



THE BELLINGER

www.bellingermagic.com

Website & Booking System

www.bellingermagic.com is the official visitor website and online booking system for Bellingen Shire. **Collaboration is vital to success as a destination** and Tourism Bellinger offers members a FREE webpage on this site for you to feature your product. It will be an integral part of the best showcase for the region's products and visitor experiences.

Collectively, our offering makes a very attractive holiday option and www.bellingermagic.com provides a **one-stop shop** that is most effective in convincing potential visitors to come to our region, whilst helping them plan and purchase their holiday before they leave home.

This is the official online 'gateway' to our region, so all promotion and collaborative marketing campaigns by Tourism Bellinger, including Council-supported activities, will direct people to www.bellingermagic.com

This service also **supplies our Visitor Information Centres with up-to-date information** on all participating businesses so that staff can provide business details to their customers and provide immediate booking facilities for accommodation, events, tours and activities.

The online reservation system we use is now in use in over 90 Visitor Information Centres around Australia. It provides a flexible and powerful tool for management of a large inventory of accommodation, events, activities and even online retail.

What Do I Get on my Webpage?

Every Tourism Bellinger member gets:

One page with business/product information, contact details and directions along with 6 photos (or logo)

Silver or Gold members can also present bookable product – accommodation, events, tours, activities, even retail product. Visitors to the site can immediately book or request a reservation so that you can catch the sale while they're hot.

You can even set up your own domain name and host your own website on www.bellingermagic.com. Ask about other benefits such as the 'Hot Deals' and homepage feature links!

www.bellingermagic.com is a focal point for events, accommodation, activities, dining & retail. Make sure your business is visible and well presented.



THE BELLINGER

What are the Benefits of a Regional Online Booking System?

Accommodation operators not accustomed to the tourism industry commissions may balk at paying 10% of their accommodation income as a booking fee to a Visitor Information Centre or tourism association. But...

1. More and more travellers are choosing to book online – first, they choose a destination. A regional website captures more visitors for our region while they are at this decision-making process i.e. **we compete at a national/international level with the entire product of a region.**
2. This system **allows bookings to be made and paid immediately** when the visitor is looking and inspired to make a choice. The more operators that choose to offer instant bookings, the more effective the website will be in capturing potential visitors. This also enables Visitor Information Centre staff to have confidence that the availability showing on the system is up-to-date and reliable.
3. A booking system such as Bookeasy is designed specifically to make the job of Visitor Information Centre staff easier and more productive. This system is fast becoming the industry standard - **online, phone and in-person bookings are growing throughout Visitor Information Centres offering this service.**
4. The booking is made without the accommodation provider having spent a cent in advertising. The tourism association promotes the site instead.
5. Good sales through the Visitor Information Centres would mean more paid coordination and administration to further promote the region.

Where Does the Commission Go?

Administrative costs include credit card fees, secure payment fees and a Bookeasy commission, totaling 2.65%. Other overheads include the secure gateway, web hosting, VIC costs like phone & internet. Any surplus funds are channeled into promotion of the region and website.

The Tourism Bellinger Management Plan for 2007 includes some paid coordination of the site and booking system as well as \$2500 in promotion directing traffic to the site.

Why Don't I Get the Commission Straight Away?

When bookings are made, the payment is generally made in full. This offers you security that the customer will turn up. Generally, these bookings are in addition to bookings you take yourself and therefore should not significantly affect your cash flow. If payment were made to you straight after booking, it would add significant complication on those occasions where booking details are changed or cancelled. As we do not yet have full-time staff we avoid such complications by making payment as soon as possible after the booking.

Make the most of membership of your tourism association and ask us how to best feature your product on www.bellingermagic.com

Your website and booking system contact is:

Laurie Kane 0448 550 270 laurie@fairytaletours.com.au