



BUSINESS SUPPORTS

BUILD YOUR REPUTATION FOR VALUE

Your value action toolkit

- ✓ Easy-to-use plan for busy teams
- ✓ Create more value for customers through experience
- ✓ Increase bookings, reviews and repeat visits



Message from Fáilte Ireland's CEO



Building customer confidence and standing out for value has never been more important for tourism and hospitality businesses.

Consumer expectations continue to evolve, with customers increasingly weighing up where and how they spend their money. Cost and value are playing a greater role than ever in travel decisions, creating both challenges and opportunities for tourism and hospitality businesses. As you continue to adapt, it is becoming more important to clearly demonstrate the value you offer and give customers the confidence to take the break they were considering.

Creating value is not simply about price. It is about how customers feel throughout their experience with your business, from the moment they discover you to the moment they leave.

Small, consistent actions, from how you communicate your offers and promote your strengths to how your team delivers the experience, can help build a stronger reputation for value. When customers can clearly see and feel what makes your business special, they are more likely to make a booking, recommend you to others and return in the future.

This Build Your Reputation for Value Toolkit is part of Fáilte Ireland's Business Supports. It is designed to help you review how you create, communicate and deliver value across the customer journey.

It provides practical actions and easy-to-use checklists that can help you identify opportunities to strengthen your offering, drive demand and support stronger business performance.

Fáilte Ireland also offers a range of supports, including learniFi Live workshops, on-demand learning and practical business resources to help you take the next step.

We're here to support you with practical actions that create value for your customers and stronger outcomes for your business

Caroline Bocquel
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CEO Fáilte Ireland

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The value advantage

Domestic consumers are taking more time to consider where they spend their money. When they find a business that makes them feel genuinely welcome and well looked after, they come back and tell others.

Customers are looking for experiences that feel worth the journey: good food, warm service, a sense of place and a genuine sense of care.

This value action checklist is built around a simple truth: value is not only about price. It is about the experience your customer has from the moment they find you to the moment they leave. Quality facilities, reliable service and a seamless customer experience are now hygiene factors that your customers expect from you.

THE CHALLENGE

Tourism and hospitality businesses are facing three interconnected pressures this season:

- 1. Booking windows are getting shorter, giving you less time to plan and fill capacity.
- 2. Consumer confidence around value is under pressure as the cost of living continues to bite.
- 3. Activating quieter periods and underused capacity remains one of the biggest untapped opportunities in the sector.

THE OPPORTUNITY

Businesses that act — with clear offers, consistent service and an authentic sense of who they are and what they do well — are well placed to win the customers that others will lose.

The actions in this checklist are practical and implementable, this season and beyond. Work through them as a team, tick off what you complete and return to it regularly throughout the season.

HOW TO USE THIS TOOLKIT

This toolkit is designed as a practical action plan for tourism and hospitality businesses looking to win more business and drive performance. Work through each action step-by-step and tick off items as they are completed.

By focusing on these core areas, businesses can take simple, practical steps to win new customers, drive demand and build for the immediate and longer-term.

Keep the checklist visible, involve your team and review it regularly to support ongoing progress.



Value Action Checklist

1 START HERE — KNOW WHO YOU WANT TO ATTRACT Do this first — everything else depends on it.	
ACTION	✓ CHECK
Step 1 — Assess Review what is already on the books and identify gaps in confirmed business for the season ahead.	☐
Review your historic data, how does each day/week compare to same time last year, what was the pick-up pace for the domestic market, how did they book, what packages did they buy?	☐
Step 2 — Identify Identify which domestic customer groups will fill those gaps: couples on short breaks, families, friend groups, day customers, event and festival goers, or those seeking activity-based experiences.	☐
Focus on the groups that best match your product, your team's strengths and what you can genuinely deliver well.	☐
Step 3 — Define Define your target customer, then use the Fáilte Ireland Motivations Framework to understand what drives their decision to visit and what types of offer will win their business. Use in conjunction with the data you have gathered in Step 1.	☐
Step 4 — Set the Conditions When gaps appear in your booking system, go out to your audience immediately: social, email, booking platforms. The shorter the booking window, the faster you need to move.	☐
Identify underused capacity e.g. quieter days, off-peak periods or spaces that could be activated with a targeted offer.	☐
Avoid broad discounting, when you need to fill a gap, start with adding value rather than cutting price; a complimentary extra, a named inclusion or a bundle protects your headline rate.	☐
Review performance weekly: what offers are working, what is not moving and what messaging needs to be refreshed quickly.	☐
Measure success beyond your headline price or ticket rate: total spend per visit, repeat visits and ancillary revenue tell the fuller story.	☐



Don't overlook the Daytripper



- Last-minute, weather-driven and budget-conscious day customers won't be in your booking system but they can fill your quietest periods and build your reputation for value.
- Ideas to spark your thinking:**
- ✓ Create a simple walk-in deal for midweek afternoons, one clear offer, easy to communicate at the door and online.
 - ✓ Create a family experience bundle combining admission, refreshments and a take-home souvenir.
 - ✓ Post a named evening meal deal on social media on a good weather morning, price it clearly and make it easy to share.
 - ✓ Offer a behind-the-scenes tour, guided experience or VIP add-on to increase spend per visitor while enhancing value.
 - ✓ Partner with a local accommodation provider, attraction or activity provider: anyone who presents their booking confirmation gets an exclusive offer from you. New audiences, no advertising spend.
 - ✓ Offer a named spa or wellness day package for groups of friends. Midweek friend group bookings can fill your quietest slots without any discounting (particularly effective if you have a lot of international guests in-house who are out touring for the day).

2 KNOW YOUR MARKET Informed pricing starts with knowing what is around you — and what your customer sees first.	
ACTION	✓ CHECK
Do a competitor scan before setting or reviewing your prices: find out what comparable businesses in your area are charging for their core product and what extras they include.	☐
Look beyond headline prices, check how competitors present their packages, what they bundle and how they communicate value. This shapes what customers expect before they reach you.	☐
Use this information to price with confidence, not just to match: if your experience is genuinely better, your pricing should reflect that.	☐
Check what price a visitor sees first on your website or booking page. This is the anchor point everything else is judged against. Is it the price and information you want them to start from?	☐
Show a maximum of three options per customer view, additional rates and packages can sit behind separate menus or categories. Three choices encourages comparison and decision and the customer can clearly see the value in each one.	☐
Label your preferred option clearly e.g. 'best value', 'most popular' or 'our recommendation' — to guide customers toward the choice that works well for them and for you.	☐

3 PRICE TO DRIVE DEMAND Active pricing shapes who books, when they book and what they spend.	
ACTION	✓ CHECK
Display prices clearly online and onsite: what is included, what is extra, no surprises at checkout.	☐
Identify your lowest-demand days or periods and create a specific named offer to fill them: a midweek rate, a shoulder-season package, a family experience bundle, or a last-minute rate for the coming weekend. Give it a name, highlight the benefit and publish it this week.	☐
Build a bundle that adds value without reducing price: combine your core product with a partner experience, a complimentary extra or an upgrade and give it a name.	☐
Use early-bird and last-minute rates deliberately to shape when bookings arrive, not just to fill gaps reactively.	☐
OTAs are one of the most effective channels for last-minute demand, make sure your availability is live and visible particularly in the days before a quiet period. Also configure your listing to work for the segments you identified in Section 1. Where relevant, use minimum stay requirements for peak periods, quiet period promotions, create member-only rates to attract new audiences and use geo-targeting to reach the domestic markets most likely to visit or book.	☐
Set up a best price guarantee on your own website and attach a clear benefit to direct bookings; an upgrade, a complimentary extra or flexible terms. Promote it visibly on your homepage and booking page.	☐
Review cancellation policies to ensure they are fair, clearly communicated and easy to find before booking.	☐
Ensure menus, booking pages and promotional material are accurate, current and consistent across all channels.	☐



4 COMMUNICATE VALUE, NOT JUST PRICE Say clearly what you offer, who it is for and why it is worth it.	
ACTION	CHECK
Write down your top three USPs in one sentence each: your location, your people, your story, your food, your welcome. Put them on your website homepage, your booking page and brief your staff on them this week.	☐
Match your message to your customer: a couple on a short break wants to feel restored and reconnected, a family wants ease, fun and memories, a group of friends wants energy and something to talk about. Each customer type requires a bespoke key message.	☐
At every point where a customer is close to a decision e.g. your booking page, your social bio, your email subject line, make sure the value is the first thing they see, not the price.	☐
Showcase local produce and local suppliers that competitors cannot replicate or undercut on price. For attractions and activity providers, highlight the stories, local expertise and unique experiences that customers cannot access elsewhere.	☐
Promote complimentary extras that improve the overall experience: local guides, tasting samples, kids' activities, guided walks, live music, free parking.	☐
Train staff to communicate your value and USPs confidently at the point of enquiry and booking: a well-briefed team member is your most effective marketing channel.	☐
Use real customer content, short videos, testimonials, staff picks, as social proof across your channels.	☐

5

GET THE EXPERIENCE RIGHT
Your team and your environment are your most visible value signals.



ACTION	CHECK
Brief your team weekly on what is on locally, what offers are running and what customers are likely to ask about: a well-informed team member creates a better experience and a longer stay.	☐
Train frontline staff to be active destination sellers: proactively recommend local attractions, restaurants, events and walks and make specific suggestions, not vague ones.	☐
Send a pre-arrival message the day before a visit: confirm the booking, highlight what is on locally and include one offer or upgrade relevant to that customer.	☐
For staying guests, use an in-stay communication on day two or three to share what is on locally, what can be added to their stay and any offer that is relevant to the nights you most need to fill — guests are more receptive mid-stay than at check-in and a well-timed message can extend a booking or generate additional spend.	☐
Identify two or three low-cost memorable moments to build into every visit but audit the basics first. Once the basics are right, go further; a welcome drink; a local recommendation card with a small exclusive offer; a customer specific surprise e.g. a kite in a family room, a celebratory plate for a special occasion; a genuinely local departure gift such as freshly baked brown bread or cookies for the journey home. For visitor attractions: one staff member briefed to share an unexpected story, a hidden detail, or behind the scenes glimpse, it costs nothing and is the thing customers most often mention in their reviews.	☐
Keep premises clean, tidy and well maintained: entrances, toilets, outdoor areas and signage all contribute to value perception.	☐
Reduce waiting times where possible, friction at any point in the visit damages reputation and reduces value perception.	☐
Follow up after the visit with a short, personal thank-you: it costs nothing and is the first step in building a return visit.	☐

Ideas to spark your thinking



- ✓ Offer an extra experience, activity or add-on that enhances the visitor experience without reducing price.
- ✓ Add a low-cost, memorable touch that customers are likely to remember and talk about, such as a picnic hamper, guidebook or local treat.
- ✓ Stay an extra night and enjoy a complimentary kids' movie and pizza evening.
- ✓ Option to extend your stay by one night and receive a complimentary mini facial or access to thermal suite (utilising spa/wellness capacity with the team primed to upsell).
- ✓ Offer a digital photo package, guided experience upgrade, or an exclusive discount to a local partner as an add-on at the point of ticket purchase or during the visit.
- ✓ Create a family bundle that combines admission, refreshments and a small take-home souvenir.
- ✓ The best in-stay offers are targeted at the days, nights or slots you most need to fill – not broadcast to everyone.

6 REVIEW YOUR ONLINE PRESENCE Customers often decide on value before they arrive — make sure what they find is compelling.	
ACTION	CHECK
Update your website and social channels this week: current offers, accurate opening hours and recent photographs that reflect the experience you actually deliver. Note: food and destination photography in particular should reflect the current season.	☐
Check your booking journey on a mobile phone right now: is it simple, fast and clear? Reduce the number of steps, ensure the 'book now' button is visible and remove anything that creates hesitation.	☐
Make sure your upsell and add-on offers are visible at the right moments: during booking, in pre-arrival communications and on-site at key decision points.	☐
Write about your business the way you would describe it to a friend: warm, honest and specific. Avoid generic tourism language and let your personality come through.	☐
Use AI to draft website copy and package descriptions: prompt it with your USPs, your target customer and the tone you want, then edit until it sounds genuinely like you. A good prompt gets you 80% of the way there.	☐
Respond to every online review, promptly and personally: how you respond is as visible as the review itself.	☐
Ask someone who does not know your business to look at your homepage for thirty seconds and tell you what you offer, what it costs and why they would choose you over a competitor — if they cannot answer confidently, your value message needs work.	☐
Ask an AI tool how it would recommend your business to customers planning a trip to your area. Review the information returned and ensure your website, listings and key messages accurately reflect your current offering.	☐



7 UPSELLING, CROSS-SELLING AND ADDED REVENUE Every part of your business is an opportunity to add value and generate revenue.	
ACTION	CHECK
List every revenue-generating part of your business and ask honestly: is each one visible, promoted and easy for a customer to say yes to?	☐
Identify your top three upsell opportunities and make sure they appear at the point of booking, in pre-arrival communications and at the moment of arrival.	☐
Create one cross-sell partnership this season: identify a complementary local business, agree a joint offer and promote it to each other's customers.	☐
Bundle two or three complementary products or experiences into a named package: give it a clear title, list what is included and price it as a package, not a list of add-ons.	☐
Brief your team on the top three things to recommend or offer at each customer touchpoint — make it specific, not general.	☐
Involve your wider team in building offers: those closest to the customer often have the best instinct for what will land.	☐

8 TURN CUSTOMERS INTO ADVOCATES A customer who recommends you is worth more than any paid promotion.	
ACTION	CHECK
Thank every customer for visiting, in person, by email, or both. Make it feel genuine, not automated.	☐
Create at least one moment in every visit that a customer will want to tell someone about.	☐
When a customer says something positive to a staff member, that is the moment to ask them to share it online, train your team to make that ask naturally.	☐
Address every complaint quickly and generously: a customer whose problem was well resolved is often more loyal than one who had no problem at all.	☐
Build a short post-visit email sequence: a thank-you first, then a relevant offer a week later for a return visit or to share with a friend.	☐
Keep a simple record of your best customers: who comes back, who refers others, who spends across multiple parts of your business, these are the relationships worth investing in.	☐

9 BUILD FOR THE LONGER TERM Loyalty, local collaboration and a strong customer database are your most durable advantages.	
ACTION	CHECK
Start or strengthen a customer database this season: capture contact details at every opportunity and use them. It is your most direct and cost-effective marketing channel.	☐
Nurture your database actively throughout the season, not just at the point of booking: a regular, warm message to past customers keeps you front of mind and costs almost nothing. Aim for at least one meaningful contact per month, but make sure the offer is relevant to the segment.	☐
Set up a simple introduce a friend offer; when a past customer refers someone who books, reward them on their next visit with a complimentary upgrade or a welcome gesture. Make the offer easy to share and easy to redeem.	☐
Pull a list of domestic guests or customers from last summer right now and send them a closed group offer for this season, not publicly advertised, just for them. Past customers who felt well looked after are your most convertible audience and a private offer makes them feel valued.	☐
Introduce one loyalty gesture for returning customers: a recognition, a small upgrade or a preferred rate. Returning customers value feeling known more than they value a discount.	☐
Make small, regular pricing adjustments alongside value additions rather than holding and then making large reactive changes.	☐
Download the free Find Yourself on a Short Break industry toolkit – it includes ready-made templates and assets to align your marketing with Fáilte Ireland's national domestic campaign.	☐
Build one new local partnership this season: a nearby business whose customers would benefit from knowing about yours.	☐
Review customer feedback monthly and identify one thing to change, add or improve based on what you hear.	☐
Engage with your sectoral body and networks: share what is working, ask what others are doing and advocate collectively for the destination.	☐

Self-Audit

Ask your team:

- ✓ When did we last actively promote availability rather than wait for bookings to arrive?
- ✓ When did we last brief our team on current offers and what is on locally?
- ✓ When did we last check what price a visitor sees first on our website — and is it the right one?
- ✓ When did we last contact past customers directly with an offer made just for them?

If any of these feel unfamiliar, pick one and make it a habit this season. Small, consistent shifts in how your team connects pricing, experience and promotion will make a meaningful difference.



FINAL THOUGHT

Businesses that focus on clarity, consistency, service and simple added value are more likely to build customer confidence and encourage repeat visits. Rates are what you charge. Revenue is what you earn. But hospitality is what your customer remembers.

FURTHER SUPPORTS AND RESOURCES

- 1 [learniFi on-demand learning](#) offers a range of flexible sales and marketing courses that you can complete in your own time, whenever it suits you.
- 2 [Fáilte Ireland's learniFi Live](#) offers short, interactive workshops designed to help your business thrive. The workshops generally last for two hours, and the interactive format helps you make the most of your learning experience. Browse the schedule here to find the right sessions for you and your team.
- 3 [Find Yourself on a Short Break toolkit](#) which has been designed to drive demand for more short breaks in Ireland. Access resources in the industry toolkit to see how you can align your activity with this national campaign.
- 4 Fáilte Ireland's [Travel Motivations Framework](#) can help you understand what drives customers' choices and what types of offer will win their business.
- 5 Fáilte Ireland offers [Cost Management Supports](#) for businesses seeking deeper insight into cost savings.



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