

REFERRAL SOLUTION FOR TOUR OPERATORS

Overview

We help tour operators reach local hotel guests at minimum cost and expand their partner network. With our solution, they provide digital guidebooks tailored to each hotel, containing comprehensive hotel information, local recommendations, and detailed descriptions of the tours offered. By leveraging this solution, tour operators can increase their visibility and sales, while hotels can enhance guest satisfaction and earn referral fees.

Implementation Process

1. Partnership Initiation:
 - Tour operators approach local hotels to propose our digital guidebook solution for free.
 - Together with the hotel, they collect hotel-specific information and curate local recommendations.
2. Referral System:
 - Tour operators create pages and sections within the guidebook dedicated to their tours.
 - They integrate booking links and tracking tools.
3. Deployment:
 - The hotel creates customised signage with QR codes and places in the hotel.
 - The hotel and tour operator train hotel staff on promoting the guidebook to guests.
4. Revenue:
 - The tour operator increases sales through this new channel.
 - The hotel earns commission fees from bookings.

Key Features

1. Customizable Digital Guidebooks:
 - Hotel Information: Comprehensive details about the hotel, including amenities, dining options, and services.
 - Local Recommendations: Curated lists of nearby attractions, restaurants, shops, and hidden gems.
 - Tour Listings: Detailed information about available tours, including itineraries, pricing, and booking options.
2. User-Friendly Interface:

- QR Code Integration: Easy access through QR codes placed in hotel rooms and common areas.
 - Mobile Compatibility: Accessible on smartphones ensuring convenience for all guests.
3. Seamless Booking Process:
- Integrated Booking System: Guests can book tours directly through the guidebook.
 - Referral Fee Mechanism: Automated tracking and referral fee allocation for hotels on confirmed bookings.
4. Analytics and Reporting:
- Usage Metrics: Insights into guidebook engagement, popular tours, and booking trends.

Benefits for Stakeholders

For Tour Operators:

- Increased Reach: Access to hotel guests who are potential customers.
- Enhanced Visibility: Prominent placement in a trusted resource provided by hotels.
- Streamlined Marketing: Direct marketing channel to hotel guests without additional advertising costs.

For Guests:

- Convenience: Easy access to local information and tour booking from their hotel.
- Enhanced Experience: Rich, curated content helps in making informed decisions about their stay and activities.

For Hotels:

- Improved Guest Experience: Guests have easy access to detailed information about the hotel and the surrounding area and they can book tours directly from their mobile devices.
- Additional Revenue Stream: Hotels earn a commission for each tour booked through the guidebook, providing a new source of income without any upfront costs.

Unlock a New Acquisition Channel with Hotel Partnerships

Drive direct traffic from hotel rooms to your tour bookings

Boost your visibility and sales by connecting directly with local hotel guests at minimal cost. With our solution, you will boost your referral program with local hotels and short-term rentals, creating a win-win situation for everyone - hotels, guests, and your business.

How it works

You launch a digital guidebook with the hotel that contains comprehensive hotel information, local recommendations, and detailed descriptions of your tours.	The hotel places QR codes for your co-branded guidebook in the guest rooms and lobby. The staff recommends guests check it for information on amenities and recommendations.	Hotel guests access the mobile guidebook to find all necessary hotel information and, most importantly, read about your tour offerings and book directly from their devices.
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How everyone benefits

For you

- Direct marketing channel to hotel guests with cost-effective advertising
- Prominent placement in such a trusted resource as a hotel guidebook

For Guests

- Easy access to information on local attractions and activities and tour booking from their hotel
- Curated content that saves their time

For Hotels

- Improved guest experience through a free digital guidebook complementing their services
- Additional revenue stream as they earn a commission for each tour booked through the guidebook

What we offer

In your journey, we will partner with you and provide:

- White-label digital guidebook solution
- Hosting
- Custom domains and subdomains
- Content moderation
- Design customisation

Schedule a call with us via [<calendly link>](#) to explore collaboration opportunities. Or drop an email at partners@mail.qrlink.guide.