



FOR-SIGHT



Mother's Day

Whether it's your own, your children's, or someone else's, every Mother deserves a big thank you. With Mother's Day on 11th March, make sure your hotel gives people the chance to say a big thank you to the (original) special lady in their life.



But how do you make your hotel the venue of choice?

Well, if you've followed the steps from our Halloween & Valentine's blog (shameless plugs) you'll know the importance of segmentation in any special date's campaign. Obviously, and I feel daft for saying this, don't offer the same packages as Valentine's Day.



Instead, create new packages based on what services will best lend themselves to each other.



Was there a family spa break last Mother's Day? Invite them back again and throw in an Afternoon Tea deal they can't pass up!



Did a family stay the night last Mother's Day? Offer them an additional night or Mother's Day lunch at reduced rates!



Want to make a night of Mother's Day? Offer an evening cocktail masterclass in the bar for Mother's Day guests!



What if you don't quite have these facilities within your hotel? Why not partner up and expand your package with another local company!



Whatever offer you land on, the answer is in the data!

