ECO AFRICA DIGITAL
ONLINE MARKETING FOR TOURISM

A step-by-step guide to selling discounted travel vouchers.

An ideal tourism solution during the Covid-19 period.

A successful way to generate business during a tourism crisis is through the use of discounted or value-added vouchers. These vouchers allow you to take in vital revenue from consumers immediately - even though their actual travel dates may only be clear later. This revenue, albeit less than normal, could ensure your business' survival until travel restrictions are lifted. The vouchers may also be very appealing for future visitors who cannot currently travel but want something to look forward to.

These vouchers need not be a once-off solution and can be incorporated into the longer-term strategy of your business as well.

Five steps to create a travel voucher:

- 1. Type of voucher.
- 2. Info and design.
- 3. The sale process.
- 4. Terms and conditions.
- 5. How vouchers are redeemed.
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1) Type of voucher:
- Early bird discounts

Early bird discounts are the only kind of discount that doesn't diminish the value of your brand – especially if you are a luxury brand. In the tourism industry, we see that international bookings are made around 6 months before the actual travel date. Early bird discounts are thus ideal for this market. During the time of COVID-19, your local market will also do well with this type of discount.

- **Value-added offer**

Consider reaching out to other businesses in your area to offer meals, activities or spa treatments as part of your offer. By following this route, you don't have to discount your accommodation offering more than you feel comfortable with, nor does the business you are partnering with. The guest, however, will get a great value offering from both.

- **Special offer / discounted rate**

This is the most straightforward voucher offer and creates an easy solution for both your establishment and your potential guest. If you want this offer to be appealing however, you will have to discount at least 30% off of your normal rate.

2) Info and design:

When designing your voucher, we recommend you keep it simple and clear. Below is an example of an effective voucher design we created for one of our clients:

Position the offer clearly in a bigger text than the rest of the voucher.

This ensures that there is no confusion or potential loopholes in what your voucher is offering.

Top of voucher place logo of your company.

Validates the voucher is real and increases trust of the potential buyer.

Price should be clearly visible in the voucher.

The currency used should be clearly indicated in this case (South African Rand)

Stipulations of what voucher entitles the buyer to.

Ensure you have your T & C's clearly shown.

Important from a legal standpoint.

Best practice is to have a clickable link that takes buyer to a page with detailed terms and conditions.

SNEEUBERG
NATURE RESERVE

Stay at Sneeuberg

This voucher entitles the holder a stay at any of Sneeuberg's accommodation worth

R3000

VISA mastercard BUY NOW

EXPIRATION: 2021-12-01
ISSUE DATE: 2020-04-28
TERMS: View Terms & Conditions here

Clearly indicate the expiration date of the voucher.

Set up PayPal, SnapScan or EFT clickable link so that buyer can purchase voucher instantaneously.

3) Sale of Vouchers:

- **Voucher / Special Offer page on website**

Create a "Voucher / Special Offers" page on your website to direct potential guests to your voucher offerings. Be sure to keep paragraphs succinct when introducing the concept of vouchers and the idea of "Book Now, Relax Later." Clearly display the range of vouchers on offer, and use enticing and descriptive copy for each offering so that customers can easily find the one that suits their needs.

Below is a good layout for your special offers/vouchers:
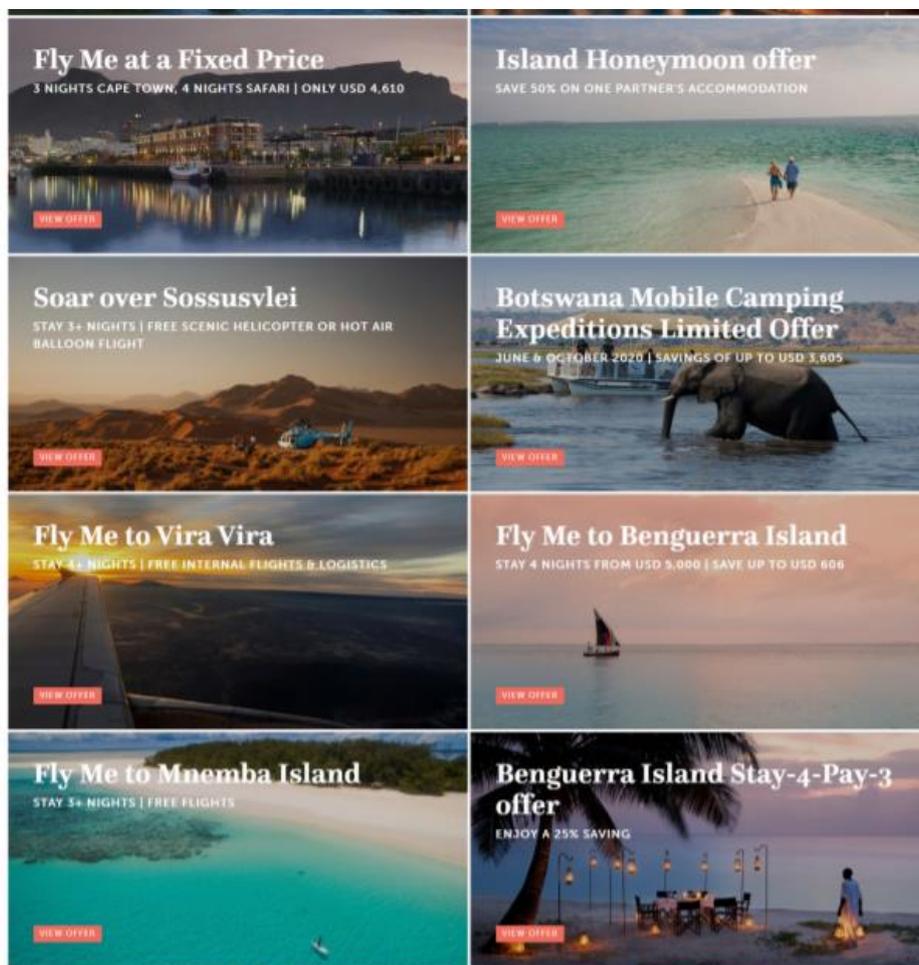
- **Recommended Payment links**

Credit card

If you currently use a booking reservation system like Nightsbridge or Semper, you can create a "future room" as an additional, but non-existing entity. This URL link can be added to the Book Now button of your voucher offer, which will direct your future guest to the normal credit card payment option. When the guest is ready to use the voucher for specific dates, you can then re-allocate the guest from this "future room" to any of your available rooms at the time.

PayGate

With PayGate's global reach you can accept secure online card payments worldwide by using PayGate's secure payments page. This is a slightly more expensive option but it has the highest level of trust amongst users globally. More information:
https://www.paygate.co.za/payment-methods/card-payments/

ACCEPT CARD PAYMENTS ONLINE

With PayGate you can accept payments worldwide from all Credit, Debit, Cheque & Hybrid cards issued by:

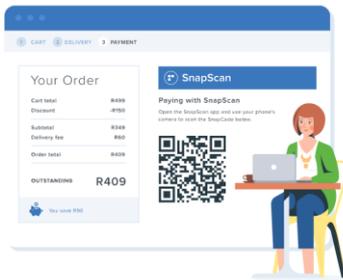(Visa™ | MasterCard® | American Express™ | Diners™)

Card Payments & PayGate

✔ PayGate has links to all major acquiring banks throughout Africa and worldwide.

✔ Card transactions are processed using PCI DSS Certified systems.

✔ You can accept Card payments using PayGate's secure payment page or you can make use of PayGate's Host to Host functionality.

✔ All online card payments processed in South Africa are passed for 3D Secure authentication.

▶ Get Started

SnapScan

SnapScan is a convenient method of payment frequently used by younger South African users. It's easy to set up, as you simply add your online SnapCode to your website, social media channels, and emailers to secure instant payments. More information:

EFT

This payment method is not as quick or instant as the above two, but it has the advantage of no additional costs for the business. The major disadvantage of an EFT is it's a tedious process that involves back and forths between your reservation's team and potential guests. This could lead to potential customers dropping out of the purchase.

If you'd prefer to implement an EFT payment system, make use of a simple form that appears asking for the following guest's details:

1. First name & Surname
2. Email
3. Contact Number (optional)

- Once your reservations team receives this information, they send through the payment details via email.
- Guest receives voucher via email once payment is reflected, a pdf voucher will be sent as proof of purchase.

Include the following key features on your voucher:

Insert guests name to personalise voucher

Ensure voucher number is visible for tracking purposes.

4. Terms and Conditions

We suggest the following terms and conditions:

- Vouchers are not redeemable for cash and will not be replaced if lost, stolen, destroyed or used without permission.
- Are transferrable.
- Can only be purchased from XXXX.
- Can only be redeemed against a single booking.
- Can be redeemed against a new or existing booking for XXXX rooms.
- Expire either 2 years (24 months) after the date of issue, or on the redemption against a booking before the expiry date.
- XXXX's Standard Terms and Conditions apply to all rooms purchased with these vouchers.
- Consecutive Days - If a voucher is for a specific number of nights, for example 2 nights, then both nights must be used consecutively unless the supplier is prepared to agree otherwise with you.

5. Options for Redeeming A Voucher.

A. The guest can email their pdf voucher to the reservations team with their requested dates indicated. The reservations team will confirm the booking with guests via email, while also keeping track of voucher numbers to cancel once guests check-in.

B. You can also opt for a voucher redeem / contact page on your website with the following fields included:

Fill in the details below:

Full Name	Email Address

Contact Number	Certificate Number

I have read and agree to the terms & conditions ☐

Drop Scan or Click to Browse

SUBMIT HOLIDAY CERTIFICATE

Good luck! May you have success with the selling of your travel vouchers during the time of COVID-19. Remember, even though the travel industry is currently faced with many challenges, it will be the innovators who survive. So jump in, explore new ways to interact with your guests and find new ways of channelling an income to your establishment. Who knows, one of these new methods may become a longterm, additional income stream for your business.

Resources:

https://www.forbes.com/sites/wendyaltschuler/2020/03/17/how-to-help-the-travel-and-tourism-industry-during-the-coronavirus-crisis/#595a17947235

https://stampede.ai/blog/why-hospitality-businesses-should-focus-on-selling-gift-vouchers-now/

https://retailnext.net/en/blog/why-retailers-still-find-gift-cards-so-effective/

https://voyagesafriq.com/2020/03/23/why-the-corona-virus-crisis-is-a-unique-and-once-in-a-lifetime-opportunity-for-destinations-and-the-tourism-industry/