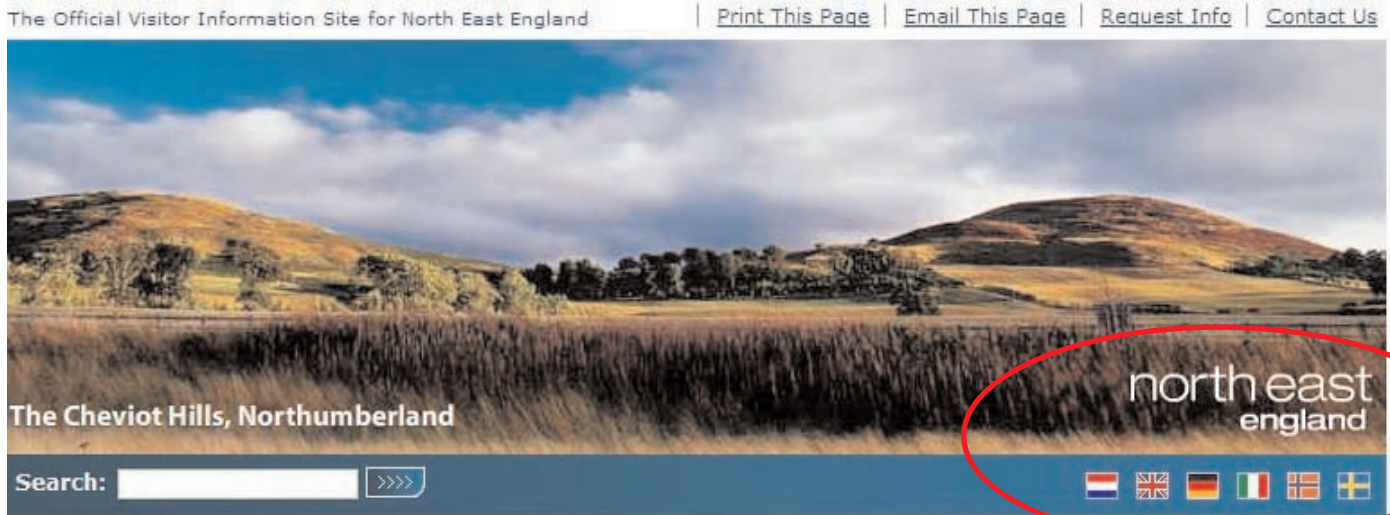


GETTING INTERNATIONAL BOOKINGS



Increasingly, people are using the internet to conduct research into a destination or when booking a holiday.

“Internet users are seven times more likely to view a website if the information is available in their own language”

(VISITBRITAIN GERMANY)

It makes sense for your website to carry information and images about your services and what there is to do and see in the region.

Online booking is the most convenient and cost-effective way for holiday makers to plan and book accommodation and activities. If your own website does not have the online booking function, there are options to consider.

Desti.ne

Desti.ne is the region’s tourism e-business platform, integrated with the national tourism website EnglandNet (managed by VisitBritain). Desti.ne allows tourism businesses to promote their services electronically and offer a convenient online booking system to their customers.

Desti.ne gives visitors access to lots of useful tourism information and provides it in one easily-accessible location.



Desti.ne has a password-protected membership system. For more details on how to join go to

www.tourismnortheast.co.uk

Passionate about languages

International bookings - some considerations

Terms and Conditions

Ensure that international customers who make bookings with you are aware of your booking terms and conditions, especially in relation to deposits, cancellation time limits and holiday insurance.

You should translate important information into other languages if a significant number of guests come from one particular country.

You should ask international visitors to confirm their booking with you – by post, fax or email. If your customers are staying in another part of the UK before travelling to the North East, you might also like to ask them to re-confirm their booking and arrival time once they arrive in the UK.

Confirmation of booking brings peace of mind, and the attention to detail enhances the customer experience.

Payment

Credit and debit cards are a great way of guaranteeing a booking or payment.

Ask your guests for their credit card details to guarantee their booking – and then you have the option to claim the payment or part of it if they don't show up.

Credit cards are a secure and convenient way to book online.

Why not speak to your Bank Manager or the One NorthEast's Tourism Team about the most secure way to accept payment from international visitors.



One NorthEast's Regional Language Network is working to promote a greater regional capability in language and cultural awareness skills for business and employment in the tourism and hospitality sector.

For more information see www.tourismnortheast.co.uk and www.rln-northeast.com