

# Encourage your guests to return again and again



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27,000 properties worldwide

6,000 properties in Scotland

More than 140,000 bookings in the past 12 months

4,778 of those bookings were repeat business



supercontrol 





3 self catering properties

1 in 4 repeat bookings

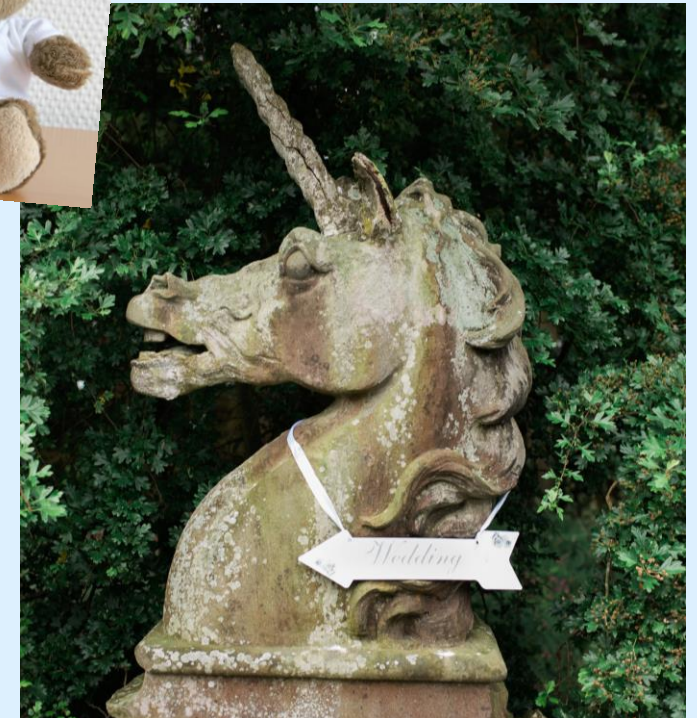
1 in 10 return within 12 months







Guest experience -  
make it memorable  
exceed expectations





## Use your data to build relationships



- Understand who your guests are, and what makes them return.
- Create an EXPERIENCE, not just an overnight stay.





Sam Mossman  
West Coast Cottages



## Managing guest relationships



- Automated and personalised emails.
- Mailing list management.
- Share engaging content via social media.



- Competing online.
- Brand recognition.
- Go it alone.

**Booking.com**







Any questions?