



Grow your  
accommodation  
business

PROMOTIONS

 flairbnb

Boutique Property Management

[flairbnb.com.au](http://flairbnb.com.au)

# Promote your business

Once you have your business established, you are ready to tell people about it. This fact sheet will give you some promotional ideas on how to get bookings.

## BOOKING WEBSITES

The most common site is Airbnb and most people get ample bookings and income from this site alone. Some people prefer to list on other sites. Airbnb includes a 3% service charge to you as the host, on all bookings made at your property. There is also an additional service charge to guests although Airbnb is changing that policy for some hosts.

Homeaway is also a commonly used booking site for short-term home rentals. There is a service fee of 5.5% charged to the owner and a service fee charged to the guest.

### Other booking sites you may wish to consider:

- Bookings.com
- Lastminute.com
- Hotels.com
- Wotif.com
- Expedia.com.au
- Agoda.com

None of these are free, so look into the service charges or commissions and make your decision from there. Don't forget to build these charges into your rate.

Your listings on any or all of these sites need to be high quality, with well-written descriptions and photography that tells the story of staying in your property.

## YOUR OWN WEBSITE

You may choose to create a website to tell more of a story about your property. This can be as simple as a landing page. You can decide if you accept bookings on the site direct or if you send them to a listing on a site like Airbnb.

## GOOGLE

While most people will go to a booking site to find accommodation, some may still do a Google search. You can list your property on Google My Business - which will show reviews, map locations, email, phone, social and website links.

Occasionally a potential guest may find you on a booking site and then Google the property to build confidence in booking with you.

## SOCIAL MEDIA

If your property is unique and is a destination in itself then you could benefit from creating a social media presence. Facebook, Instagram and Pinterest are all worth considering.

The key to having social media work for you is showing up consistently and authentically, with beautiful images and enticing words.

Don't confuse your property social media with doing the work of the local tourism authority. Most accommodation is booked after guests have made a decision to visit a destination.

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## LOCAL DIRECTORIES AND BOOKING SERVICES

Depending on where you are located there may be localised business or tourism directories you can list on. These may be free, or come with a small fee. The benefit to these is mostly if you are wanting to build a web presence (Google loves directory listings for SEO) and you may gain a couple of bookings from them, without the fees.

You may also have some accommodation booking service providers in your local area who you can list with. This is normally with a commission (10-20% as an average). If you are a member of your local tourism authority you may decide to leave brochures and details at the local Visitor Information Centre. You may even opt to host a familiarisation to your property.

Additionally, you could join national, state or regional tourism bodies. In Victoria if you join the regional tourism authority you will also gain membership to Tourism Victoria and the Australian Tourism Data Warehouse. You will be able to tap into marketing opportunities and gain support for your business. This is more appropriate for 'destination' properties.

## INSURANCE, REVIEWS AND OTHER CONSIDERATIONS

Airbnb offers a small amount of insurance which will cover some of your accommodation booking. If you are taking bookings through other sites or directly make sure you have yourself covered. See our fact sheet on insurance for more.

If you are building a reputation on one site (like Airbnb) it may be important to funnel all of your bookings through the one site so you can take reviews and build your reputation. Homeaway, Google and Facebook also offer the opportunity for people to leave a review about your property.

Once you start to list on multiple sites you will need a system to manage vacancy, consistent messaging, pricing and listing updates - otherwise you are going to find yourself in a tangle with multiple bookings and different pricing pretty quickly.

## WORD OF MOUTH AND REPEAT VISITORS

Guests who have already enjoyed your property and live domestically are highly likely to return if they wish to visit the area again. Additionally, they are also highly likely to refer your property to friends or family who may be traveling to your area. Don't be afraid to reach out via email (occasionally) to remind them of your property and update them on any changes and improvements.

For many areas visiting friends and relatives is a massive market, so tell people locally about your property.

## THE MISSION

Flairbnb Boutique Property Management is on a mission to provide short-term rental property owners with increased revenue, and guests with quality accommodation. We do this while taking the hassle out of promoting and hosting Flairbnb 5-Star Standard holiday rentals.

Operating in Ballarat, Geelong and on the Surf Coast.

### Eve Fisher Owner



As a successful Airbnb host Eve would like to share her knowledge, and experience, and see others have the same success she has had.

Eve's background is in media and education so communication is her thing, while her passion for tourism has emerged from living in Torquay, one of the busiest holiday destinations in Australia.

### Rachel Allan Owner



Strategic marketing is Rachel's thing. Seeing businesses flourish with effective marketing is her passion.

Rachel's background is tourism management including spearheading Visitor Information Centres and regional marketing. She has also run her own self-contained accommodation, operating at high occupancy.