

# Leveraging Local Attractions to Drive Direct Bookings

## Background:

Hotels need more than amenities and price to stand out—they need experiential value. One of the most underutilized assets in hotel marketing is proximity to local attractions, such as heritage sites, natural landmarks, cultural events, or destination villages.

Many hotels mention nearby points of interest passively or generically, often buried within website footers or "Things to Do" tabs. This approach misses a significant opportunity: transforming local tourism appeal into a compelling reason to book directly.

## Objective:

To position local attractions as a cornerstone of the guest experience and a strategic marketing asset, increasing:

1. Direct bookings through the hotel's own channels
2. Guest engagement and stay satisfaction
3. Brand distinction through local storytelling

## Key Challenges:

Limited visibility of local attractions in current marketing materials

Reliance on OTAs, limiting narrative control

Lack of data on what drives guest travel decisions

Missed partnership opportunities with local businesses or attractions

## Target Audience:

Leisure travelers seeking authentic experiences

Domestic tourists looking for weekend or short breaks

International visitors exploring regional destinations

Niche audiences (heritage, food & drink, nature, etc.) based on location

## Insight:

Guests are increasingly motivated by experiences over accommodations. Proximity to an appealing destination—whether a castle, coastline, or craft town—can strongly influence where they choose to stay, if communicated effectively.

### Strategy:

Reframe the hotel as a gateway to local discovery. Rather than treating attractions as supplementary, make them central to your messaging. Focus on three pillars:

#### 1. Build Guest Insights

Implement simple, on-site methods to gather data:

Quick surveys during breakfast or check-in

Ask guests why they booked and where they plan to visit

Identify gaps in awareness of local highlights

Use this data to:

Tailor marketing messages

Prioritize the most effective local partnerships

Inform future package development

#### 2. Create Destination Packages

Develop booking packages centred around local experiences:

Early check-in or late check-out tied to event or attraction timing

Curated itineraries, maps, or digital guides

Discount partnerships with local cafés, shops, or tour operators

Transportation or ticketing add-ons

This creates value beyond the room rate and builds emotional connection.

#### 3. Promote with Purpose

Use the hotel's own marketing channels to tell a story:

Feature rich content: blog posts, images, videos, guest testimonials

Create a dedicated destination page on the hotel website

Include seasonal guides or themed itineraries

Highlight "Only here" experiences—what can't be found elsewhere

Emphasize the hotel's role as a local expert—not just a place to sleep, but a facilitator of memorable stays.

Channels:

Hotel website (main conversion driver)

Social media (visual storytelling and community engagement)

Email newsletters to past guests

On-site touchpoints (welcome packs, QR codes, printed guides)

Collaborations with local tourism boards or influencers

Success Metrics:

Uplift in direct bookings (vs. OTA)

Increased engagement with experience-based packages

Guest feedback mentioning local discovery as a highlight

Page views and time-on-site for destination-related content

Conversion rates from dedicated experience landing pages

Timeline:

Week 1–2: Research and identify key local attractions

Week 3–4: Develop guest insight tools and pilot surveys

Month 2: Launch destination packages and website content

Month 3+: Monitor metrics and refine approach

Budget Considerations:

Photography, video, and content creation

Print or digital guides for on-site use

Potential guest incentives or partner discounts

Web development for landing pages or booking integrations

Brand Message Example:

"Stay where the story begins. Discover more than just a room—unlock local experiences with us."