

Table of Benefits

	Membership Type	
	Associate	Club
Cost:	Free	Annual fee
Internet Forums: get help & advice	•	•
Advertise on www.BedPosts.uk	•	•
Advert on BedPosts.uk pinned near top		•
Use of BedPosts badge for marketing	•	•
Use THOR.org.uk availability calendar on		
.... www.BedPosts.uk	•	•
.... your own website	•	•
Get Customer reviews on		
.... www.BedPosts.uk		•
.... your own website		•
Book Direct & Save scheme		•
BedPostings magazine	•	•
BedPostings - featured accommodation		•
Credit/Debit Card Processing scheme	•	•
Get bookings through Google AdWords		•

www.bedposts.org.uk - community website including forums
www.bedposts.uk - accommodation advertising website
admin@bedposts.org.uk - contact for associate/forum matters
club@bedposts.org.uk - contact for BedPosts Business Club

Register for free associate membership:
www.bedposts.org.uk/community/

If you own/manage an independent hotel, guest house, B&B, cottage, apartment or other self-catering operation then you are eligible to join for free and enjoy the following benefits:

- Converse with 1000 other accommodation providers
- Advertise your business on www.bedposts.uk
- Display availability and get enquiries using THOR
- Receive newsletters and *BedPostings* magazine



Then join the BedPosts Business Club for a small annual fee:

- Enhance your advert on bedposts.uk with customer reviews
- Special deals scheme to encourage direct bookings
- Get bookings through the Club's AdWords scheme

Associate (free) member benefits in more detail

Discussion Boards



Communicate with 1000 other independent accommodation-providers in UK and worldwide using BedPosts' Internet community software - www.bedposts.org.uk/community/. Exchange ideas, post news, express your opinion on any subject and post up your photos. Each day you can receive by email a summary of the noticeboard discussions.

Advertise on www.bedposts.org.uk. Each year tens of thousands of people land on this site in search of accommodation. It's free to advertise. Every enquiry you get from this source therefore costs you nothing and may save you a 15% or 20% commission to an online booking agency. You can set up your own advert and brochure page in your control panel after login to the community at www.bedposts.org.uk/dashboard.

Advertising



BedPosts badge. After setting up your advert/brochure the last act to put it live on the Internet is to put your badge and linking code on your website, preferably the index (home page). The links (concealed from the human eye) help drive the page on which your advert appears up Google's rankings. The badge comes in many different shapes and sizes to suit the space available on your website.

THOR availability calendar. This free-to-use widget placed on your advert (and optionally on your own website) allows visitors to check that you have availability before contacting you. Visitors are discouraged from making contact if they have no knowledge of the availability position, thinking they may be wasting their time. Encourage them to phone !!



Credit Card Processing



Take deposits by credit/debit card to protect against no-shows and take the balance later. BedPosts works together with a leading independent payments broker to provide members with preferential rates for taking payments and advice on all areas of card processing. Go to www.bedposts.org.uk/credit-cards.htm to check out our super-low rates!! Don't yet take credit/debit cards? Most people expect them to be accepted. And it's easier to take deposits from foreign guests. Already

take cards? Check out our rates and work out how much you can save!

Club member benefits in more detail

Special Deals: Most customers look for a special deal. Club members can give them one on their brochure page. The scheme known as BeDS – Book Direct & Save – is within the rules of the Office of Fair Trading which allows different pricing within "closed groups" as compared with the prices you offer to online booking agencies. So, make an offer within the BeDS closed group and encourage commission-free direct bookings.

Book direct & save



Customer reviews



Why this scheme is for you: 61% of customers read online reviews before buying; customer reviews increase bookings by eliminating any doubts; 47% of Britons have reviewed products online; your BedPosts reviews work for you and customers are not signposted to your competitors; and you can feed your reviews onto your own website. Why pay TripAdvisor?

BedPostings magazine is produced and edited by the committee of the Bedposts Business Club but is also circulated freely to associate members. All issues may be found here: www.bedposts.org.uk/newsletters.htm. Any member, club or associate, can submit an article for publication but only club members are eligible for the cover page and featured accommodation slot.

BedPostings



Spending on marketing: The Club spends, each year, part of each member's annual subscription on the marketing and promotion of that member. Such spending could be on Google's AdWords: the Club sets up an account, devises a campaign with the member, puts some money into the pot and shows them what to do going forward on their own.

BedPosts Business Club was established in 2013 to further the business interests of its subscribers, initially to counter the growing dominance of online travel agents, reviews and price comparison websites. It has a formal constitution and holds an annual AGM online at which officials are elected and financial accounts presented and approved. The committee meets fortnightly online.

*BedPosts
Business
Club*