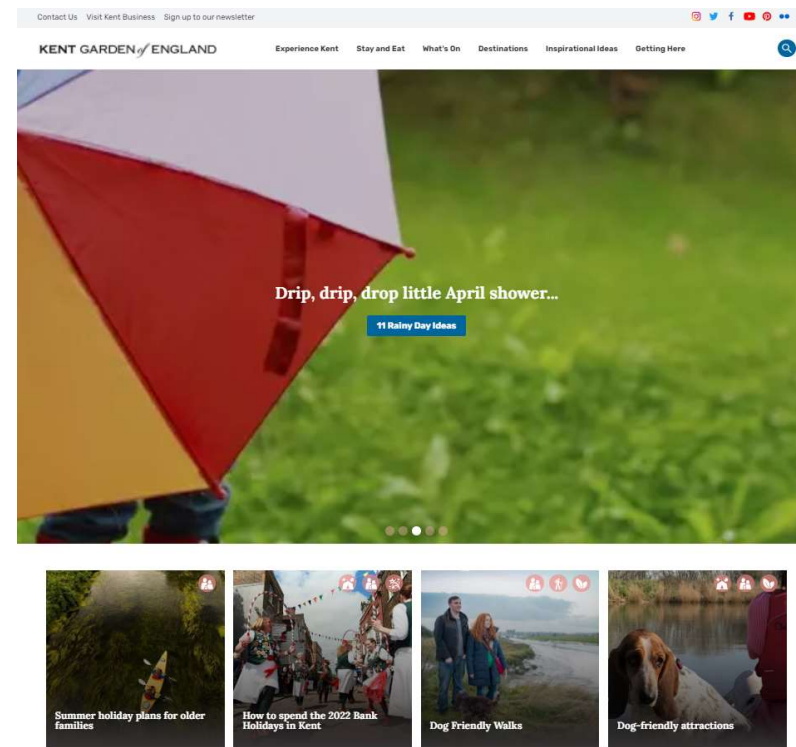
Source: Travelport.com

Bookings on VisitKent.co.uk

New partnership with Beyonk

- Creates direct booking link from inspirational content
- Low cost booking solution for Kent businesses
- Access to valuable insights and booking data

Launches May 2022



Making your
Experience Easy to
Book for Customers



BEYONK

VISIT KENT
BUSINESS
GARDEN *of* ENGLAND

BEYONK

KENT
GARDEN *of* ENGLAND
visitkent.co.uk

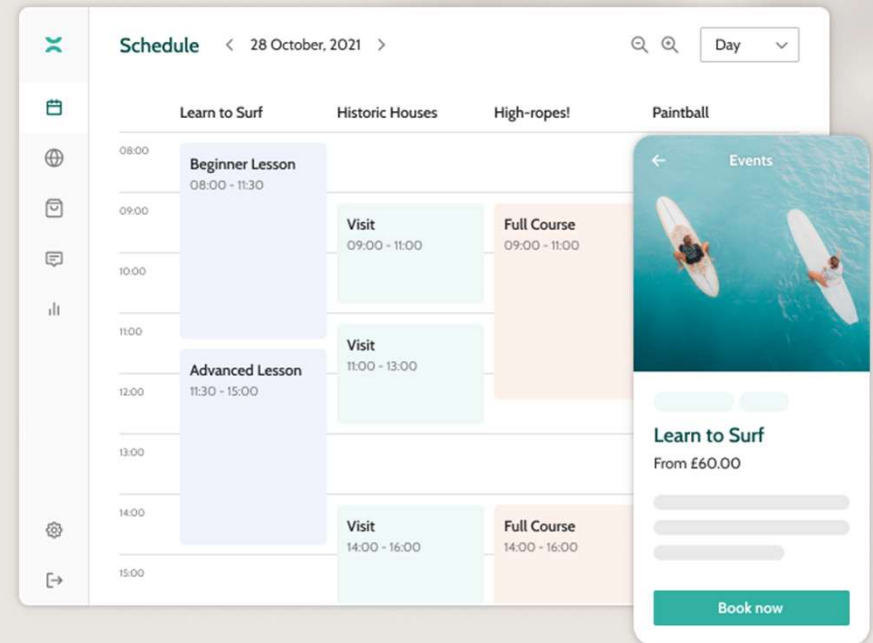
Making Booking Easy

ross@beyonk.com

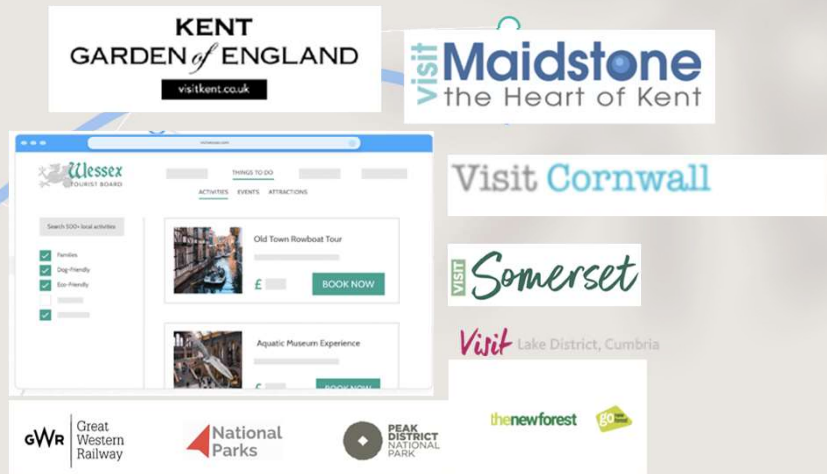
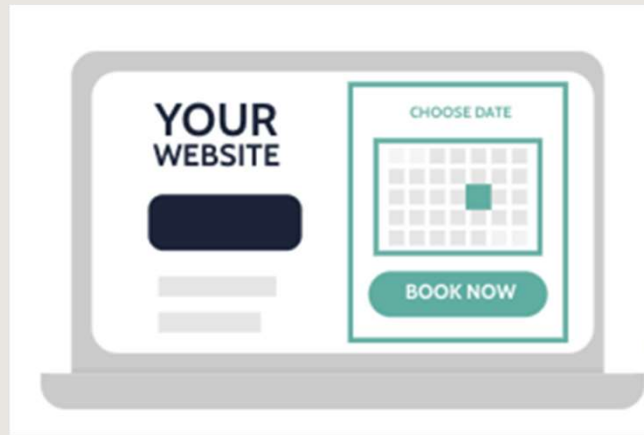
VISIT KENT
BUSINESS
GARDEN *of* ENGLAND

Why online booking matters

- **Customers expect it - 24/7 and professional**
- **Increase your bookings and lock in commitment**
- **Be in control of your customers, not vice versa!**
- **Improve customer experience - before and at the event**
- **Enhance your marketing efforts**
- **Access millions of website visitors looking for things to do (across all our partners)**
- **Gift vouchers, add-ons, group**



Easy to find



Seamless, simple & admin-busting booking system you & **your customers will love**


The probability of bounce increases 32% as page load time goes from 1 second to 3 seconds.
(Google, 2017)

+ a simple way to share your tickets to our growing UK distribution network to **sell more**

Easy to decide

- **Content - rich / targeted**
- **Quality images**
- **Availability - be bookable / gain engagement / professional / planning**
- **Story-telling - engage emotionally / broaden market / extend season**

The Winter Coasteer Add ☆



[CHECK AVAILABILITY](#)


North Coast > Newquay

£45.00 per person

Physical rating

Chilled **Active** Tough

Perfect for individuals, small groups and can be tailored for [Tour & School groups](#)



Easy to do

- User friendly
- Quick (no registration)
- Simple
- Limit questions

Just released - Comedy Weekend May 2022. [Find out more](#)

MELBOURNE HALL

Book now • Opening times • Find us

The House • The Gardens • More •

Ticket prices — The Gardens

£10 Adults & Senior	£5 Children (5-15yrs)	£25 Family (2 adults & 2 children)
£50 Season tickets (per person)	£100 Family Season ticket (2 adults & 2 children)	

Book Gardens tickets

1 Book Now! Choose Tickets 2 3 4

Gardens Only - Adult/Senior	£10.00	0	+
Gardens Only - Child (5-15yrs)	£5.00	0	+
Gardens Only - Family (2 adults & 2 children)	£25.00	0	+
Gardens Only - Adult/Senior Season Ticket	£50.00	0	+
Gardens Only - Family Season	£100.00	0	+

Scroll for more tickets

Choose tickets first

Send Enquiry

Powered by Beyonk. Secure booking

1 2 Pick Date 3 4

< April 2022 >

Sun Mon Tue Wed Thu Fri Sat

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

1 2 3 Choose Timeslot 4

13:00 until 15:00

14:00 until 16:00

15:00 until 17:00

Please choose a timeslot

Sat, 16th Apr, 2022
1 guest
Total cost: £10.00

Powered by Beyonk. Secure booking

Order Summary

Your tickets are reserved for another 9 minutes, and 49 seconds

Your Details

1/3

ross@beyonk.com

Ross

Williams

07967220452

14 Elgar avenue

KT5 9JJ

Next

Powered by Beyonk. Secure booking

Order Summary

Your tickets are reserved for another 9 minutes, and 41 seconds

Payment Details

2/3

Card number

MM/YY

CVC

Voucher Code Apply

I agree to the Booking Terms of Melbourne Hall & Booking System Terms

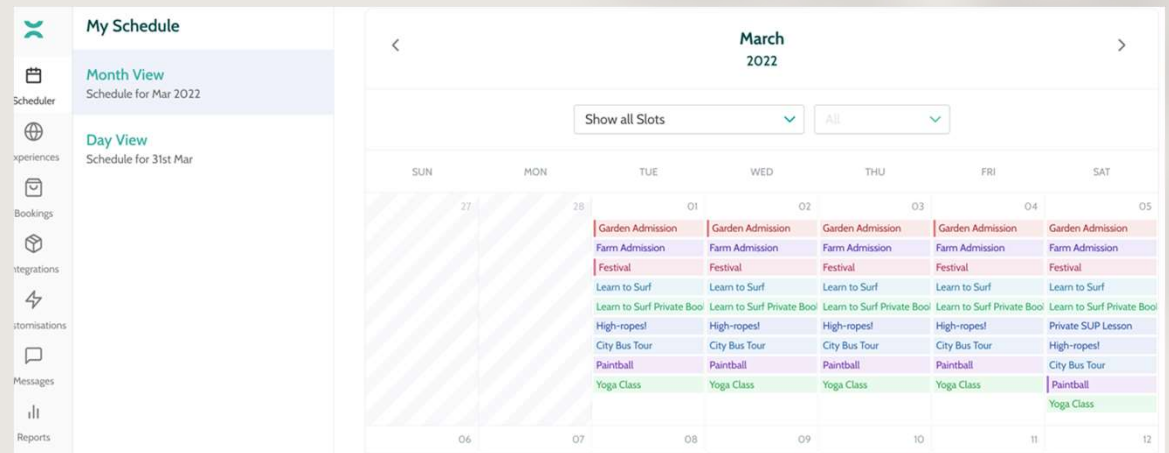
Confirm & Pay

Powered by Beyonk. Secure booking

Easy to manage

In advance and on the day

- Scheduling
- Control and planning - checkout questions/emails/ticket types/timeslots
- Revenue - add-ons/gift vouchers
- Marketing - discounts/auto-emails/checkout questions/OTAs
- Refunds



“The best system I’ve used.”



“Achieved dramatically more bookings.”



“Very impressed.”



BEYONK

For more information contact

Ross Williams,
Head of Operations &
Partnerships at Beyonk

ross@beyonk.com

Key Learnings

- A difficult booking experience is a major barrier for potential visitors
- Both domestic and international visitors are looking for online booking opportunities
- In-destination engagement and communications influence future booking
- Respond to visitor trends – shorten the gap between inspiration and booking
- Booking links across multiple channels doesn't need to be difficult to manage or expensive – there are solutions out there!

Breakout session – how it works

- **Confidentiality** – what is discussed in the session will not go outside the breakout rooms. This section of the virtual event will not be recorded for this reason.
- **Commitment** - participants should commit to participate
- **Equal time** - Everyone should have time to speak
- **Listening** - everyone should ensure they listen to others and respect their viewpoints
- **Challenge** - it is helpful to challenge thinking and ideas, but criticisms and judgements should be avoided
- **Safe Space** - the group should be a safe space in which people can discuss their strengths and weaknesses openly

Analysis/Questions

- Describe your current booking process.
- What are the major pinch points for customers? then following with How much human interaction does it take to receive a booking?
- Can you think of a time when you lost a customer as a result of your current booking process?
- Identify a business that has implemented a booking system (if you don't have one then change questions to what WOULD a person do)
 - What were the objectives?
 - Did you develop a set of requirements or just look at existing products?
 - How did you select the supplier?
 - What was the implementation process?
 - What were the costs – did it achieve payback/savings?
 - Did anything go wrong?
- How do your customers want to book – discuss social media, mobile?
- Would any of your customers not engage with a more automated booking process?
- What add-ons could you sell to customers in a more automated process?

Participant Thoughts

- How could you improve your booking experience?
- How could you link it social media to attract new customers?
- What add ons could you include in an automated booking process for your business

Breakout Session

Session Summary