



HOW TO PROMOTE YOUR **BED & BREAKFAST**

BY ACCOMMODATION & WEB PRESENCE WORKSHOP 2016/17



THE FRAMEWORK

- Introduction
- Sharing Economy
- Web presence

INTRODUCTION

29 MAY 2017

- One of the University of Bergamo 2016-2017 workshops focused on the web presence of three non-hotel accommodation structures located in the province of Bergamo
- Ten students from Planning and Management of Tourism Systems (PMTS) 1st and 2nd years worked in this workshop, designed by Professor Roberto Peretta
- Our aim as Master students in tourism was to analyse the web presence's weaknesses of the non-hotel accommodation structures, trying to get web visibility and value improvements to achieve success and profit



SHARING ECONOMY BASIC PRINCIPLES

WHAT IS IT?

An economic model driven by network technologies that enables things and skills to be shared or exchanged in ways and on a scale not possible before

WHAT IS SHARED?

Virtually anyone can share almost anything, from products and property, to time, skills and competences

WHO IS SHARING?

Individuals are proposing to share temporarily with tourists what they own or what they do

IMPACTS ON TOURISM

TOURISM HAS BEEN ONE OF THE
MOST IMPACTED SECTORS

IMPACTS

- Easy access to a wide range of services that are often of higher quality and more affordable than those provided by traditional business counterparts
- More flexibility
- Personalisation
- Authenticity
- Contacts with local citizens
- Possibility to respond better to peaks and troughs in demand for tourism services

- Unfair competition
- Reduction of job security
- Tax evasion
- Threat to safety, health and disability compliance standards.

HOW AND WHY IT WORKS

- Many tourists use the Internet, smartphones and tablets to plan or purchase travel
- They demand sustainable tourism products as well as individual and authentic tourism experiences
- The economic crisis and unemployment and reduced purchasing power has pushed many to pay increasing attention to prices and value for money
- All these factors have favoured the development of the sharing economy

PEER-TO-PEER MODEL

Where peers offer and request goods and services. Usually, a platform acts as an intermediary between them.



RESPONSE AND ACTIONS

- **The response to the sharing economy remains fragmented in the EU. Some activities have been regulated at local level**
- **Neither the European Commission nor the Parliament have taken an official position so far, though a recent report from the Transport and Tourism Committee touches upon the issue.**
- **The Commission has announced that it plans to assess the role of platforms in order to see if any changes or new legislation is needed**

A collage of social media icons including Twitter, Facebook, Snapchat, Instagram, and Skype, arranged around a central text banner.

**WHAT DOES YOUR WEB
PRESENCE SAY ABOUT YOU?**

STARTING YOUR BUSINESS

The background is a dark blue color with various white line-art sketches. These include a lightbulb, a cloud containing the word 'IDEA', a person's silhouette, a pie chart, and several arrows pointing in different directions. A prominent red horizontal bar is positioned behind the main title text.

A step-by-step guide to make your business pop up

SET GOALS



1. What is the long-term goal of your business?
 2. Which kind of customers do you want to attract?
 3. What is your business budget?
- 

STRATEGY



1. Build up your objectives:

a) Do a market study:

- Who are your competitors?
- What is the current market price?

b) Create an attractive website, reflecting:

- What do you do? (IDENTITY)
- Why clients should choose you instead of the competitors?

Together, goals and objectives form the road map for your business' future.



THE DESTINATION: BERGAMO

- Family-run accommodations in the Bergamo Area
- The 'Bergamo B&B and Co.' association
- The 'Unconventional Guests' workshop
- The workshop and its method

FAMILY-RUN ACCOMMODATIONS IN THE BERGAMO AREA



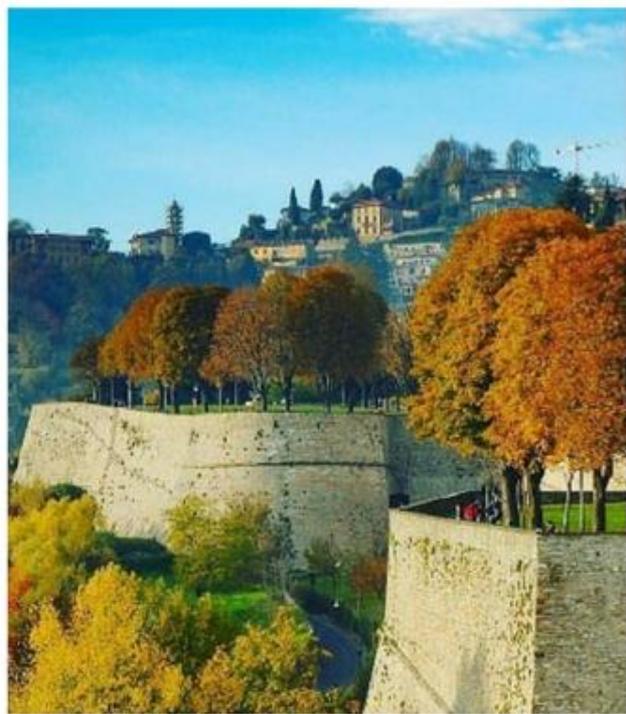
Official Bergamo Tourism

Website:

- Area covered: 40 Kms
- Total number of accommodations: 836
- Type of accommodations: 6
- Average price: 80-100 Euro

AirBnB:

- Area covered: 40 Kms
- Total number of accommodations: 145
- Type of accommodations: 3
- Average price: 40-60 Euro



THE BERGAMO B&B & CO. ASSOCIATION



Network of 33 family-run, non-hotel accommodation structures in the city of Bergamo and its province



ADVANTAGES:

- Visibility on the local territory and the web
- Sharing best practices
- Updates about initiatives
- Consultation service for potential associates
- Agreements with local entities



THE 'UNCONVENTIONAL GUEST' WORKSHOP

AIMS OF THE WORKSHOP

- To increase awareness about guests' eating habits (vegetarian, vegan, gluten free, lactose free...)
- To learn how to adapt to these habits to satisfy all the guests
- To remind the importance of customers' care in the hospitality industry
- To stress the benefits for B&Bs (positive feedbacks and visibility)

THE WORKSHOP AND ITS METHOD

- General meetings at the University of Bergamo
- Specific meetings at the structures
- Individual meetings with the owners in groups of 3 people
- Creation of a Facebook group to share opinions and thoughts 👍





THE PLACES AND OUR WORK

- B&B Adelché
- B&B Dorotina
- Dimora Le Nove Fate



**B & B
A D E L C H È**

<https://adelche.wordpress.com>



ADELCHÉ WEB ANALYSIS

Strengths:

- TripAdvisor certificate of excellence
- Duly noted on Booking.com

Weaknesses:

- A non-updated Facebook page
- An old website construction layout
- Lack of keywords usability
- No social network activity
- Absence of online promotion and advertisement



WWW.ADELICHE.WORDPRESS.COM

Your website is the driver of your
business

SUGGESTIONS FOR B&B ADELCHÉ

- SEO - Search Engine Optimization
- PPC - Pay Per Click Advertising
- Email Marketing by offering secret deals to loyal customers
- Access to new emerging distribution channels
- Connecting with Twitter users and converting them to guests
- Management responses to reviews
- Using Google Analytics
- Listing on Google local Business



B&B DOROTINA

Cozy apartment in Mozzo,
surrounded by a green area
run by Cinzia Fradusco

<https://www.youtube.com/watch?v=kjGuz2wid7c>

WEB PRESENCE

Objectives:

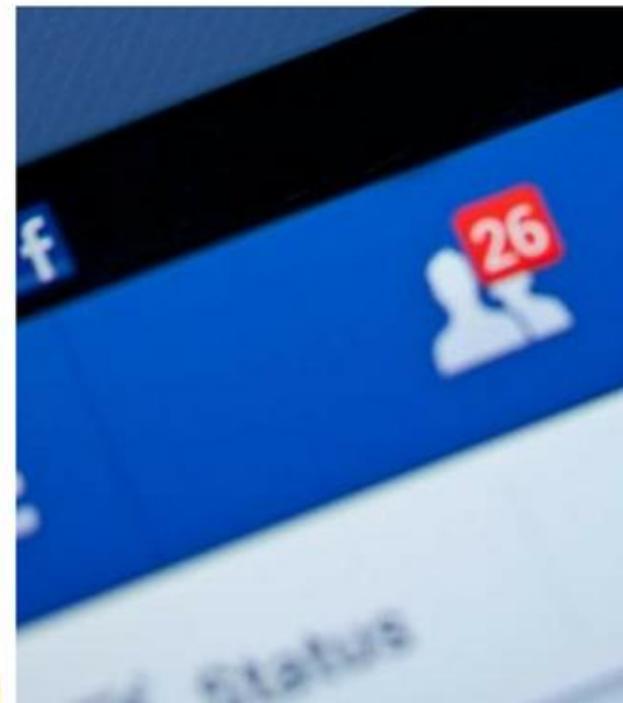
- to get more direct bookings, reducing the need of intermediaries
- to improve customer loyalty



How to reach them?

Website
Facebook page

Cheap and efficient if well-managed



THE WEBSITE

A top-down illustration of a person's hands working at a laptop. The person is wearing a white long-sleeved shirt. One hand is on the laptop keyboard, and the other is holding a white mug of coffee. The background is a light blue desk with various items: a pair of red-rimmed glasses, a white cup containing three colored pencils (blue, red, yellow), and a portion of another laptop on the right side.

- Considered as the new 'hotel halls' of your structure
- Should describe your structure at its best with media content
- Should be mobile-friendly
- Should engage your target audience
(families in the case of Dorotina B&B)

A blurred background image showing a portion of a Facebook interface. It includes a blue navigation bar with a white 'f' logo on the left, a red notification badge with the number '26' in the center, and a white speech bubble icon on the right. The background is out of focus, with a light blue and white color palette.

FACEBOOK PAGE

Should:

- **Always be updated**
- **Provide a lot of pictures and videos**
- **Publish eye-catching posts**
- **Trigger engagement**

CONCLUSIONS

Strengths:

- Hospitality of the landlady
- The strategic position
- Nature

Main target:

Families from Italy and France

Winter target:

Workers

Suggestions:

- Facebook Ads
- Booking engine in the website



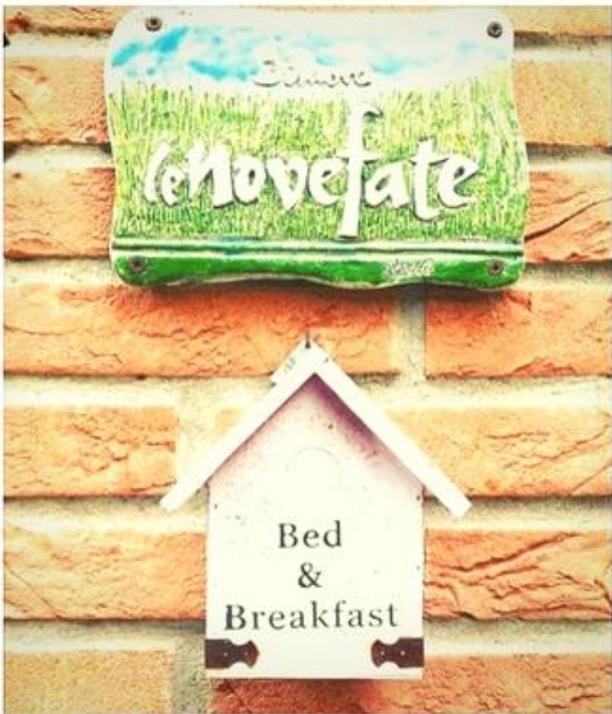
AT THE BOTTOM

SECTIONS:

About us
Where we are
Families
Rooms & Price
Promotions
Events
Book now
Contact us

UNCONVENTIONAL GUESTS:

"A particular attention is given to unconventional guests to serve the best breakfast according to their needs and preferences"



DIMORA 'LE NOVE FATE' B&B

A FAIRY PLACE

WEB PRESENCE ANALYSIS

Strengths

- *Structure*
- *Identity of the place (Tale of the 9 fairies)*
- *Ranking*

Weaknesses

- *Language slot*
- *Information*
- *No mobile friendly*

WEB PRESENCE ANALYSIS

Facebook



- Official page: 84 likes, 10 reviews, updated by Raffaele
- Unofficial page: 137 likes, 18 reviews and no posts



Instagram

*An account run by Raffaele,
with only 56 followers
and 2 pictures*



OUR SUGGESTIONS WEBSITE

- Position of the language slot
- Different font to be harmonized
- Important information about the services to be gathered in the homepage
- Sections to be improved:
 - 'The Gallery and Testimonials' (reviews from Tripadvisor) +
 - 'The Events and the News' (choose to list some events or link the Facebook page)



OUR SUGGESTIONS FACEBOOK



The two pages issue

- Impossible to solve
- Improve the quality of the official page

OUR SUGGESTIONS INSTAGRAM

A business account

- Get directions https://www.instagram.com/le_nove_fate/
- Call the owners
- Advertise shared pictures
- Access to analytics
- New content and followers
- Connected to the Facebook page



le_nove_fate ▾



24

post

200

follower

291

seguiti

Promuovi

Modifica pro...

www.lenovefate.it/

Via Rebeta Bassa, 4, Bergamo, Italy 24129

Chiama

E-mail

Indicazioni



Dimora Le Nove Fate

Hotel



1880 visualizzazioni
+202 dall'ultima settimana

2 clic sul sito Web



POST PIÙ POPOLARI

Altro... >



< sabato >



39
"Mi piace"

1
Commenti

0
Salvato

141
Impression

84
Copertura

40
Interazione

INSTAGRAM INSIGHTS

- Tool to report on Likes, Comments & Engagement
- Monitor your performance

A SOCIAL MEDIA PLANNING

- 
- Guidelines on how to be active on social media
 - When to post content (day and time of the day)
 - Pictures with description both in Italian and English about events and the Dimora offer
 - Hashtags: #dimoralenovefate #bergamo #visitbergamo #igersbergamo #in_lombardia #vscobergamo #igerslombardia #volgoitalia

SOCIAL MEDIA PLAN: AN EXAMPLE

8th of June 🕒

Dimora Le Nove Fate 📍

#dimoralenovefate
#bedandbreakfast #bedroom
#room #interiordesign
#colours #parquet #relax
#panoramicview #bergamo
#visitbergamo #drink
#igersbergamo #foodtaste
#foodporn #in_lombardia
#vscobergamo
#igerslombardia #volgoitalia



Vi presentiamo Calipso, la nostra camera matrimoniale che vi dà la possibilità di ammirare il magnifico panorama della campagna bergamasca. Perché aspettare? Veniteci a trovare!

We introduce you Calipso, our double room from which you can admire the amazing view on the Bergamo hills. What are you waiting for? Come visit us!

CONCLUSIONS: RE-USABILITY OF OUR WORK

- Application of what we have learned at the University, in the hospitality business sector
- Opportunity to experience the work reality, that is awaiting us at the end of this MA course
- Development of a certain degree of autonomy and skills, both necessary for the management of accommodation structures in the tourism industry
- Chance to learn how to ensure the management of the web presence of B&Bs that are facing challenges, by using the same approach we have used in our work.



THANK YOU!

- A WORK BY: LARA BELLESI, NOA BENVENISTY, ALESSIA CIMMINO, MOHSIN EHSAN, KAMILA GUESSOUM, SIMONE LOPATRIELLO, SANDJON SANDRINE NKOUALONG, ALESSANDRA VERNIERI AND VIKAS YADAV
- SPECIAL THANKS TO ALESSIA CIMMINO, KAMILA GUESSOUM, SIMONE LOPATRIELLO AND ALESSANDRA VERNIERI FOR TAKING CARE OF THE FINAL PRESENTATION

