



How to Thrive

Hospitality Marketing Insights



Clockwork
Marketing®



“Thrive,”

Definition: to grow, develop, or be successful

The past few years have tested us like never before, yet, within these challenges lie remarkable opportunities.

The businesses that will thrive tomorrow are those who take decisive control of their marketing today, for a brighter future. This means investing in powerful digital strategies – creating websites that don’t just inform but attract, inspire and deliver more direct bookings.

What should you be thinking about? Harnessing the power of data to understand and anticipate guest needs. Improving your online visibility to stand out in an increasingly competitive digital landscape.

And critically, driving direct bookings that reduce your dependence on high-commission online travel agents.

As we stand at the crossroads of extraordinary times, I’m filled with both profound respect for our resilience and unwavering optimism for our future. The UK hospitality and tourism sector has always been the heartbeat of our communities – a vibrant tapestry of experiences, connections, and truly special human stories.

I sincerely hope you enjoy reading “How to Thrive” and please do pick up the phone. We’re always happy to talk.

Warmest wishes,
Clare

*Clare Bushby MIH,
Managing Director*

At Clockwork Marketing, we’ve walked alongside hospitality businesses for more than three decades, being part of their transformation and supporting their growth.



Unlock the power of Data and Benchmarking

Let's be direct. Data isn't just about complicated reports or fancy charts. It's about understanding exactly what's happening in your business, right down to the last booking and website click. We're here to cut through the noise and give you the insights that matter.

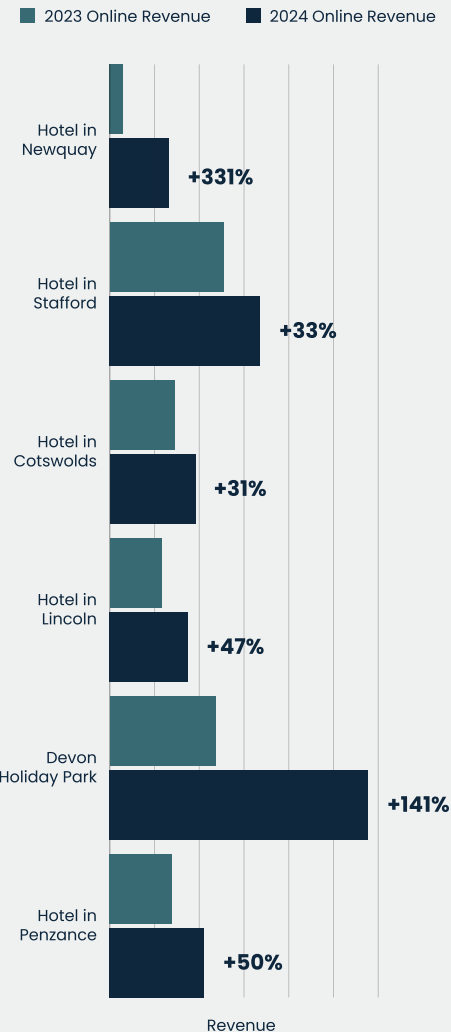
Seasonality is a timeless pattern for hospitality. Our approach goes beyond generic data, diving deep into the unique rhythms of individual properties. We help businesses keep a finger on the pulse of booking trends – tracking customer behaviour and gaining insights into the competitive landscape.

Your website is a critical marketing tool, and Google Analytics reveals the full story. We provide detailed tracking

of not just the obvious; website traffic, user engagement and Google Search rankings, but importantly, income generated from each of your online marketing channels, helping you understand how guests interact and book online. These insights are key to transforming traffic into revenue.

Competitive intelligence is more than simple comparisons. It's about understanding your market position and uncovering opportunities for growth. By analysing performance against industry benchmarks, we help properties identify their strengths and areas for improvement.

As an independent agency, we don't just provide data. We translate complex analytics into clear, actionable strategies that drive real growth for your business. Know your numbers. Accelerate your success.





Growth Websites

First impressions matter. Your website is often your opening touchpoint with new guests, so making an impact is key. At Clockwork, we know that an exceptional website turns browsers into bookers.

We're more than just a marketing agency, our in-house team of software engineers have created

a hospitality-specific Content Management System (CMS) that does more than look good – it drives growth. We don't use third-party systems or software to build websites. This generic technology only creates generic results.

Your website needs to tell a story that resonates. It should capture

the essence of your property in seconds (yes, seconds!), creating an emotional connection that goes beyond mere room rates.

Mobile matters too. With over 70% of travel research happening on smartphones, your digital experience must be flawless, intuitive, and inspiring no matter the channel.

Imagine your website as a four-legged stool.

These are the core pillars your website must have to succeed:

★ **Compelling Design**

First impressions matter. Draw people in instantly with stand-out design and visual appeal.

● **Great Technology**

Give your website a strong foundation to put your best foot forward. The core technology and your content management system (CMS) must be agile and robust.

● **Engaging Content**

Inspiring and engaging content. Blend professional imagery and words to craft a story that speaks to your online visitors rationally and emotionally.

○ **High Visibility**

Without visibility on Google, your website (however great it is) will be out of sight and out of mind. It must appear on Google Search.

These aren't separate elements – they're a united ecosystem.



Getting found on Google

Pay attention. Search Engine Optimisation (SEO) isn't a nice-to-have. It's your most powerful revenue generation channel. At Clockwork, we gather a wealth of website insights. Our data reveals that SEO drives up to 70% of direct online booking revenue for hospitality businesses.

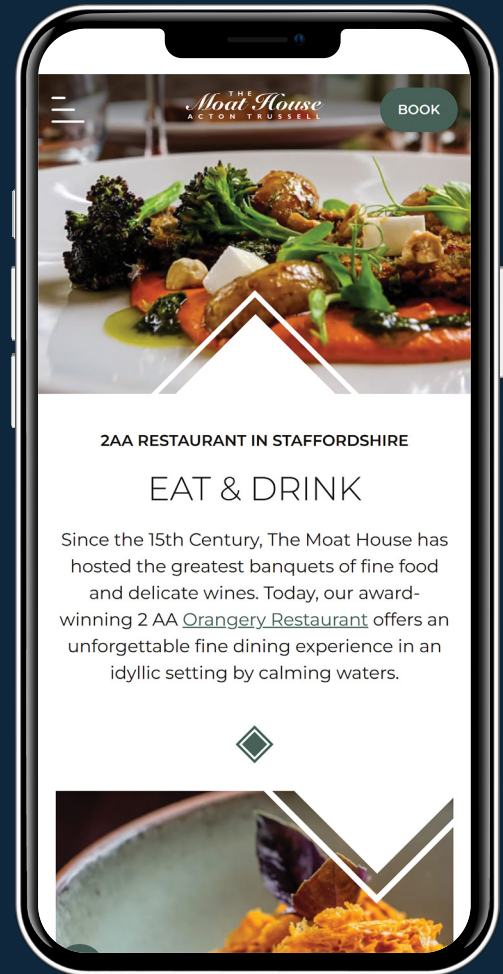
Forget fighting for generic search terms. The real magic happens when you target high-intent, revenue-generating keywords. Think precision over volume. A search for "luxury spa hotel with sea views" beats "hotels in Cornwall" every single time.

Your website is more than a digital brochure. It's a strategic tool designed to answer exactly what potential guests are searching for. Fast loading speeds. Mobile-first design. Content that speaks directly to your ideal customer. These aren't just technical requirements – they're your competitive advantage.

Here's the truth: SEO is a specialist skill. Hotels that invest in SEO will own their market in 2025 and beyond. Your website should be a superpower, not just a placeholder.

+148% Revenue Increase

The Moat House Hotel, Stafford has seen its website traffic and online booking revenue grow year on year. This is from people searching Google for the service they are looking for, rather than the hotel by name.



Marketing | Websites | Brand & Design | Gift Vouchers



**Clockwork
Marketing®**

Certified



Corporation

Hospitality Marketing Specialists

Clockwork Marketing is a specialist marketing agency and website partner for hospitality businesses across the UK. With over 30 years in the game, we understand the daily challenges and inner workings of the industry. We have your back through thick and thin.

Want to grow your revenue and thrive?
Let us help you create sustainable growth
for your business.

Let's talk.

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**On average we've
achieved 180% direct
revenue growth and 128%
online revenue growth for
our clients in 2024.**