

# WELCOME



# Navigating the Transition to Online Booking

May 30, 2024

# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for DigiPort at <https://nsdigiport.ca/>

**DigiPORT**

Digital Support for  
Nova Scotia's Tourism Sector

**Sign up**

**Get in touch with our network of digital marketing strategy experts.**

# PRESENTER



## Jide Adesalu

- Established Information Technology professional with over 30 years of experience providing services to tourism, logistics, production, environmental, general services, non-profit, and human resourcing organizations.
- President of Microhills Group, Jide is passionate about partnering with businesses to improve their performance and customer experience through the digital transformation.
- Jide draws on his expertise to contribute to the community and the growing technology industry in Nova Scotia.

# Navigating The Transition To Online Booking

Case Study: Accommodation Businesses

By

Jide Adesalu (Microhills Inc)

Brought to you by



# Agenda

- Preamble
  - Business Requirement Analysis
- Software Selection
  - Functionalities
  - Scalability
  - Compatibility
  - Compliance
  - Cost Analysis
  - Vendor
- Execution
- Monitoring and Control

Brought to you by



# Preamble

Brought to you by

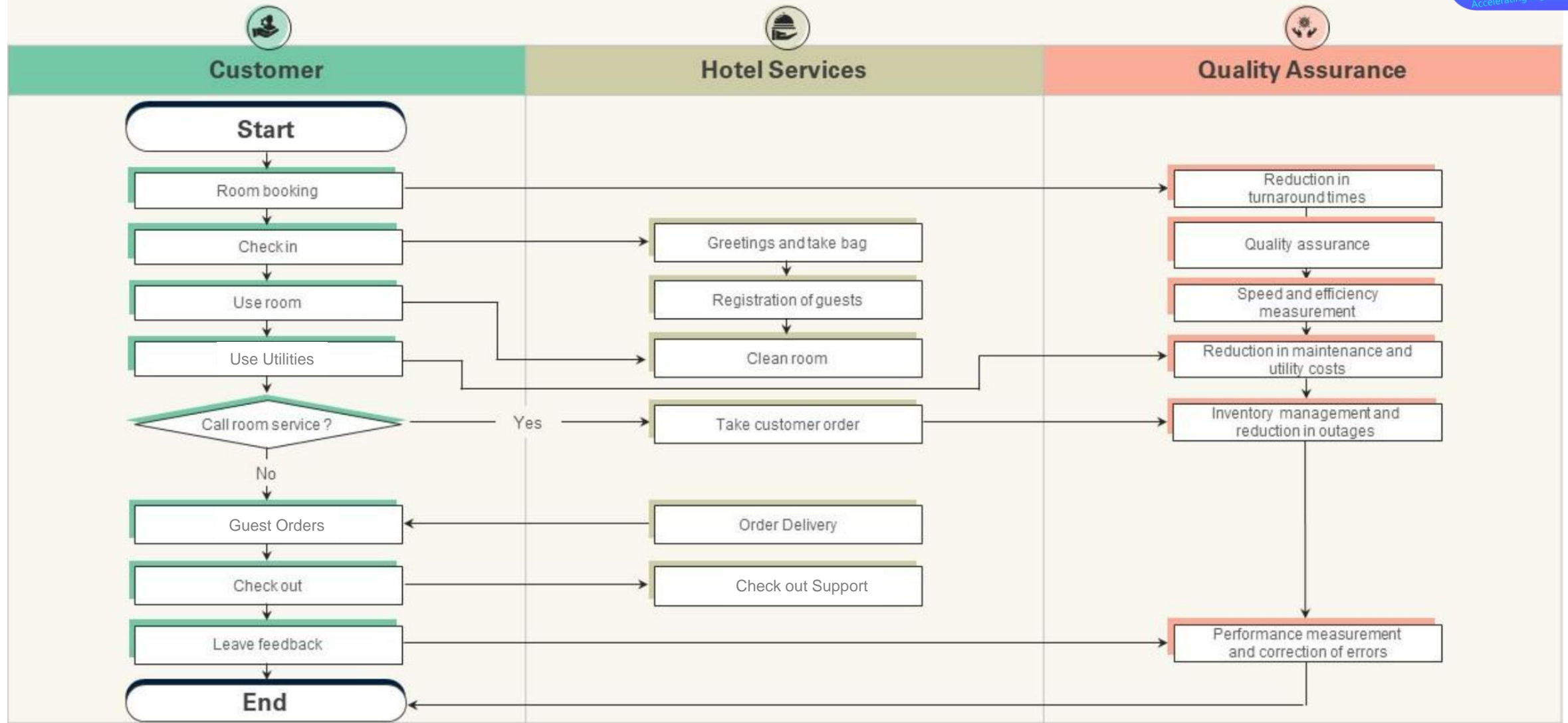


# Business Requirement Analysis

- Internal and external stakeholders
- Business processes (Operational, Supporting, Management)
- Data requirements (Critical data, Ownership: Create, Update, Delete, View)
- Reporting
- Existing platforms/systems
- Budget
- Build or Buy



# Business Process Model



# Accommodation Booking Processes



## Processes

- Reservation and Booking
- Check-In and Check-Out
- Room Allocation
- Housekeeping and Maintenance
- Customer Service and Guest Relations
- Food and Beverage Services
- Security and Safety
- Billing and Payment Processing
- Marketing and Sales
- Quality Assurance and Feedback
- Staff Training and Development
- Environmental Sustainability Practices



## Data Requirement

- **Guest Data:**  
name, email, phone, credit card details, address, date of arrival, date of departure, special requests, room preference, request channel, and reservation number
- **Accommodation data:**  
room number, smoking or non-smoking, amenities
- **Reservation:**  
request channel, start date, end date, attendant id, reservation number, reservation date, confirmation date
- **Payment Data:**  
payment id, confirmation number, guest id, payment type, amount, payment description
- **Communication:**  
confirmation number, message type, message details, attendant id



# Software Selection Process

Brought to you by



# Functionalities

- Content management capabilities
- Promotion & discount code tools
- An easy-to-use checkout
- SEO-friendly code and layout
- Advanced e-commerce SEO capabilities
- Reporting tools & custom report features
- Email marketing features or integration
- Multiple payment options (Credit card, PayPal, PO, Terms, etc.)
- The ability to scale & add new e-commerce features
- UI/UX, Navigation, Newsletter, Blog, Online Help, Video capability, Multi-currency, Language options

# Scalability

- Additional functionalities
- Business strategy
- Growth
- Diversification
- Government policies
- Regulatory requirements

# Compatibility

- Existing platforms (OS/Infrastructure/Systems)
- Technical requirements
- Upward and downward compatibilities

# Compliance

- Payment Card Industry Data Security Standards (PCI DSS)
- General Data Protection Regulation-GDPR
- California Consumer Privacy Act-CCPA
- Health Insurance Portability and Accountability Act-HIPAA
- Privacy and Electronic Communications Regulations-PECR

# Cost Analysis

ROI - return on investment should be significantly more than the TCO

- Software pricing (modules or complete)
- Licensing fees (No of installations and users)
- Software requirements
- Hosting or hardware requirements
- Maintenance, training, and support
- True cost: the long-term total cost of ownership (TCO)



# Vendor

- User Support (Technical expert, End-user, Period)
- Reviews
- User Population
- User Community
- Expertise
- Partners

# Execution

Brought to you by



# Implementation

- Customization
- Data Management (upload, cleanup, migration)
- Training
- Maintenance and Support

# WordPress Booking Plugins

- [7 Best WordPress Hotel Booking System Plugins - HubSpot Blog](#)
- [6 Best WordPress Hotel Booking System Plugins 2022 \(Free ...](#)
- [16 Best WordPress Booking Plugins \(Most are FREE\) 2022](#)
- [15 Best Hotel Booking Form WordPress Plugins - WPExplorer](#)
- [9+ Free WordPress Online Booking System Plugins for Hotels ...](#)
- [Free Booking Plugin for Hotels, Restaurant and Car Rental](#)

## Others

- [Top 10 Reservation Systems - Easy Solutions for Your Needs](#)
- [Best Booking Systems in 2024](#)
- [14 Best Appointment Scheduling Software \[2023 RANKINGS\]](#)
- [Best Scheduling Apps \(2023\) – Forbes Advisor](#)
- [The 12 best appointment booking and scheduling apps](#)

# Monitoring & Control

Brought to you by



# Performance Management

- Bounce Rate, Pageview, Conversion Rate, Exit Rate, Click-Through Rate
- Competitors' Traffic and Engagement Metrics Tracking: Users' interests, Backlink profile, Google rankings, GDPR-compliant, Real-time reporting, Heatmap tracking, Backlink analysis
- Behavioral Analytics, Data Visualizations, Business Intelligence, and Predictive Modeling
  - a. Google Analytics
  - b. Semrush
  - c. Clicky
  - d. Matomo
  - e. Piwik PRO
  - f. Heap
  - g. Woopra
  - h. Mixpanel
  - i. Plausible
  - j. GoSquared
  - k. Gauges

# Questions & Answers

# Microhills

Microhills is the one-stop-shop company that creates value with a focus on first-rate customer experience. Our products and services include the design and development of fit-for-purpose Websites, Mobile and Web Apps, System Integrations, Software Solutions, and Cyber Security.

We have partnered with dozens of small businesses that are committed to improving business performance and customer experience through the digital transformation of their products, sales, and supply throughout North America.



**For more on this, kindly book a one-on-one through Digiport using the link below**

<https://nsdigiport.ca/digital-experts/jide-adesalu/>





# Thank You!

# UPCOMING WEBINARS

- **Thursday, June 6 @ 10:00 am** – Grow with Google for Destination Marketing. Presented by Majd Khaldi (Google)
- **Thursday, June 13 @ 10:00 am** – Pocket Production: Short Video Mastery for Tourism Businesses. Presented by Will Yang (Differo Marketing)
- **Thursday, June 20 @ 10:00 am** – Analyze Customer Feedback with ChatGPT. Presented by Robert Newcombe (Newcombe Consulting)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

# EXPORT Travel Trade Program

The Export Travel Trade Program aims to help Nova Scotia tourism businesses develop partnerships with tour operators and travel agents to increase national and international sales. The program offers support through two streams: Travel Trade Readiness and Marketplace Support.

## Application deadline:

Stream 1 Travel Trade Readiness: **June 30, 2024 at 4:00pm**

Stream 2 Marketplace Support: **May 31, 2024 at 4:00pm**

<https://tourismns.ca/export-travel-trade>

# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate X (formerly Twitter): <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>

