



 dotflorenceLab
ALTA FORMAZIONE PER IMPRENDITORI TURISTICI 2.0





WORKSHOP - ALTA FORMAZIONE PER IMPRENDITORI TURISTICI 2.017



Programma workshop 22/03/2017

22 MARZO- 15-18 @ ADRIATICO HOTEL

15,00-16,00

Marco de la Pierre - Content Manager

Categoria: business plan turistico in una pagina

AHA: Awareness, Humility, Action!

Il nostro target ideale

16,00-16,20

Alessandra Andreani - proprietaria appartamento

Categoria: dot Community talks

Guest Lecture: l'arte dell'accoglienza

16,20-16,30

Coffee break

16,30-18,00

Edoardo Bini (Digital Marketing Guru)

Categoria: Long Life Learning

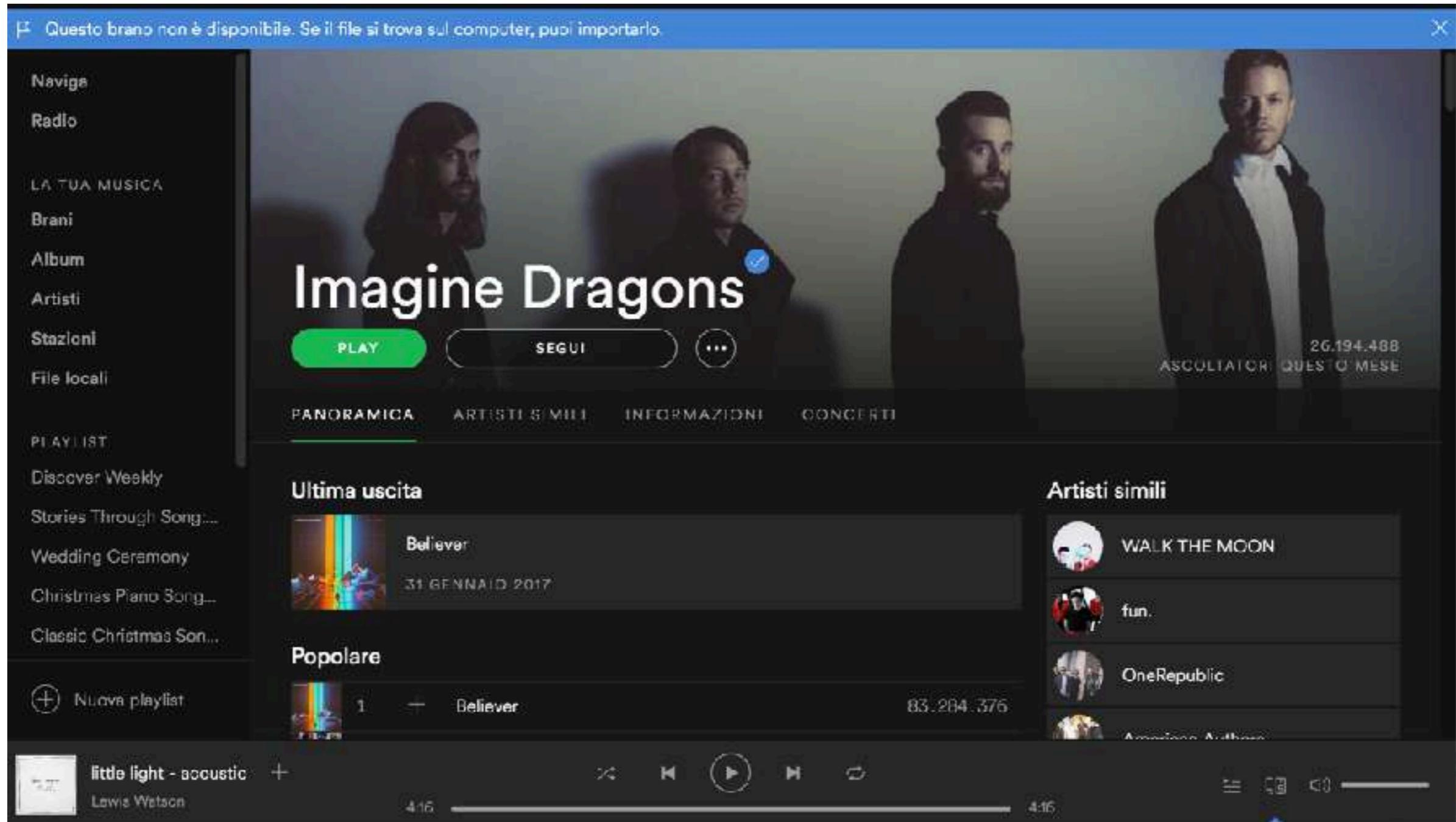
Social Media Marketing per imprese turistiche

Piano editoriale, content marketing al centro delle nostre strategie comunicative

Adwords & Facebook Ads: strategie, tecniche, costi, ROI



Opening - Believer
Coffee break - Radioactive
Final: Sucker for pain



Questo brano non è disponibile. Se il file si trova sul computer, puoi importarlo.

Imagine Dragons

PLAY SEGUI

26.194.488 ASCOLTATORI QUESTO MESE

PANORAMICA ARTISTI SIMILI INFORMAZIONI CONCERTI

Ultima uscita

Believer
31 GENNAIO 2017

Popolare

1 Believer 83.204.376

Artisti simili

- WALK THE MOON
- fun.
- OneRepublic
- American Authors

little light - acoustic
Lewis Watson

4:16



ILLUMISEEN



 dotflorenceLab
ALTA FORMAZIONE PER IL TURISMO

22 marzo: esplode la primavera del web marketing!

bit.ly/illumiseen

0:18 / 1:55



FUA: MARKETING FOR THE HOSPITALITY INDUSTRY



Cosa c'entra l'acronimo **AHA (Awareness, Humility, Action)** con il vostro futuro di imprenditori turistici?

Dobbiamo sempre essere consapevoli che potrebbe esistere una strada nuova, diversa, migliore per gestire la nostra impresa (e la nostra vita, oserei dire!).

Se vogliamo crearci un futuro migliore dobbiamo entrare in azione.

E una delle azioni più potenti è abbastanza semplice da capire: dobbiamo imparare a farci domande migliori!



Consapevolezza, Umiltà, Azione

Esiste un modo migliore di fare quello che facciamo ogni giorno?

Web marketing, Revenue management, Procedura di check-in, Follow-up cliente, Strategia social, Attività SEO, Campagne Adwords, Gestione del blog, Miglior metodo per la gestione dello staff pulizie, Strategia per incrementare quantità e qualità delle recensioni, il metodo migliore e più rapido per rifare i letti, il tempo medio per organizzare una colazione perfetta, etc...



Your Big AHA's (Awareness, Humility, Action!)



A queste imprese è mancata l'AHA nel momento chiave della loro crescita!



AHA per un'impresa turistica 2017 significa:



Sapere che grazie ad una consapevole e accorta strategia di digital marketing è possibile:

- 1 Incrementare il **Tasso di Occupazione**
- 2 Incrementare il **Prezzo medio di vendita**
- 3 Incrementare il **RevPar/RevPac**
- 4 Incrementare la **Quantità e Qualità recensioni**
- 5 Incrementare la **Unique visitors + % conversione**
- 6 Incrementare il **Tasso di Disintermediazione**
- 7 Incrementare il **Fatturato/Utile**
- +
- 8 Incrementare il **Tempo libero** (cura di sé e del cliente!)
- 9 Incrementare il **Valore di avviamento vostra impresa turistica**
- 10 Avviare processo per **Automatizzare la vostra impresa!**



Humility

Non smettere mai di essere curiosi, di studiare, di aggiornarsi, di investire tempo e risorse in materie quali:



Action!

- Analizzare e studiare strumenti quali il **Business Canvas!**
- Selezionare, ottimizzare, gestire i canali **OTA, UGC, SOCIAL**
- Studiare e gestire nuovi canali: **Instagram, Google my Business, Adwords**
- Iscrivere a corsi di formazione: **SEM/SEO, Revenue Management, Social Media Marketing, Gestione piano editoriale, Analisi statistiche, Analisi sentiment**
- Concetto di **“Gamification”**
- Approfondire concetto di **Target/Personas**



I nostri corsi

DAL LIKE ALLA
PRENOTAZIONE:
ALTA FORMAZIONE
PER HOSPITALITY 2.0

Formare il tuo team sui temi digitali non è mai stato così facile: i nostri esperti intervengono direttamente on site con incontri ad hoc creati in base ai tuoi impegni operativi. Scopri tutti i nostri pacchetti o richiedi un preventivo per un percorso su misura.

(IN) FORMATI!
Scrivici a info@dotflorencelab.com
o chiama il 320 2989613

dotflorencelab
ALTA FORMAZIONE PER IL TURISMO

EDOARDO BINI
DIGITAL MARKETING



Revenue Management (4h - 8h)

Adwords, Facebook Ads (4h - 8h)

SEO, SEO Copywriting (4h - 8h)

Social Media Marketing (4h - 8h)

Fondamenti di web marketing (4h - 8h)



Action!

Conoscere nuovi strumenti, alcuni esempi...

- CMS All-in-One: stats, info, richieste, comunicazioni, sentiment...
- Integrazione eventi in sito
- Guestbook multicanale
- ChannelBooking
- SEO AUDIT
- SENTIMENT AUDIT



Instant Booking + Channel Manager



[Chi siamo](#) [Channelbooking](#) [Testimonials](#) [Prezzi](#) [Partners](#) [FAQs](#) [Contatti](#)



channelbooking.com

Software di prenotazione per gestori di B&B, Appartamenti,
Agriturismi, Case Vacanze, Hotel

La tua struttura presente in tutti i principali mercati del mondo con prezzi
e disponibilità aggiornati con un solo click

SCOPRI DI PIÙ



DOTFLORENCE LAB 2.017 - IMPRENDITORI TURISTICI 2.0 AT WORK!

Guestbook Multicanale on-site!



10/10

due passi. Voglio tornare perché mi fa sentire bene ❤️ maria grazia - roma"

Review from Tripadvisor.com

03/11/2016



10/10

Marco | Italia

"Soggiorno idilliaco, formaggi da 10 e lode, ospitalità senza parole, paesaggio paradisiaco. 3 giorni fuori dal mondo e dal tempo, grazie a Giovanni, Giovanna, Tamara e Natalie per la loro fantastica ospitalità!"

Review from Website

02/11/2016



10/10

Joelle Marie | Winchester, UK

"Places like Paugnano are rare. In this world of speed, screens and supermarkets we easily forget and lose touch with the ground beneath our feet and how it all works, or at least how it all should work. Paugnano is a working farm where the animals are lovingly tended to every day and the land produces fresh, organic fruits, vegetables and grains. It's a simple place where you can see a family working hard, around the clock, every single day of the year. Giovanna decides on the daily menu based on what has been picked from the garden and makes fresh pasta with her eyes closed. Giovanni is up at dawn to look after the farm and keep the whole process in motion. What makes it so special is that fact that every single guest is welcomed into the family home and given a place at the family table. My little boy can't wait to go back to go and collect the freshly laid eggs from the hens like last time. This place has become my refuge to find the peace to just sit and think...and of course to eat the best ravioli you'll find for a long way!"

Review from Tripadvisor.com

03/10/2016



10/10

Gierre2000 | Italia

"Stupendo posto per rilassarsi e godere del panorama toscano...i due proprietari Giovanna e Giovanni sono due persone stupende e anche le loro due figlie..Una ottima cuoca e accoglienza ottima,una stanza enorme che ci stava un condominio intero....Torneremo presto"

Review from Tripadvisor.com

20/09/2016



10/10

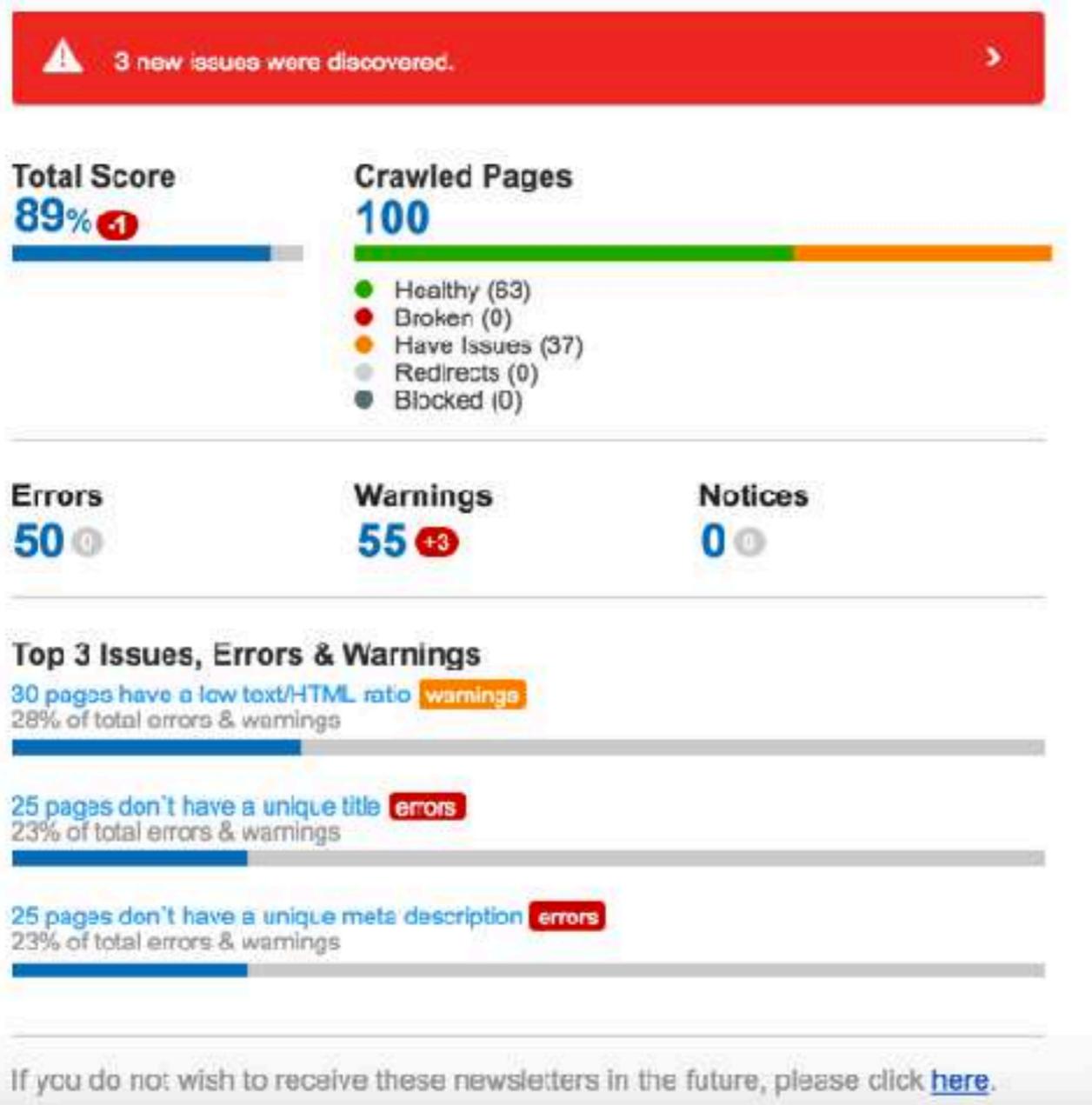
Lea | New Berlin, Wisconsin

"The accommodations were fantastic. The beauty of the place could not be captured by any pictures - you need to see it for yourself. The hosts and their daughter and others on the property did everything to make us comfortable. It was very nice to have separate bedrooms and bathrooms. The location was excellent - we were able to get to several different spots in Tuscany."

Review from Airbnb.com

13/09/2016

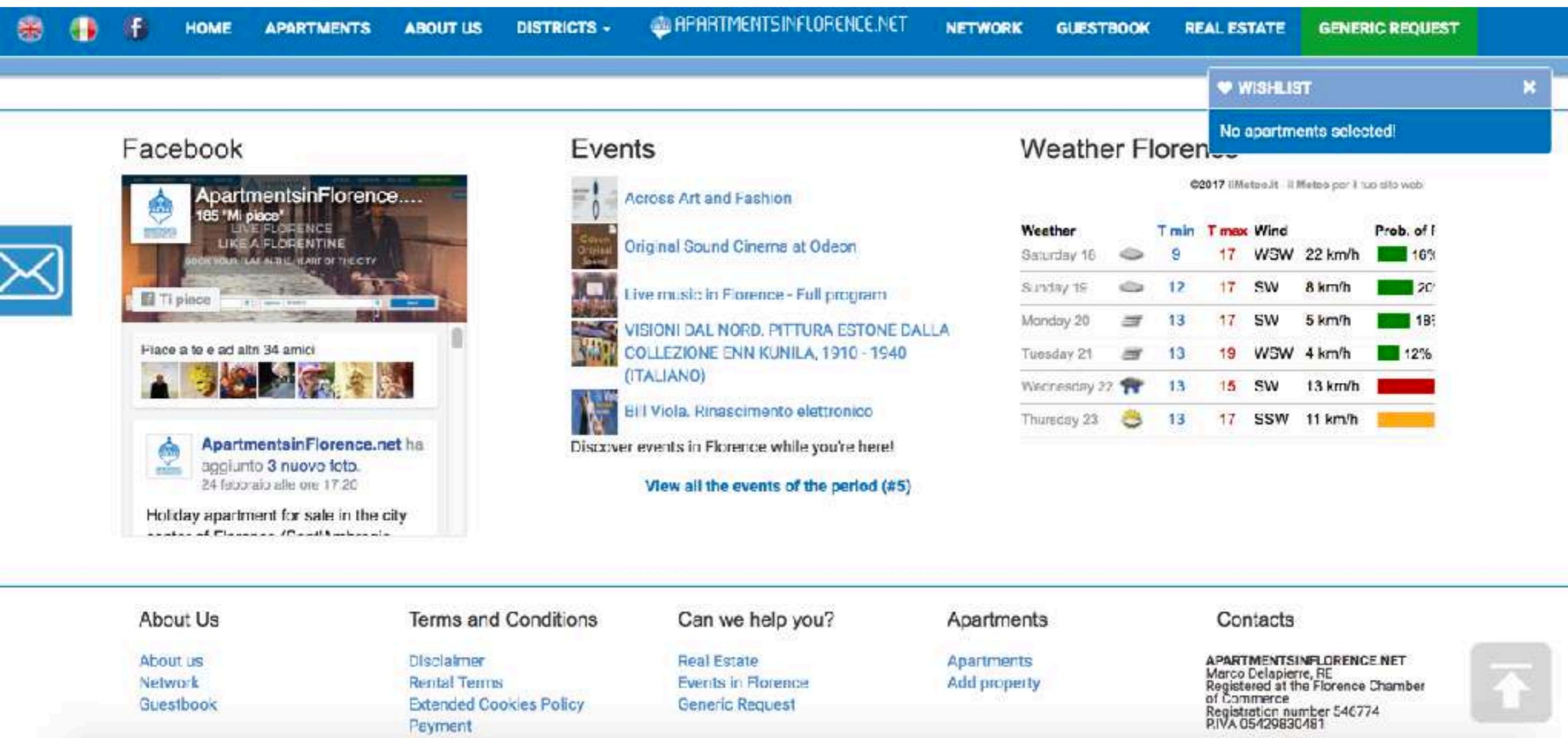
**Un buon SEO + SEO copy + impatto emotivo + usabilità + call to action =
*Disintermediazione (dal 40% all'80%)***



- Quantità di testo “SEO proof”
Qualità di testo (dens, prox, prom)
Adeguamento ultimi parametri:
- AMP
 - dati strutturati
 - Open graph
 - twitter card
 - microdati
 - Qualità codice puro (rapporto HTML/Testi)
 - Inbound, Outbound link (Disavow/link tossici)
 - And much more..



Servizio per il cliente + Supporto strategie Revenue...



The screenshot shows the website's navigation bar with links: HOME, APARTMENTS, ABOUT US, DISTRICTS, APARTMENTSINFLORENCE.NET, NETWORK, GUESTBOOK, REAL ESTATE, and GENERIC REQUEST. A 'WISHLIST' dropdown menu is open, displaying 'No apartments selected!'. The main content area features three widgets: a Facebook widget for 'ApartmentsinFlorence' with 185 likes and a post about a holiday apartment; an 'Events' widget listing activities like 'Across Art and Fashion', 'Original Sound Cinema at Odeon', and 'Live music in Florence'; and a 'Weather Florence' widget showing a 5-day forecast table.

Weather	T min	T max	Wind	Prob. of f
Saturday 16	9	17	WSW 22 km/h	16%
Sunday 15	12	17	SW 8 km/h	20%
Monday 20	13	17	SW 5 km/h	18%
Tuesday 21	13	19	WSW 4 km/h	12%
Wednesday 22	13	15	SW 13 km/h	
Thursday 23	13	17	SSW 11 km/h	

The footer contains navigation links for 'About Us', 'Terms and Conditions', 'Can we help you?', 'Apartments', and 'Contacts'. The 'Contacts' section includes the company name 'APARTMENTSINFLORENCE.NET', the name 'Marco Delapierre, RE', and registration details.



WISHLIST ✕
No apartments selected



Florence event | Original Sound Cinema at Odeon

When: 15 February 2017 - 9 April 2017

Where: Odeon Cinema

The best contemporary movies in original sound in the magic atmosphere of Cinema Odeon!

[» read article](#)



Florence event | Live music in Florence - Full program

When: 18 February 2017 - 31 December 2017

Where: Florence, Italy

Visit the official website of BitConcerti to be always updated about what's going on in the music scene of the city!

[» read article](#)



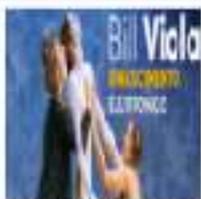
Florence event | VISIONI DAL NORD. PITTURA ESTONE DALLA COLLEZIONE ENN KUNILA, 1910 - 1940 (ITALIANO)

When: 4 March 2017 - 12 May 2017

Where: Museo Del Novecento

Available only in Italiano "VISIONI DAL NORD. Pittura estone dalla collezione Enn Kunila, 1910 - 1940": per la prima volta a Firenze le opere della Collezione Kunila, tra le più grandi raccolte private di

[» read article](#)



Florence event | Bill Viola. Rinascimento elettronico

When: 10 March 2017 - 23 July 2017

Where: Palazzo Strozzi

From 10 March to 23 July 2017 the Fondazione Palazzo Strozzi will be introducing the Florentine public to Bill Viola.

Electronic Renaissance - a significant exhibition celebrating this unchallenged master of video art.

www.apartmentsinflorence.net



GOOGLE MY BUSINESS

Circa 24.200 risultati (3,57 secondi)

DotFlorence Apartments, Firenze - Booking.com

[Ann.](#) www.booking.com/

DotFlorence - Paga In Hotel Senza Costi Aggiunti

Parliamo la tua lingua · Ricevi subito la conferma · Nessun costo aggiuntivo · Leggi i giudizi

Tipi: Hotel, Appartamenti, Ville, Ostelli, Resort, Bed & Breakfast

[Prenota ora](#)

[Prenota per Domani](#)

[Prenote per Stasera](#)

[Prenotazione sicura](#)



Prenotazione imminente

DotFlorence Apartments

27 apr - 02 mag · Different locations in Florence city centre, 50129 Firenze Firenze, Italia

[Ulteriori informazioni](#) - [Feedback](#)

1. DotFlorence

www.dotflorence.com/

05 ago 2016 - Siti Web Firenze, realizzazione siti internet turistici alberghi, bed & breakfast, instant booking, channel manager, corsi di formazione gratuiti ...

Hai visitato questa pagina molte volte. Ultima visita: 27/10/16



2. Dotflorence Blog - Il blog per alta formazione turistica

blog.dotflorence.com/

Per iscriversi gratuitamente al dotFlorence Lab del 22 Marzo (max 3 iscritti per azienda), ... Articolo a cura di Edoardo Bini - speaker dotFlorence Lab 22 Marzo.

Hai visitato questa pagina molte volte. Ultima visita: 17/02/16



3. Chi siamo | DotFlorence

www.dotflorence.com/chi-siamo/

23 giu 2016 - Responsabile dotFlorence Real Estate e dotFlorence Lab. Sara Amerighi Accomodation Manager. Marco Cavalli Programmatore. Francesco ...





Siti Web e Comunicazione - dotFlorence su Google



Modifica informazioni



Aggiungi foto



Fai di più con Google My Business



Visualizza foto

Guarda esterni

Siti Web e Comunicazione - dotFlorence

[Sito web](#)

[Indicazioni stradali](#)

5,0 ★★★★★ 13 recensioni Google

Web designer e Firenze, Italia · 3,8 km

Indirizzo: Piazza della Vittoria, 6, 50129 Firenze

Telefono: 055 362181

Orari: Oggi chiuso

[Suggerisci una modifica](#)

Recensioni dal Web

5/5 [Facebook](#) · [8 voti](#)

Recensioni

13 recensioni Google

[Scrivi una recensione](#)

[Aggiungi una foto](#)



- **Esempio R&D dotFlorence (molto lavoro in direzione AHA!)**
- Nuovo CMS 2.0
- Organizzazione conferenze: Team speakers, dot-community, top city players
- Aggiornamento *Hospitality Business Canvas*
- Gestione social media (attivazione di nuovi canali)
- Creazione tools originali (events, guestbook)
- Integrazione instant+channel
- Portali network - riorganizzazione, new business model!
- Nuovi collaboratori
- Concetto di gamification!



CMS HOSPITALITY NUOVA GENERAZIONE

The screenshot displays the 'CONFIGURAZIONE' (Configuration) page of the CMS Hospitality Nuova Generazione. The interface is divided into several sections:

- Configurazione:** This section contains several sub-sections:
 - API:** Fields for API keys and endpoints, including 'API key', 'API endpoint', 'API secret', and 'API token'.
 - Principali:** Fields for 'Public name' (containing '@it.it'), 'Test name' (containing 'Test'), and 'Test ID'.
 - URL:** Fields for 'URL', 'URL', 'Name', 'Title', and 'URL'.
 - Booking:** A field for 'Booking' (containing 'p').
 - Parametri:** A table of parameters:

Parametro	Valore
Parametro	300
Parametro	600
Parametro	300
- Output:** A section for 'Gestione della configurazione generale del sito' with a '+ Aggiungi nuove configurazioni generali' button.
- Eventi:** Fields for 'Eventi' (containing 'p') and 'Eventi' (containing 'OFF').
- Avanzate:** Fields for 'Avanzate' (containing 'p') and 'Avanzate' (containing 'OFF').



FUA: MARKETING FOR THE HOSPITALITY INDUSTRY

CMS HOSPITALITY NUOVA GENERAZIONE

SEO GENERICO / VARIABILI MULTILINGUA

Editor SEO Generico / Variabili

Numero nuovo variabile PHP Crea nuova variabile multilingua



English

Seo title		Copia	Elimina
Seo title		Copia	Elimina

Aggiungi Variabile in English

Legenda

Gestione del SEO generico e di tutte le variabili interne multilingua.

- Per modificare un valore, basta digitare nell'apposito campo
- E' possibile riordinare gli elementi trascinabili



Estrazione 3 premi X 3 vincitori fra coloro che lasceranno una recensione per dotFlorence in Google my Business!



----- 500 eventi l'anno sul vostro sito

Technical **SEO** Audit



----- Report SEO Audit per il vostro sito



----- 1 ora di consulenza free @ dotFlorence (sulla base dell'Audit)

Valore 310€ + Iva!



TREND TURISTICI 2017

Nuovi target da monitorare



Travel Trend Report 2017

by Sara Burkhard, Nicole Kow and Lucy Fuggle

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www.trekksoft.com/library

Cover Design Copyright © 2016 by TrekkSoft

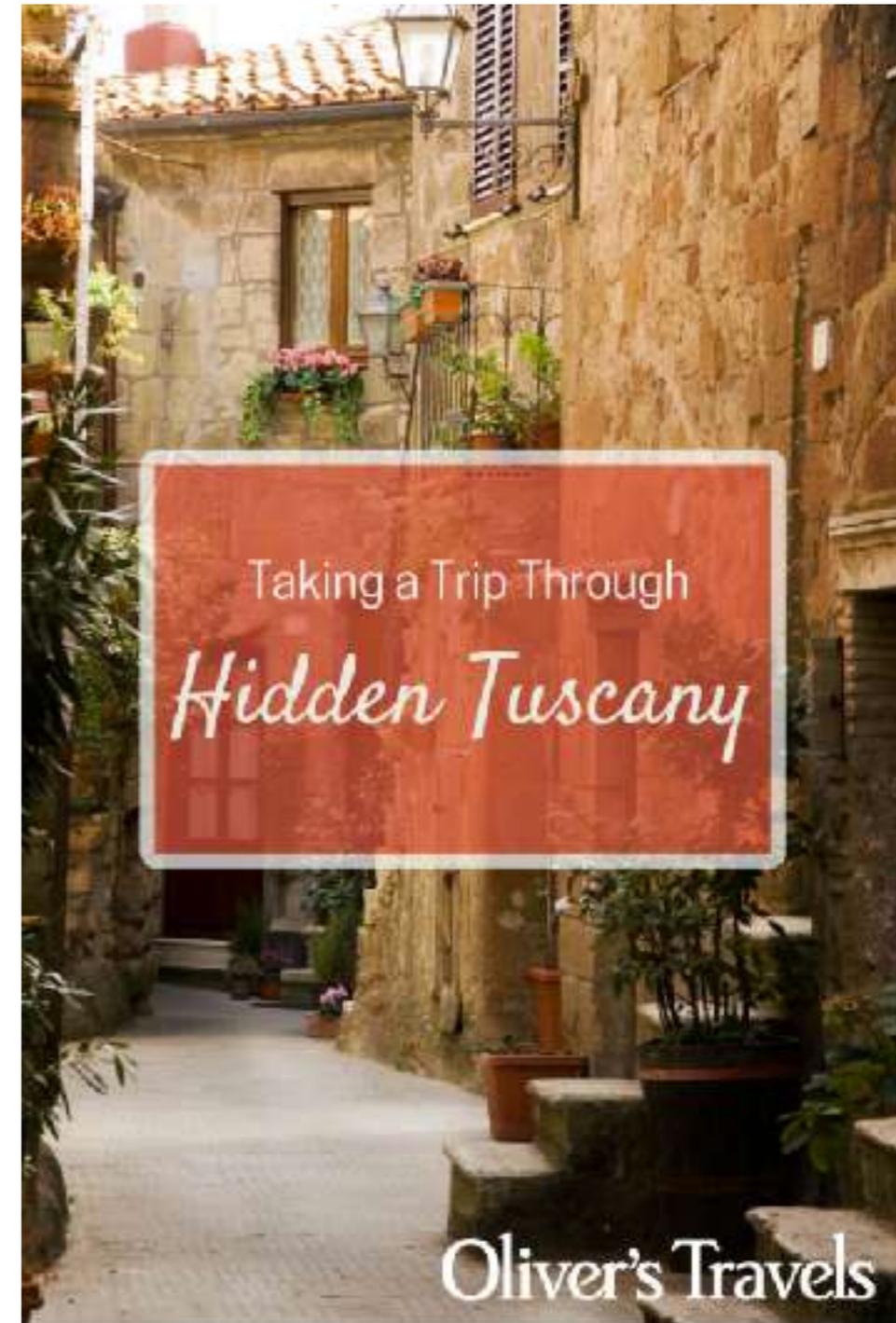
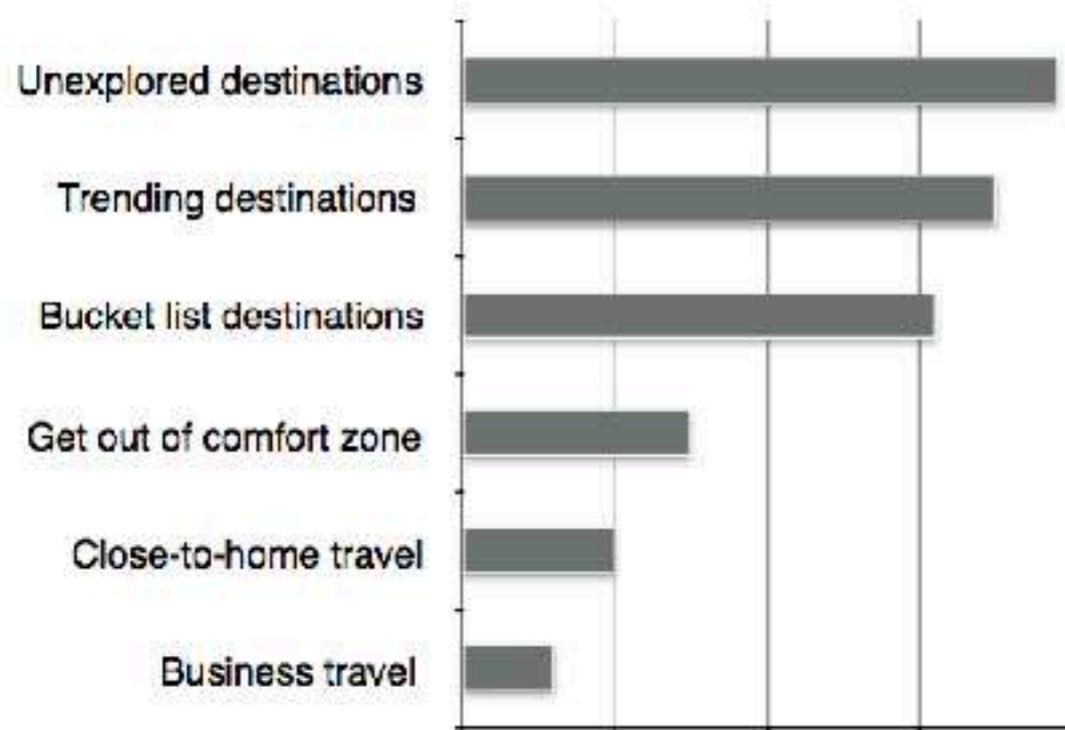
Book design by Matthias Maraczi

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What are most travellers seeking in your destination?

To kickstart this report, we'd like to share some findings we've uncovered in our latest survey. We interviewed a total of 145 companies asking them what customer behaviours they've observed from visitors at their destination.



Responsible and sustainable tourism

by Nicole Kow

2017 has been appointed by the UN as “The International Year of Sustainable Tourism”, aiming to promote, according to UNWTO Secretary-General, Taleb Rifai,

“the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued”.

With global campaigns set in place to promote more sustainable and socially conscious forms of travel, **industry professionals should expect a shift in the mindset of travellers.**





*Uniting Conservation, Communities
and Sustainable Travel*

You can also work to get a certification from [The International Ecotourism Society](#) or a [local reputable body](#). If you've always been interested in incorporating a social aspect into your company, this is a great time to partner with a charity or conservation organisation.

*The key is to be authentic and
genuine about the causes you
support because at the end of
the day, it is authenticity that
sells.*

<http://www.ecotourism.org/>





Specialized agency of the United Nations
World Tourism Organization UNWTO

English



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Press Release



Join the UNWTO
mailing list

United Nations declares 2017 as the International Year of Sustainable Tourism for Development

PR No.: 15094
07 Dec 15

The United Nations (UN) General Assembly has approved the adoption of 2017 as the International Year of Sustainable Tourism for Development. The resolution, adopted on 4 December, recognizes "the importance of international tourism, and particularly of the designation of an international year of sustainable tourism for development, in fostering better understanding among peoples everywhere, in leading to a greater awareness of the rich heritage of various civilizations and in bringing about a better appreciation of the inherent values of different cultures, thereby contributing to the strengthening of peace in the world".

"The declaration by the UN of 2017 as the International Year of Sustainable Tourism for Development is a

[+] Newsletter



UNWTO
News 59
January
2017

[+] Publications



In 2017, travellers will be **more interested in the environmental, economic and social impact they have** on the destinations they visit and are likely to support companies that embody these values.

Expect the following travel behaviour in coming years:

- Travelling closer to home to reduce carbon footprint
- Choosing companies with a strong social focus
- Growing interest in voluntourism programmes that leave a long-term positive impact
- Homestays gaining more interest than traditional hotels or bed and breakfasts

If your company focuses on sustainable tourism and you have a strong awareness of the impact you're making, this is great news for you. Use this as a defining factor in your branding and set yourself apart from others in your industry.





Parco Alto Garda
Bresciano



Parco Alto Garda
Bresciano



TRIPADVISOR GREENLEADERS

Recognises and evaluates green practices



The Tripadvisor GreenLeaders programme is about recognising accommodation providers who strive to limit their environmental impact. A qualified GreenLeader location shows commitment to rolling out green practices and promoting environmental awareness amongst staff and customers alike.

We are proud to have achieved GreenLeader accreditation at all 9 of [our locations](#).

<https://www.forestholidays.co.uk/awards>



Trova: Hotel, ristoranti, attività

Vicino a: Inserisci una meta

Cerca



Il tuo soggiorno ecosostenibile inizia qui.

Il programma Eco Leader di TripAdvisor mostra una serie di hotel e Bed & Breakfast attenti all'ambiente, da quelli più economici a quelli di lusso, tutti impegnati in Eco Prassi, come il riciclo, l'utilizzo di cibo biologico e locale e stazioni per la ricarica di automobili elettriche.



Viceroy Miami, Miami FL, Eco Leader Bronzo





Cerca la foglia

Sono presenti migliaia di Eco hotel su TripAdvisor ed è facile trovarli. Cerca il distintivo di Eco Leader di TripAdvisor sulla pagina del profilo dell'hotel e fai clic per scoprire le Eco Prassi della struttura.

Informazioni sugli Eco Leader di TripAdvisor

Tutti gli hotel e i Bed & Breakfast Eco Leader devono fare richiesta per essere accettati nel programma Eco Leader di TripAdvisor. Se vengono accettati, gli Eco Leader raggiungono uno dei quattro stati: Bronzo, Argento, Oro e Platino. Più alto è lo stato, maggiore è l'impatto delle Eco Prassi della struttura.

Desideri ottenere ulteriori informazioni sul programma Eco Leader di TripAdvisor? Visita il Centro Assistenza.



The Fairmont San Francisco, San Francisco, CA, Eco Leader Oro



Partner e consulenti

Il programma Eco Leader di TripAdvisor è stato sviluppato con la consulenza di:



 **tripadvisor**[®] informati meglio • prenota meglio • viaggia meglio

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Tripadvisor LLC non è responsabile per il contenuto di siti web esterni. Tasse e spese non incluse nella offerta.

<https://www.tripadvisor.it/GreenLeaders>

WORKSHOP - ALTA FORMAZIONE PER IMPRENDITORI TURISTICI 2.017



Millennials lead the way

by Sara Burkhard

Millennials are one of the most important demographics in travel today. As the **largest generation to date**, they are helping to define what **the major trends and tastes** of the coming decades will be.

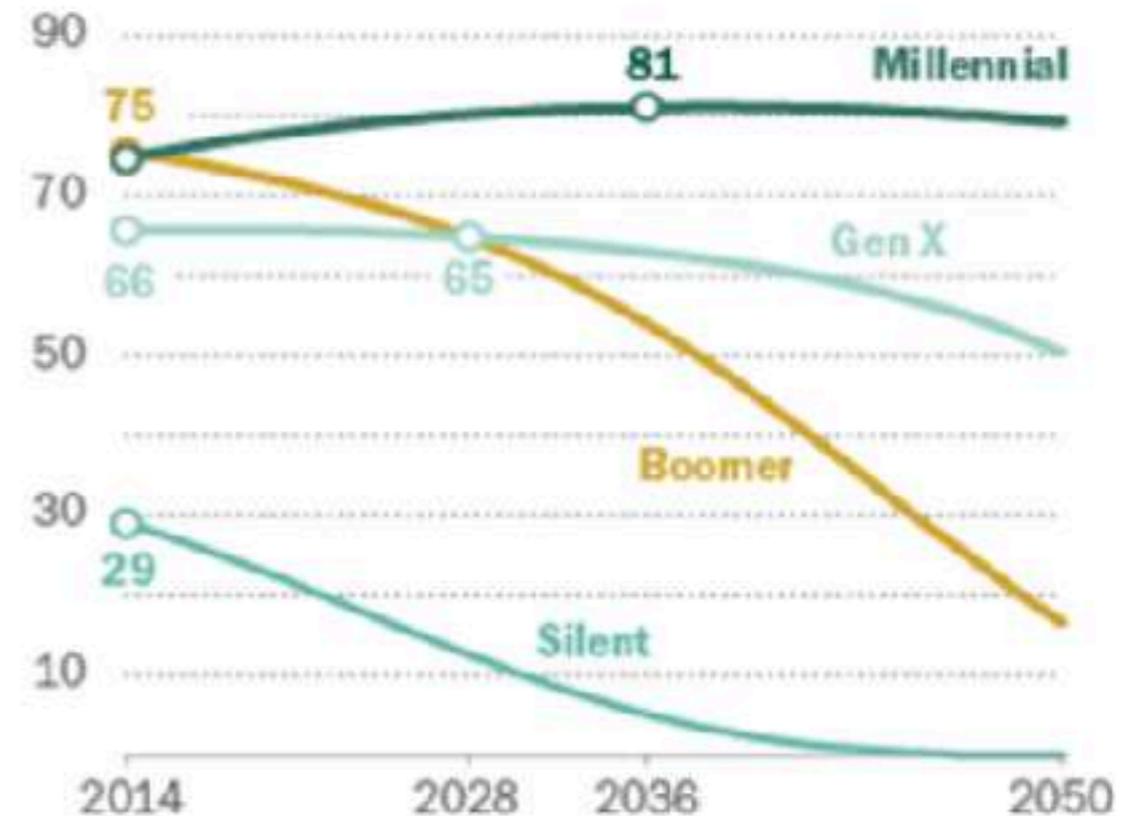
Millennials have grown up in the Digital Age, so it's important to make this a part of their travel experiences. Online booking options are crucial, while online reviews and user-generated content on social media are part of the research process for most millennials.



Nati 1980-2000 (17-37 anni)

Projected Population by Generation

In millions



Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014

PEW RESEARCH CENTER



Most millennials are looking for:

- Full cultural immersion through cuisine, local hotspots, and activities.
- **Choices** - from the opportunity to connect through mobile experiences or engage face-to-face, to an assortment of amenities packages; millennials want options and flexibility.
- The ability to make a business trip into leisure travel (or vice-versa).

*Why it's an important trend:
Millennials are the largest generation to
date, and the largest market in travel in
2017.*

Operators who want to attract millennial travelers should:

- Make their online presence a priority. Many millennials want to book independently, with most preferring to **use a mobile site or app**.
- Understand that advertising has less effect on these travelers than user-generated content or recommendations from friends and family.
- Highlight authentic experiences; these are especially sought-after among this market.



- 1. Personalizza i contenuti rispetto agli interessi culturali individuali**
- 2. I contenuti devono essere utili o di aiuto nel risolvere problemi quotidiani**
- 3. Non essere troppo commerciale ed auto-referenziale**
- 4. Sii breve e conciso**
- 5. Aspira a mettere la pulce nell'orecchio ai tuoi lettori**
- 6. Sii divertente ed emozionante**
- 7. Sii autentico**
- 8. Non fare affidamento solo alla viralità e al successo sui social**
- 9. Crea contenuti personalizzati rispetto al prezzo, la localizzazione e gli interessi**
- 10. Utilizza formati di contenuto facili da digerire e da condividere**

<http://www.tsw.it/digital-marketing/10-modi-avvicinare-target-dei-millennials/>



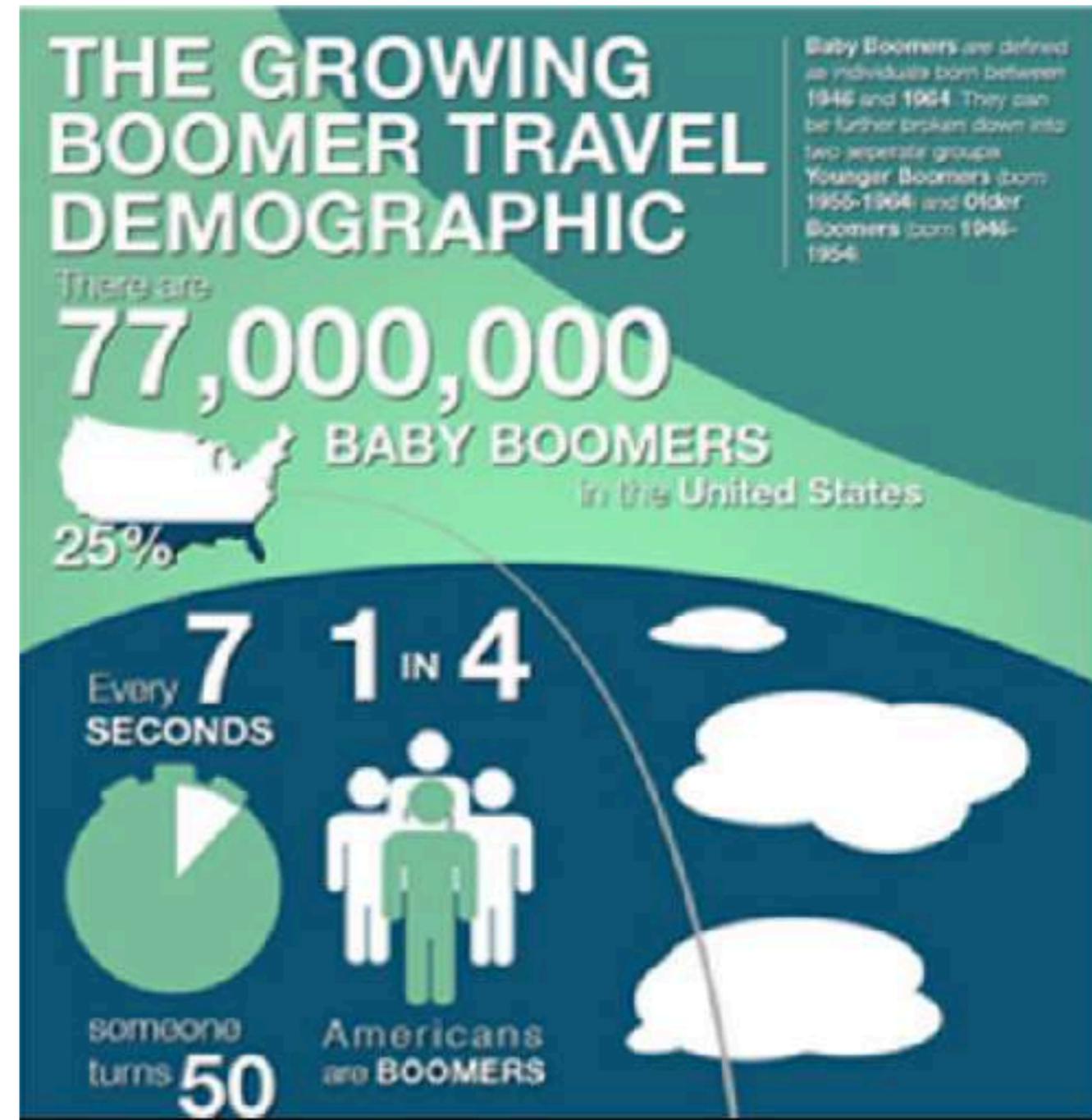
The boom of seniors travel

by Sara Burkhard

Baby boomers, or simply boomers, are traveling now more than ever. The group born between 1946 and 1964 is ready to go out and see the world.

According to AARP, 99% of boomers will take at least one trip in 2017 for leisure, with some taking as many as five.

A majority of travel is expected to occur between spring and summer months, regardless of destination. Bucket list experiences are the **high-ranking** motivator for travel among boomers, meaning they're looking to invest in activities rather than simply relaxation.



Most boomers are looking for:

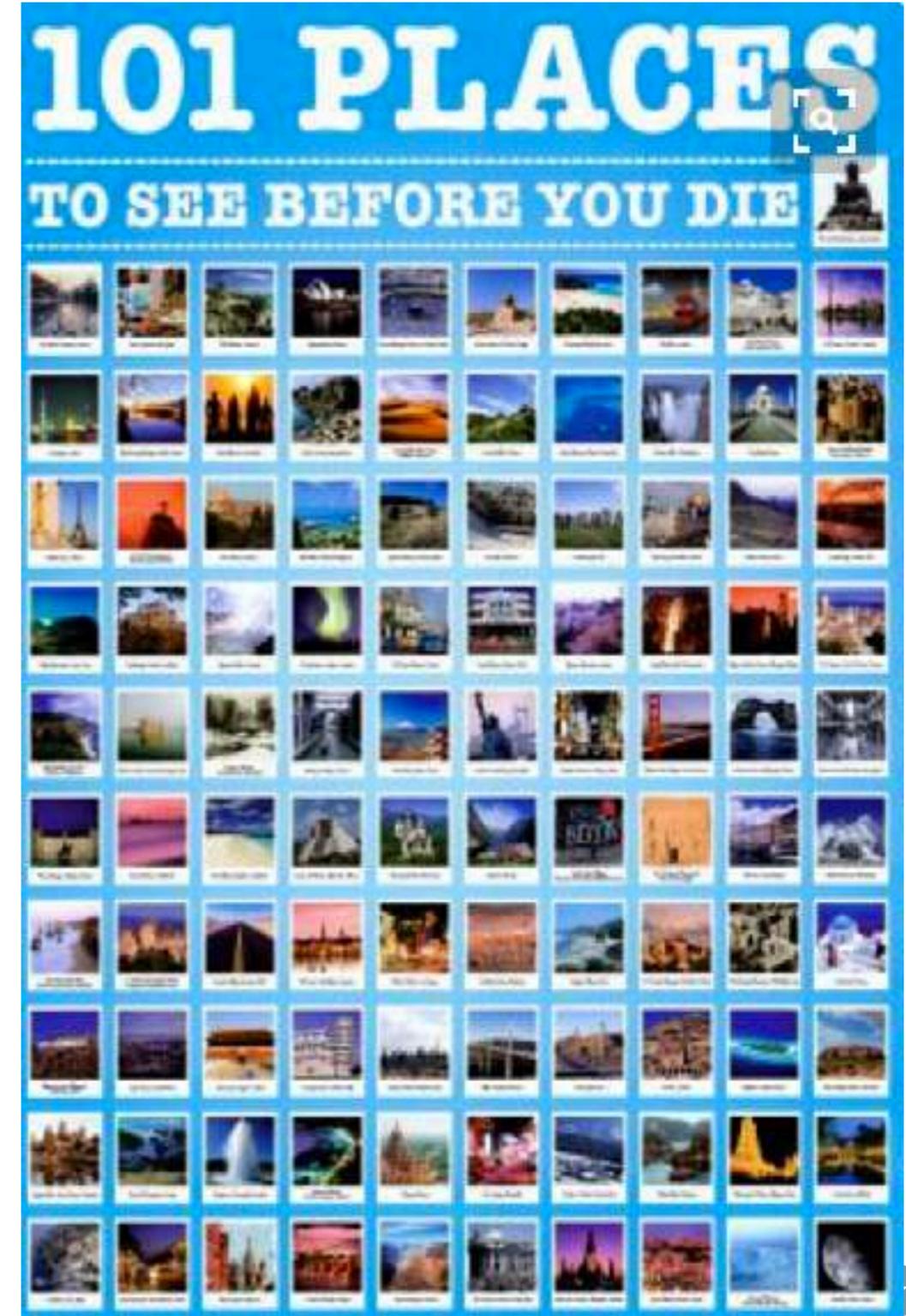
- Bucket list experiences
- Hassle-free, convenient experiences
- Safety, cleanliness and value

Why it's important:

Boomers are at an age where they're less concerned about career and family responsibilities, and more about enjoying their lives.

Operators who want to engage with boomers should:

- Make their experiences easily accessible and straightforward. Boomers know what they want.
- Offer good value, as budget can be a factor for those with a fixed income.
- Give experiences that are authentic and high-quality.



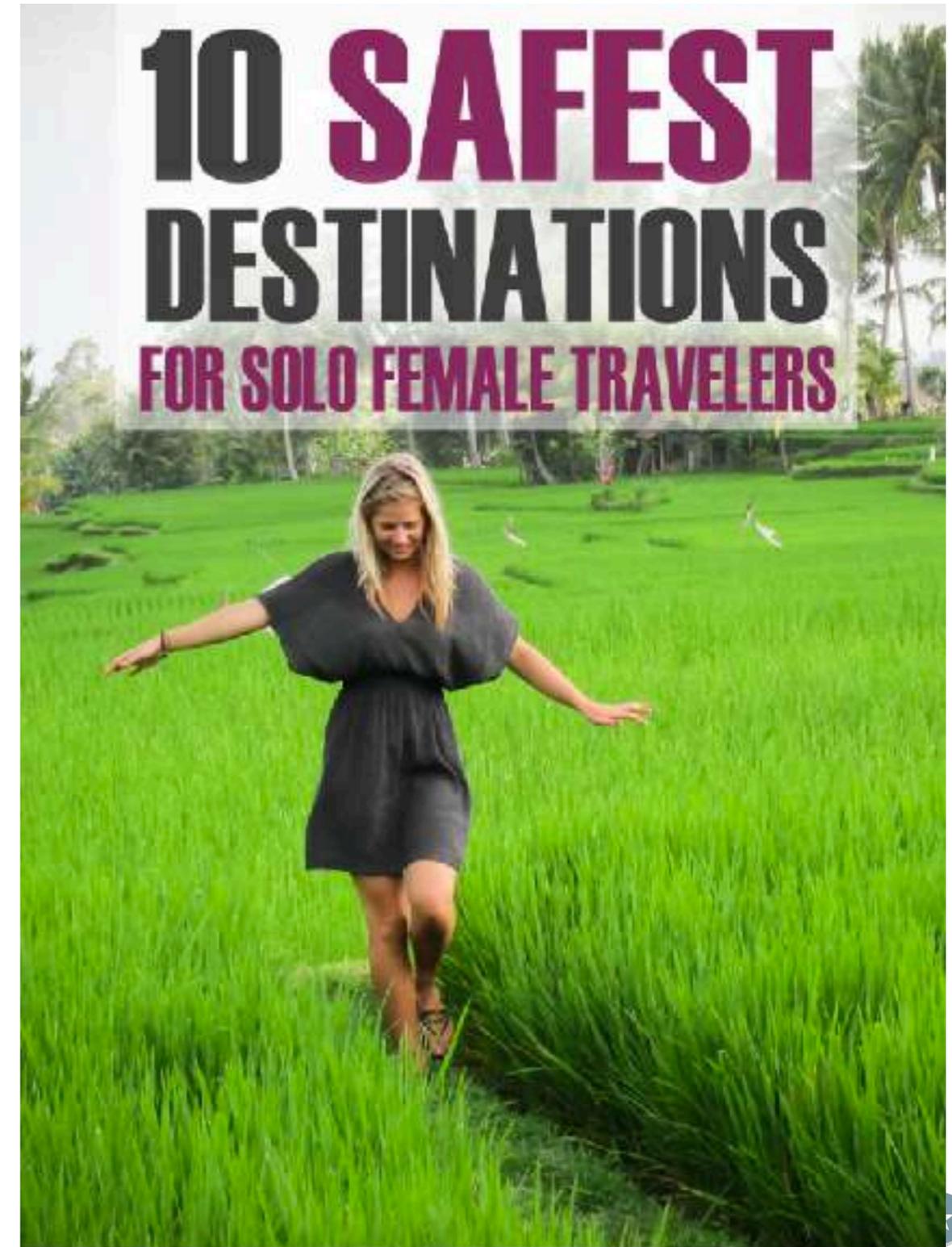


More females taking on solo travel

by Nicole Kow

Solo female travel is on the rise with women driving the solo travel boom. In 2014, [Booking.com](#) found that 72% of American women embarked on a solo adventure and usually take three or more trips a year. Meanwhile other reports have found a 230% increase in the number of women-only travel companies in 2016.

Female solo travellers want to embrace new and raw experiences, not the typical 5-star hotel and spa we see in advertisements.



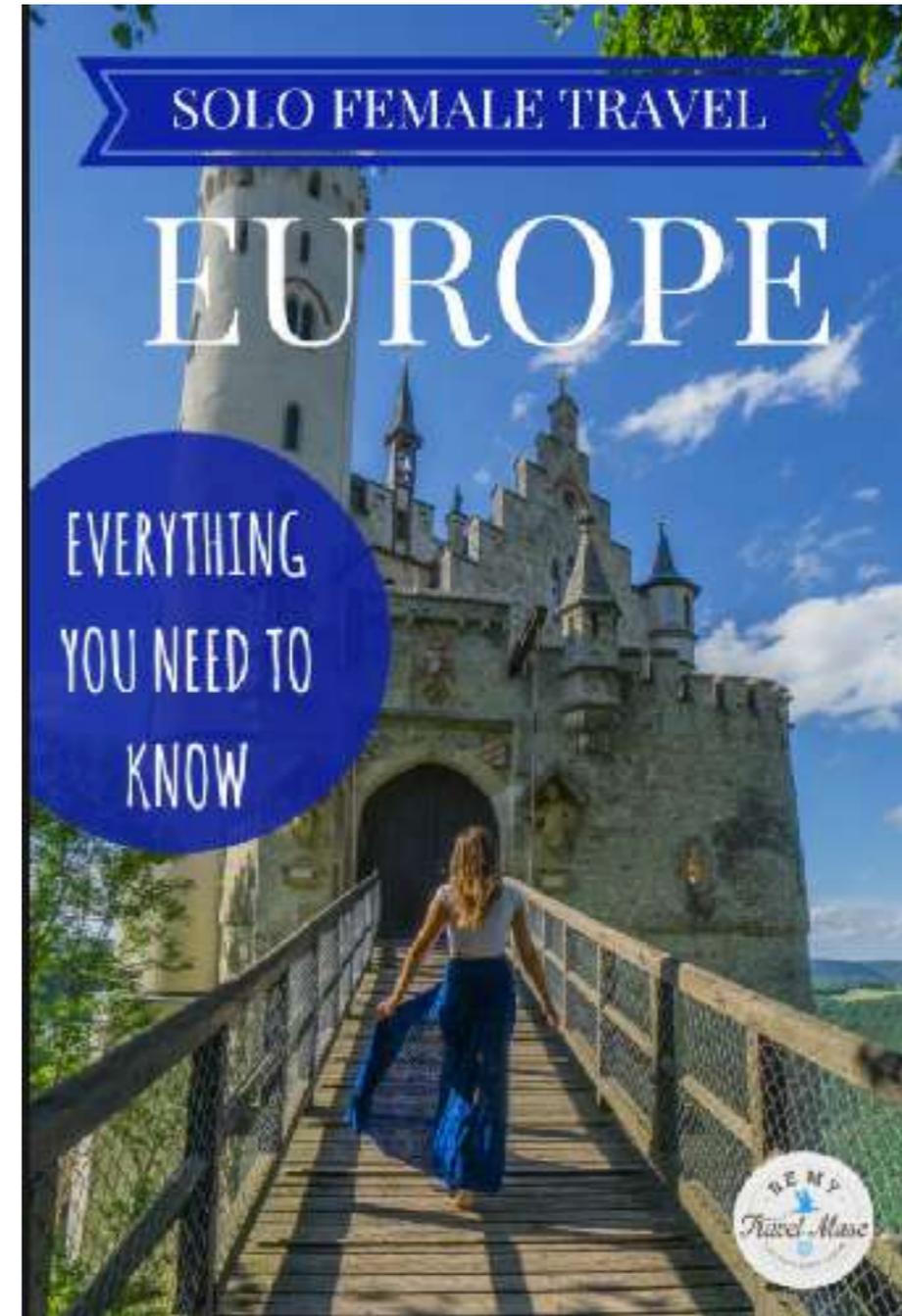
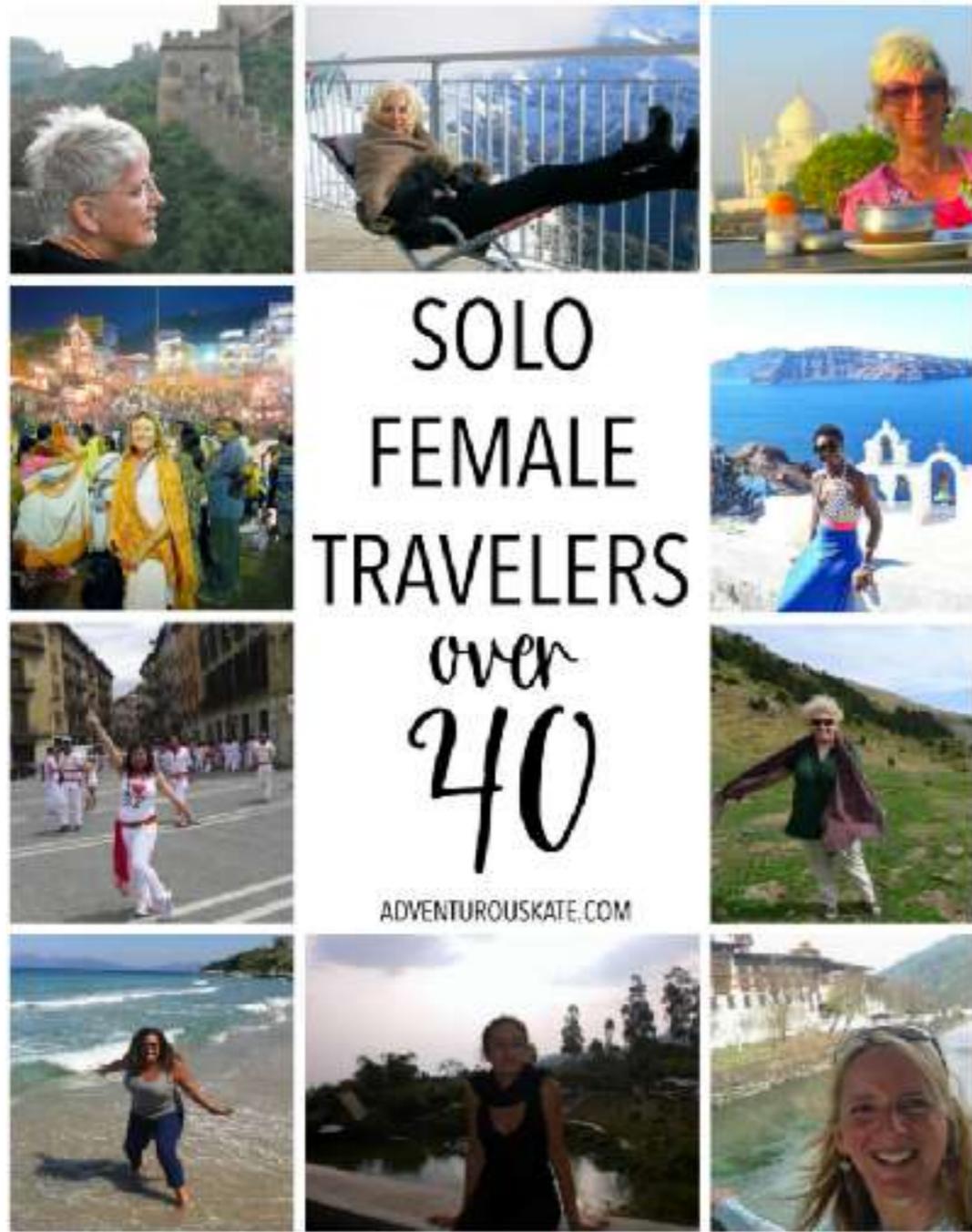
While some companies are gearing their products towards this trend, there is a thick line between gimmicky marketing that reinforces gender stereotypes and genuine experiences for solo female travel.

Tour and activity operators need to embrace this growing market or they risk losing a large portion of their clientele.

Here's what operators can do:

- Get more women to review your tours or activities - Word of mouth marketing is the best tool for you to attract more women to your tours.
- Create safer environments for your female customers - A major concern for female travellers is safety, so do what you can to create a safety net for your female customers.
- Provide platforms for solo female travellers to meet one another - If there's anything more empowering than travelling as a solo female, it is meeting others and sharing stories. Facilitate opportunities for your customers to break the ice and get to know one another.







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Solo Female Friendly Accommodation



With more and more of us solo females looking for recommended accommodation, we are excited to announce the Solo Female Friendly Accommodation from around the globe. What makes a hostel or hotel solo female friendly? Safety, cleanliness, and a friendly vibe. All of these properties have been recommended by solo female travellers so you are guaranteed a fabulous stay.





Marken Gjestehus - Norway

Norway



Backstay Hostel - Ghent

Belgium



Ecomama Hotel

Amsterdam



Palmers Lodge - London

London



City Walls Hostel

Croatia



Santorini Hostel Cavaland

Greece



Hotel Lorena - Florence

Italy



Safestay E&C

London



Safestay H Park



The Circle Hostel



Sacred Valley Inn



Palmers

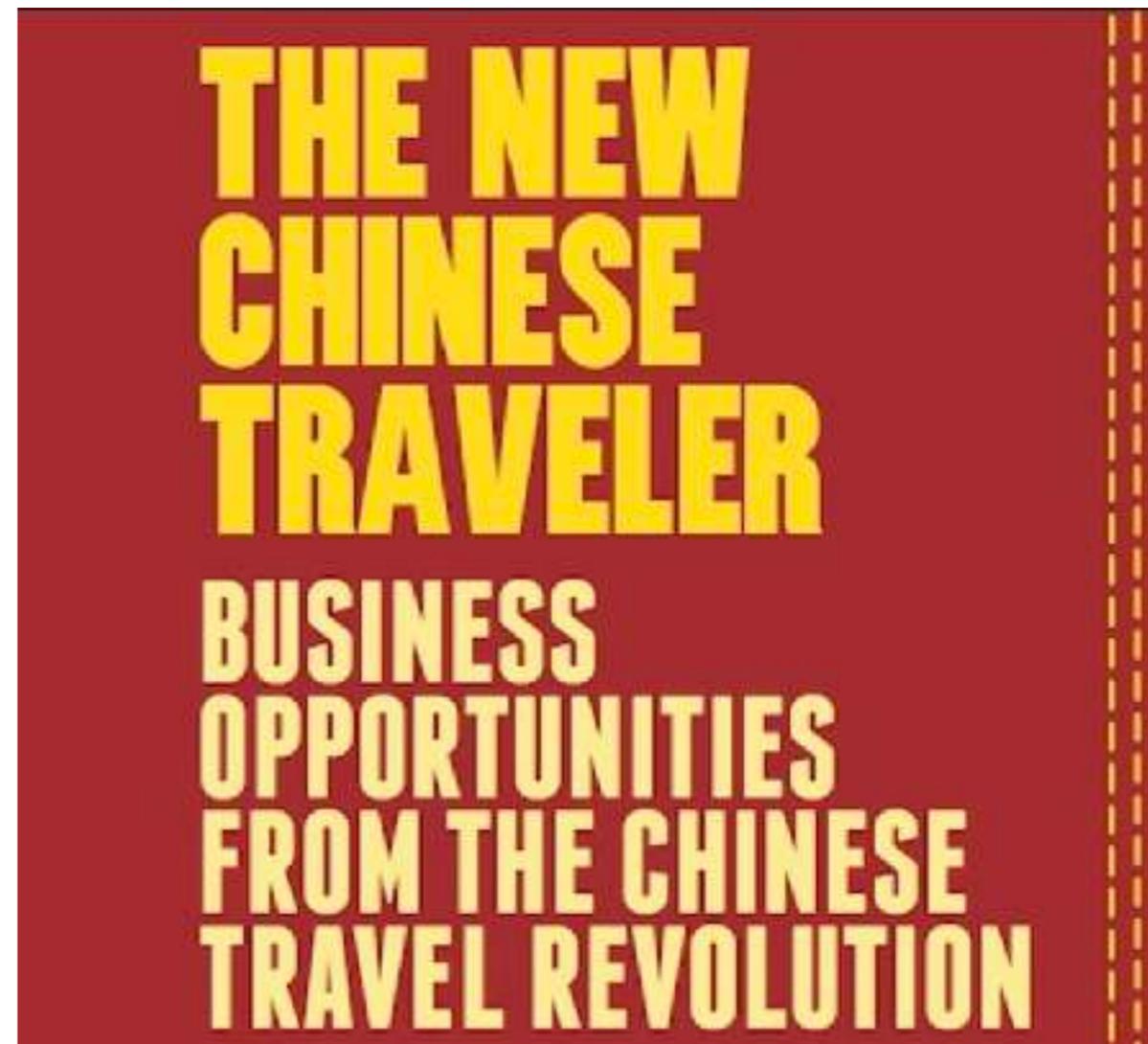


Asian outbound markets continue to soar

by Nicole Kow

No trend report would be complete without mentioning the incredible growth from Asian outbound markets. For 2016, experts predicted a 6.1% growth in outbound travellers from the region. However, that figure hit 11% by August. This growth outpaced [European outbound markets](#) that grew by a meagre 2.5% according to the World Travel Monitor.

This growth in Asia's outbound market was especially spurred by Chinese travellers, with a growth of 18% in outbound trips. South Korea came in behind China with an 11% growth.



*For 2017, 6% growth is expected from Asian
outbound markets.*

While a majority of these outbound trips are taken within Asia, there was an 11% increase in trips taken to America while Europe saw a 1% dip.

To entice customers from the Asian market, tour and activity operators need to:

- Tweak their offerings to suit inexperienced markets. Unlike their Western counterparts, many Asian travellers have **less experience and exposure** to activities such as wintersports. They may require more guidance to fully appreciate these.
- Translate your content and hire guides who can carry out tours and activities in the relevant languages.
- Bundle your products to create a “full experience” package to make booking easy for customers.



Experiential travel and a search for the authentic

by Lucy Fuggle

Experiential travel is about connecting to the history, people and culture of a destination. While Virtuoso predicts that luxury travelers in 2017 will be “craving customized local experiences wherever they roam”, experiential travel isn't just for those who can afford the price tag.

This style of travel isn't limited to perennially popular destinations either; travellers are increasingly heading off the beaten track. The United Nations World Tourism Organization predicts that tourism in emerging economies will grow to 57% of the global market by 2030, an increase from 47% in 2010. A big driver behind this? The search for the new, local and authentic.



The task for tour operators is to understand how a travel experience can truly change us and provide customers with a new, unique, and authentic way to understand our world.

Operators who want to attract experiential travellers should:

- Offer once-in-a-lifetime experiences that teach travellers something about themselves.
- Show how an experience is authentic with inspiring visual content, don't just say it is.
- Partner up and cross-sell with a network of local operators who share their experiential focus. TrekkSoft can give you [the tools to power this](#).



The new wave of family vacations

by Sara Burkhard

Multigenerational travel has been a reoccurring theme among luxury travelers for several years. Defined as a trip that includes three or more generations, it's recently started to increase in popularity among all travelers.

MMYG and Preferred Hotel Group conducted a study revealing that **40% of leisure travelers** have taken at least one such trip in the last year. **As families are living further away geographically, these trips create the best opportunities to spend quality time together.**

The trend seems to rely heavily on the cooperation of millennials and boomers. The millennial will often conduct the research, while the boomer handles the finances. For this reason, good value for money is a big factor in the booking process.



Most multigenerational travelers are looking for:

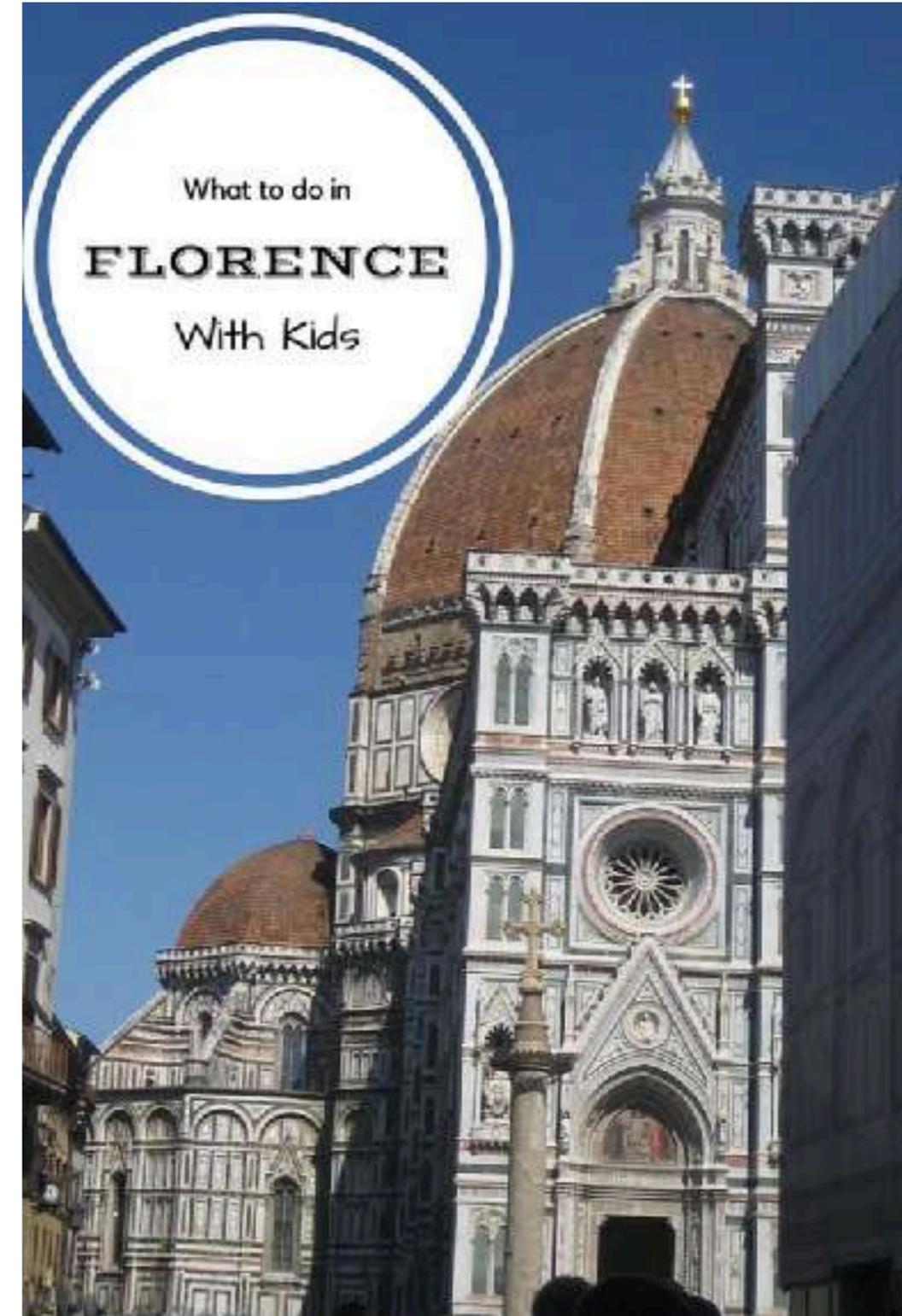
- Opportunities to spend time and make memories with each other
- A place they have never experienced before
- A relaxing or beach experience
- A chance to eat unique cuisine

Why it's important:

Families are looking for opportunities to create memories together.

Operators who want to entice these travelers should:

- Offer discounts and group rates. Most multigenerational travelers are looking for the best value.
- Try to create opportunities to capture moments of time spent together, such as family photographs. Memories are a far greater souvenir than purchases for these groups.
- Make the experiences as convenient as possible for all ages and abilities.



Wedding abroad: a mix of experiential & family vacation



Remote working and digital nomadism

by Nicole Kow

Remote working is the new millennial dream and many are embracing digital nomadism to fuel long-term travel. 21st century workers celebrate flexibility, with many opting to go freelance, build an online business or work remotely for companies that allow it, giving them the freedom to become location independent.

This urge to move, as often as once every 3 months, and not be rooted to a single location has also fuelled the growing trend of co-living and co-working spaces, where customers pay according to how much time they spend in these hybrid spaces.

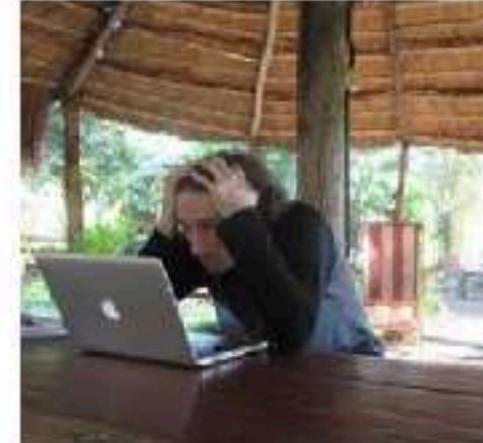


10 LESSONS WE LEARN AS A DISTRIBUTED TEAM

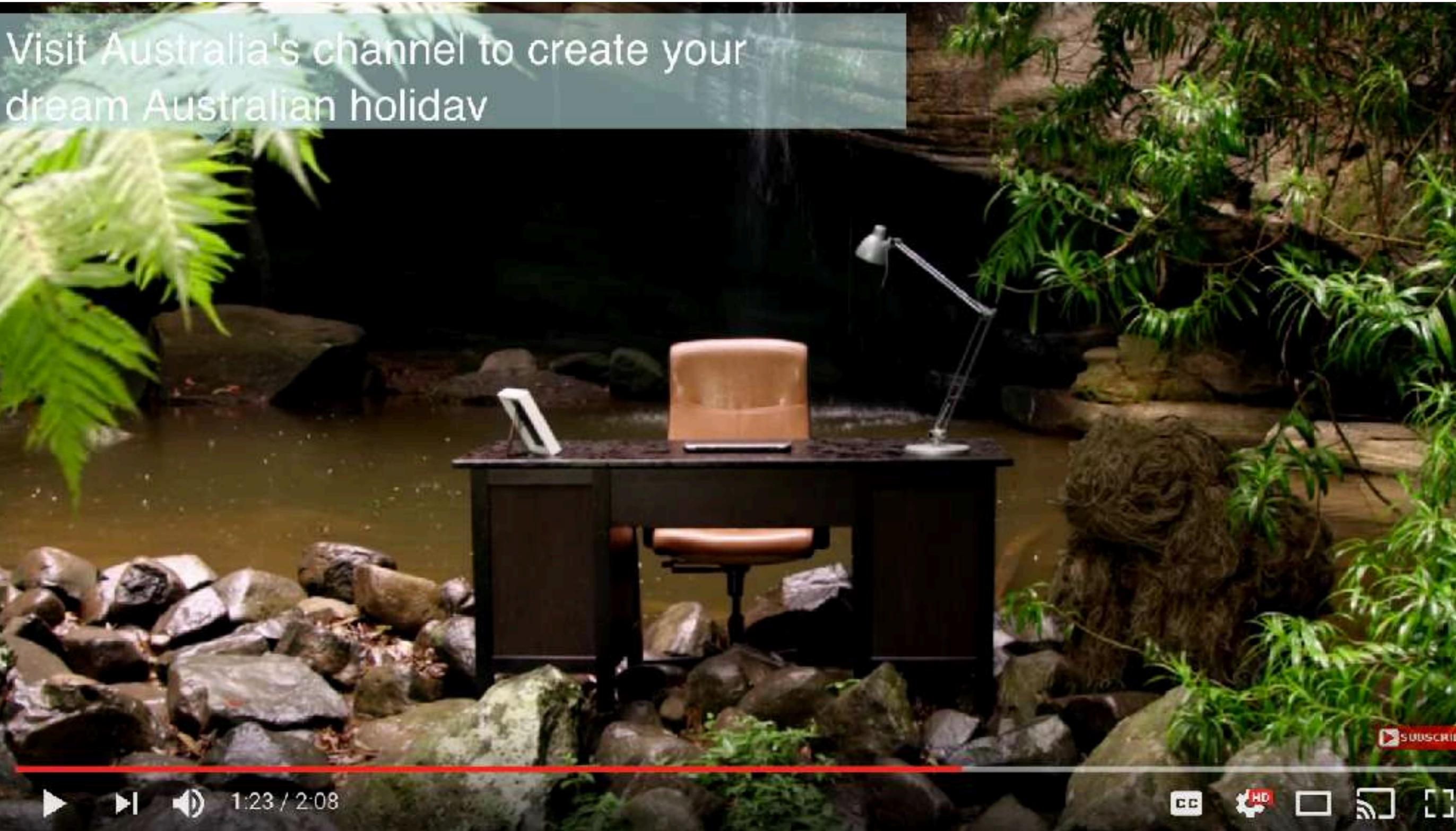
Here are a few things we have learned along the way:

- 1 Focus on results, not time spent**
Focus on results, not time spent. The most successful distributed teams focus on results, not time spent.
- 2 Provide choices, then get out of the way**
Provide choices, then get out of the way. We put our employees on a list of choices for their work. We let them choose what they want to do and if they choose to do it, we get out of the way.
- 3 Family dictates the agenda, not business**
Family dictates the agenda, not business. We have family members who work for us. We let them work for us. We let them work for us.
- 4 Make the most of time zones**
Make the most of time zones. We have team members in different time zones. We let them work for us. We let them work for us.
- 5 Forget skills, focus on culture**
Forget skills, focus on culture. We have team members who work for us. We let them work for us. We let them work for us.
- 6 Hire your customers**
Hire your customers. We have team members who work for us. We let them work for us. We let them work for us.
- 7 Use systems and processes**
Use systems and processes. We have team members who work for us. We let them work for us. We let them work for us.
- 8 Facilitate better communication**
Facilitate better communication. We have team members who work for us. We let them work for us. We let them work for us.
- 9 Share your vision globally**
Share your vision globally. We have team members who work for us. We let them work for us. We let them work for us.
- 10 Give your team the yearning for the sea**
Give your team the yearning for the sea. We have team members who work for us. We let them work for us. We let them work for us.





Visit Australia's channel to create your
dream Australian holiday



https://www.youtube.com/watch?v=GcCXPO68_CU

WORKSHOP - ALTA FORMAZIONE PER IMPRENDITORI TURISTICI 2.017



Food tourism: judging a destination by its dishes

by Lucy Fuggle

Food has always been a huge part of travel, but seeking out authentic food experiences has increasingly become a motivator for travel. Food is closely bound to the experiential travel trend: how better to immerse ourselves in a culture and experience a local way of life?

It's worth emphasising that "food experiences" don't exclusively refer to "dining out":

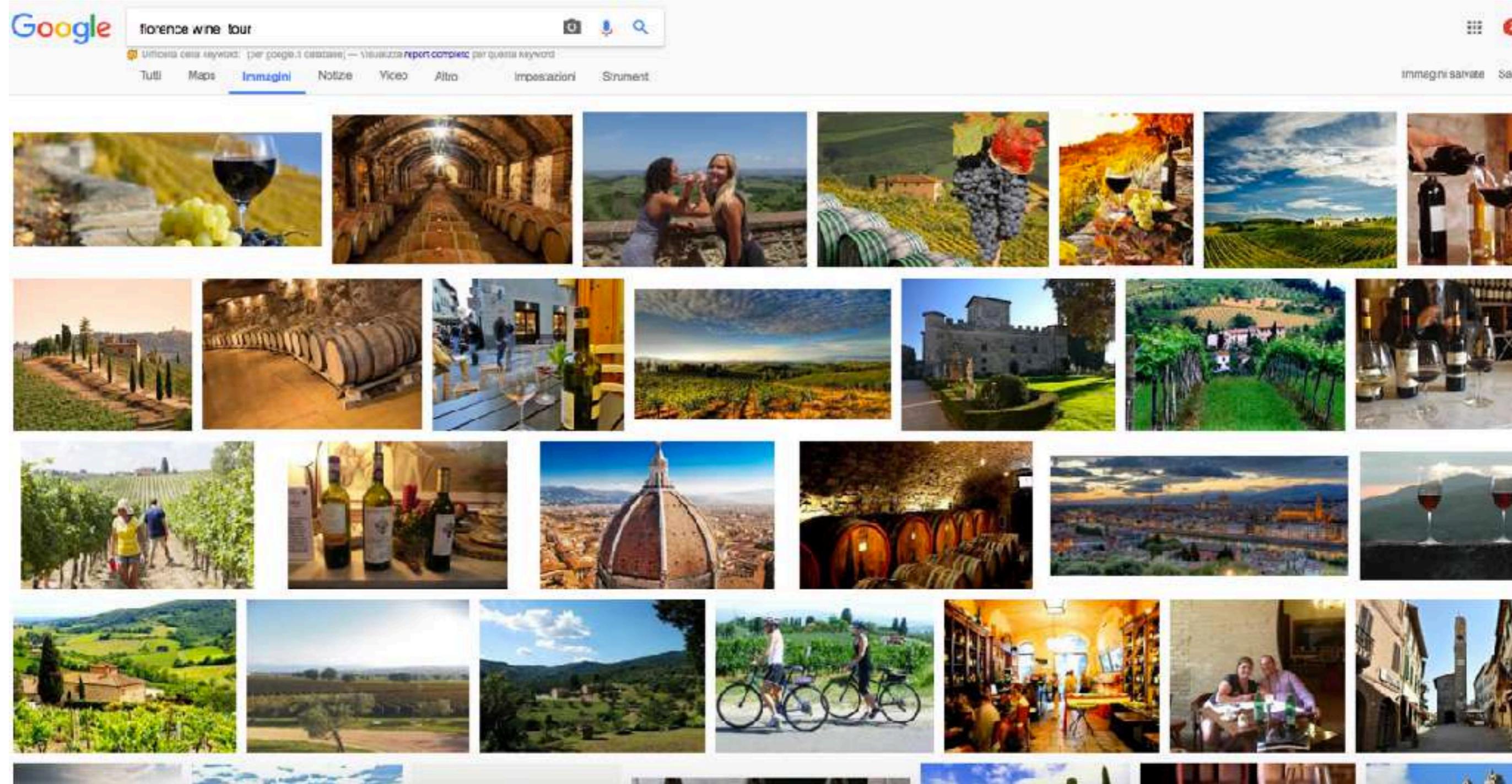
At TouRRoir 2016, the global event for food tourism, Skift UK Editor Patrick Whyte explained that food markets, tasting sessions, cooking lessons, and visits to farms or vineyards now make up 95% of all food experiences.

For food tour operators, storytelling is an important part of both the experience itself and your marketing strategy. Stories connect products with people and the traditions of a destination.

Tour operators: whatever you do, don't forget about your story.

It's important to develop a social media strategy that's rich in visual content: this will reinforce every stage of the travel customer buyer journey, but especially the "dreaming stage" when someone first comes into contact with your company.





Immersed in the perfumes of Tuscany where history becomes art and stirs your emotions



ACCOMMODATIONS

At Guardastelle Farm Holiday Estate you can choose to stay in **comfortable, spacious rooms with in bed & breakfast or self-catering apartments** with private kitchen and pergola. Large garden and swimming pool available for all guests.



OUR TUSCAN COOKING CLASSES

Bring home the **genuine flavor of Tuscany**. Join us in preparing **traditional family recipes**, share the **passion for cooking** and the value of the **conviviality of a good meal**.



WINE TASTING AND WINERY TOUR

In the lands around San Gimignano we grow **wines and olive trees** in line with the great passion that our family has handed down to us. Our winery, **Sovestro in Foggio**, owes its name to the **hills surrounding Guardastelle**.



Spontaneity and impatience

by Nicole Kow

As more and more travellers get used to booking trips, tours and activities online, what does a maturing travel market expect from tour and activity businesses?

Spontaneity and impatience: To be able to book a trip whenever they want, to anywhere in the world, with fewer mouse clicks and keyboard taps.

According to [Booking.com](#), 44% of travellers already expect to be able to plan their holiday in a few simple taps of their smart phone. Moreover, over half (52%) expect their use of travel apps to increase in 2017.

What does this have to do with tour and activity operators?



Time to reflect

by Nicole Kow

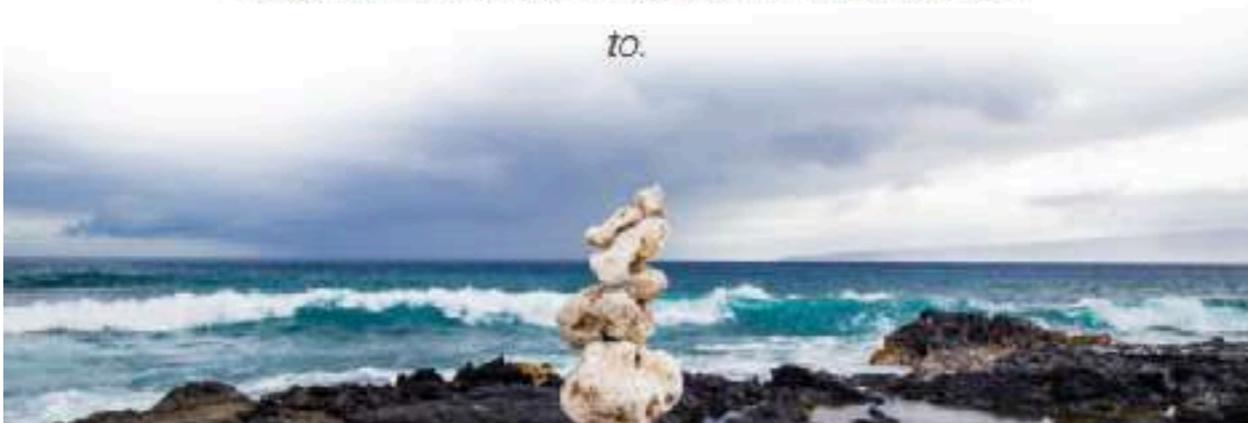
Wellness retreats that take care of the mind, body and soul have existed for years, but have only recently started to trend thanks to the **booming interest in adopting a healthy lifestyle**.

Booking.com found that found that 2 out of 5 people are interested in a health and well-being travel experience and about half (48%) intend to use their holiday time to “reflect and make better life choices”.

From emotional healing and detox to zen adrenaline holidays, travellers are looking for unique ways to relax, unwind and recharge holistically.

Tour and activity companies who run wellness programmes have a busy year to look forward

to.



Here are a few ways to make the most of the trend:

- If you already have wellness products that work well, think about diversifying your product line to cater to niche interests and even offer packages.
- Include a social element in your offerings. Allow customers to participate in groups and create opportunities for them to connect with likeminded people.
- Expand locally to maintain a steady stream of business all year. You can develop programmes for local companies to bring wellness into the workplace.
- Attract socially conscious customers to your programmes with an eco-friendly offering.



Go green, wine experience & time to reflect... all-in-one!



Be authentic, unique and personal

At the end of the day, the three things travellers are looking for are authentic, unique, and personalised experiences.

The trends we've talked about are mere manifestations of these three core desires that drive people to explore the world.

To stay ahead and competitive, tour and activity providers need to always keep these three experiences in mind -- figuring out how to tweak products and services to consistently deliver opportunities to satisfy these desires.



E ora inauguriamo il
dot-Community corner!

20' con Alessandra Andreani





 dotflorenceLab
ALTA FORMAZIONE PER IMPRENDITORI TURISTICI 2.0



Alessandra Andreani

La host della porta accanto



Appunti per una corretta accoglienza, impressioni di percorso, nuove strategie, idee e tutto quello che serve per trovare una formula ideale e per migliorare, sempre!

- ★ Alessandra Andreani e la Sartoria di Anna e Gianni
- ★ Air bnb story, dal 2008 ad oggi
- ★ Accoglienza: aspetti da approfondire
- ★ Il fattore umano: un'aspetto da non sottovalutare
- ★ Analisi delle recensioni e conclusioni



La mia esperienza

Nel **2013** a causa della crisi economica ho **perso il lavoro**;

dopo una serie di esperienze poco edificanti e con l'umore praticamente a terra sono andata a

Monaco di Baviera



a fine 2015 ho rilevato la **casa di famiglia** e ho iniziato dei lavori di ristrutturazione;

nella primavera del 2016 ho iniziato la mia esperienza come **host** tramite la piattaforma di **airBnB** da

sempre ho un particolare interesse per l'aspetto dell'accoglienza dei clienti e per la comunicazione.



La sartoria di Anna e Gianni nasce il 21 maggio 2016 e tra poco compirà 1 anno!





4.7

Valutazione generale

96

Recensioni complessive (spiego perché complessive)

77%

recensioni a 5 stelle

5 stelle 77%

4 stelle 21%

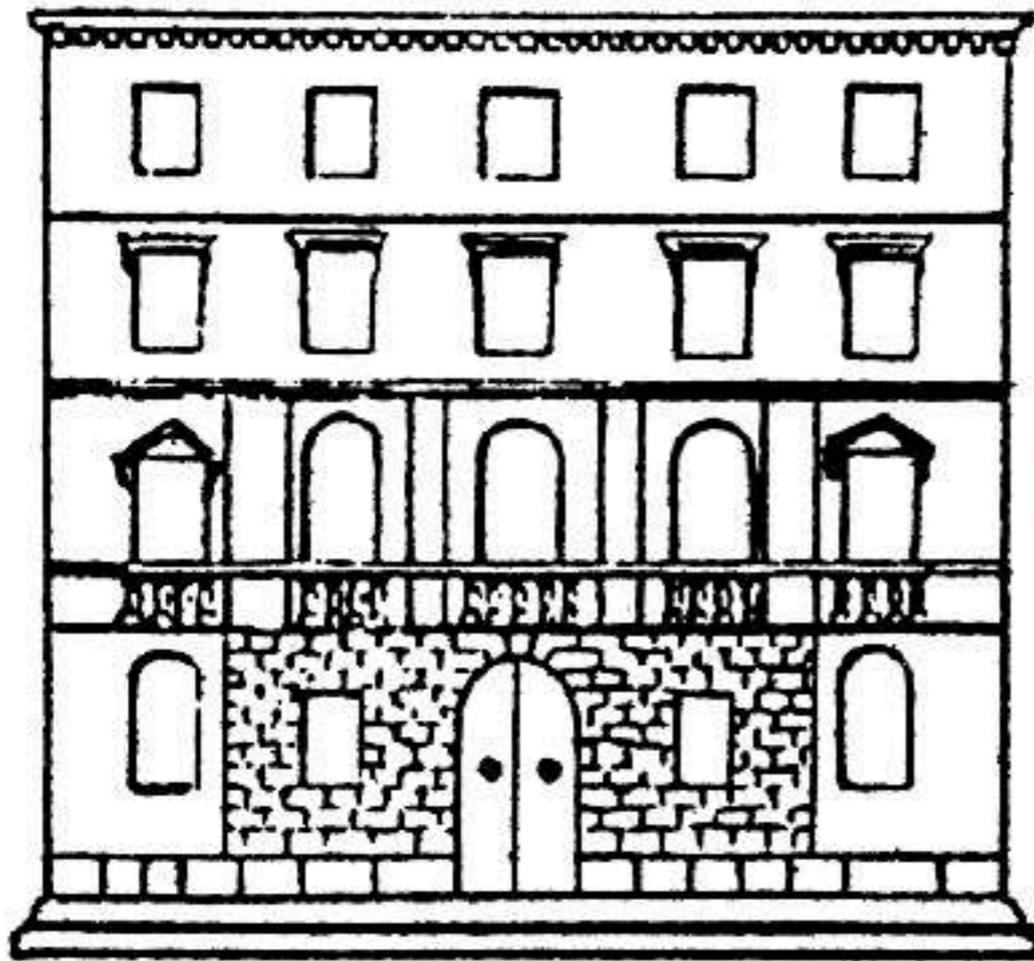
3 stelle 1%

2 stelle 0%

1 stella 1%



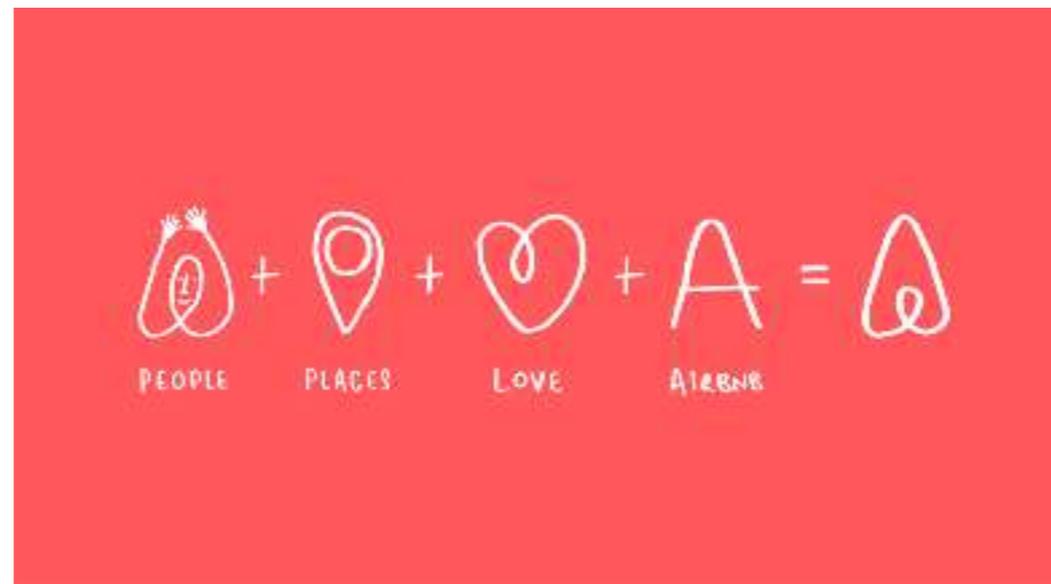
La Sartoria di Anna e Gianni: come nasce



- Concetto di “identità” della casa
- Gioco di parole: “**sartoria**”, “**soggiorno**”, “**su misura**”. La sartoria è la location, il soggiorno è il tuo percorso come guest, su misura è ciò che tu vivrai, la tua experience.



AirBnB story





- Fondata nell'agosto del **2008** e con sede principale a San Francisco, in California, Airbnb è un portale affidabile sul quale le persone possono pubblicare, scoprire e prenotare alloggi unici in tutto il mondo, sia dal proprio computer che da cellulari o tablet.
- Sia che si tratti di un appartamento per una notte, di un castello per una settimana o di una villa per un mese, Airbnb mette in contatto le persone tramite autentiche esperienze di viaggio, a qualsiasi prezzo, in più di 65000 città e **191** paesi. Inoltre, grazie al nostro fantastico servizio di assistenza clienti e a una community di utenti sempre in crescita, Airbnb è il modo più facile per trarre profitto dal tuo spazio in più, mostrandolo a un pubblico di milioni di persone.

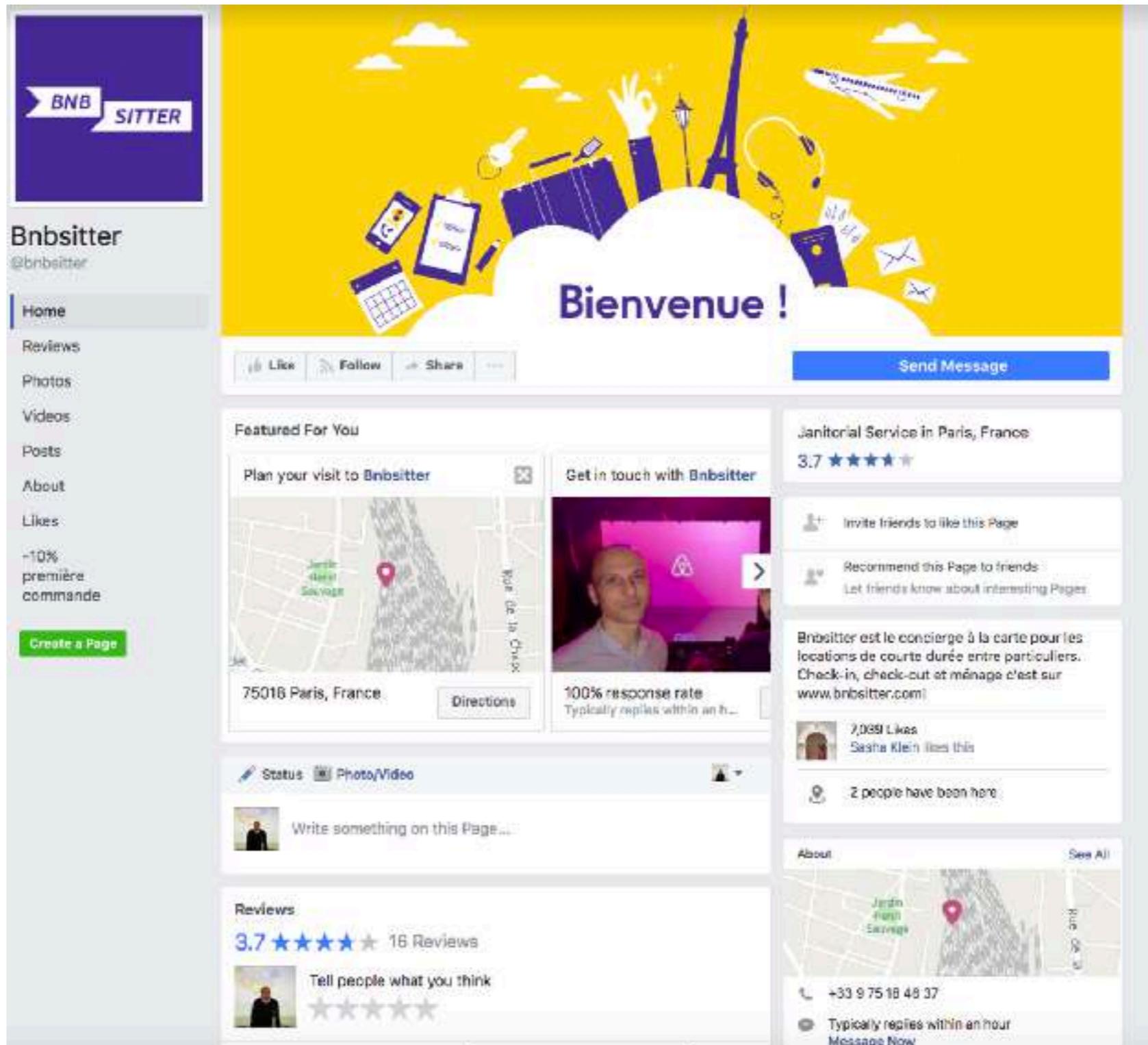




L'idea "folle" di due designer di San Francisco

- I 7 "No" degli investitori
- La creatività ha evitato il fallimento
- Matteo Stifanelli Country manager dell'Italia dal 2011
- Bnb sitter e conciergerie dei sitter





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-10% première commande

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Recommend this Page to friends
Let friends know about interesting Pages

Bnbsitter est le concierge à la carte pour les locations de courte durée entre particuliers. Check-in, check-out et ménage c'est sur www.bnbsitter.com

2,039 Likes
Sasha Klein likes this

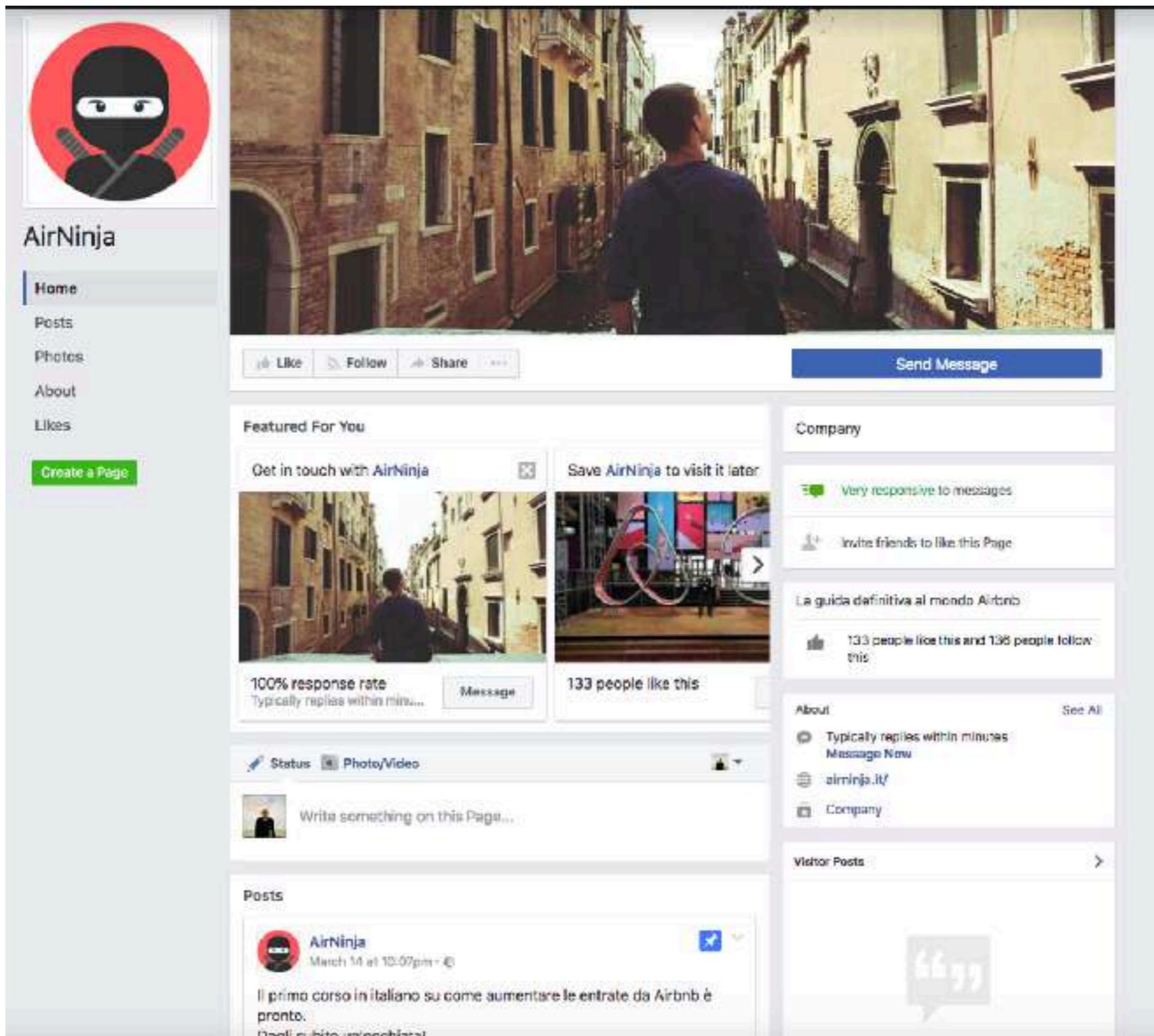
2 people have been here

About | See All

Reviews
3.7 ★★★★★ 18 Reviews
Tell people what you think

+33 9 75 18 48 37
Typically replies within an hour
Message Now





The screenshot shows the Facebook profile for 'AirNinja'. The profile picture is a red circle with a black silhouette of a ninja. The cover photo is a man walking down a narrow, historic street in Florence. The page layout includes a left-hand navigation menu with options like 'Home', 'Posts', 'Photos', 'About', and 'Likes', along with a 'Create a Page' button. The main content area features a 'Featured For You' section with two cards: one for a '100% response rate' and another for '133 people like this'. Below this is a status update area with a 'Write something on this Page...' prompt. The right-hand sidebar contains a 'Company' section with a 'Very responsive to messages' badge, an 'Invite friends' button, and an 'About' section with details like 'Typically replies within minutes', the website 'airninja.it', and a 'Company' category. A 'Victor Posts' section is also visible at the bottom right.



- Informarsi e capire le regole
- Inserire il proprio annuncio
- Il check-in: 10 minuti, medio o lungo
- Il messaggio del giorno dopo
- Il check out, termine inesatto per questa piattaforma
- La recensione del cliente sul sito



importanza/valore alla vostra casa/appartamento/stanza e importanza/valore alla loro prenotazione. In pratica dite loro “non hai sbagliato a prenotare questo posto”. Molte volte ho scoperto i miei clienti scambiarsi il classico sguardo di compiacimento o di intesa, tipo: “hai visto? Cosa ti avevo detto?”. Il fatto di mostrare e dedicare loro tempo indica padroneggiare la situazione e consegnare nelle loro mani non solo una casa, un appartamento o uno spazio bensì un vissuto, un'esperienza.

CHECK-IN 10 MINUTI

CHECK-IN MEDIO

CHECK-IN LUNGO



Check-in Time!

- c'è il riconoscimento
- si stabilisce un contatto
- quale tipo di “guest”
- check-in breve, medio o lungo?
- check-in lungo non garantisce la recensione positiva
- impostare un modello *standard* di accoglienza
- prevenire è meglio che curare: anticipare i possibili difetti
- la gestione dell'errore fa la differenza
- *referral marketing* non è morto



Analisi delle recensioni e conclusioni

La 1° recensione:

[Luis Fernando Olloqui](#)

Alessandra is a great host. She made us feel comfortable and she gave us everything we needed. Everything was great and I felt like home. The residence has a great location and it is perfect. It is clean, big and welcoming. I definitely recommend this location.

[Leanne Stevens](#)

If you have the opportunity to stay at this beautiful, charming, centrally located, clean, and historic B&B, grab it! The rooms are classic with original design intact. The bathrooms are newly remodeled. Alessandra is the kindest host I have met in all my experiences to date. She is responsive and proactively manages communication for your arrival and access to the flat. (Alessandra does not live there, which is nice for those of you who appreciate your space.). She is outgoing, sweet, and cares that your stay is perfect. There is a charming outside area to sit and enjoy, which is a world away from the city. The breakfast area is prepared so you may eat when you like (self-serve). The place is a several minute walk from the train station and walking distance to sights, shopping, dining, etc. Very convenient. This home would be my first choice in Florence. Only recommendation is to make sure you have ear plugs if you are a light sleeper and have a street-facing room. The outside traffic can be loud.

[Okhee Lee](#)

Sono stata in diversi posti a Firenze ma La Sartoria di Anna e' uno degli alloggi piu' belli. Alessandra e' stata molto gentile, disponibile e sorridente. La camera e' grandissima e silenziosa, con un grande bagno con una vasca. E' dotato anche di un grande giardino. Non mancava niente!! Mi piace molto com'e' arredato. Ci tornerò sicuramente, grazie Alessandra.

[Adriano Meneghetti](#)

Ho soggiornato nella casa di Alessandra per lavoro, circa una settimana, un tempo molto lungo che non lascia scampo in caso di scomodità, invece è stato tutto piacevolmente perfetto: Alessandra disponibilissima e molto gentile; la casa, un tempo sartoria, antica ed appena ristrutturata è molto pulita e curata in tutti i suoi aspetti, ha anche un patio molto grande dove affaccia la cucina. Il bagno, che può essere un punto molto critico quando si soggiorna fuori casa, è nuovo, pulito e funzionale. Ottimo

