

## FREQUENTLY ASKED QUESTIONS

### DIGITAL WEBINAR – E-COMMERCE SELLING ONLINE FOR TOURISM BUSINESSES

This webinar was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by our expert speaker Michelle Connolly, from Profile Tree. Following the session Michelle kindly provided responses to a number of questions received during the webinar. Please find responses below.

#### Questions and Responses

**1. What is the best e-commerce and booking platform for an activity/tour provider. Multi tours/currencies & easily managed calendar?**

There are lots of excellent platforms out there that offer a great range of functionality for tour/activity providers. It will depend on the full features you need but some examples include:

- Fare Harbour - Some features include: Online Booking, Calendar, Payment Gateways, Support, Resource Allocation and Metrics
- Rezdy - Some Features include: Online Booking, Calendar, Payment Gateways, Support, Resource Allocation, Inventory Management and Real Time Reporting.
- PeekPro - Some Features include: Online Booking, Calendar, Payment Gateways, Support, Itineraries and Integrations.



## 2. Any recommendations for e-commerce companies eg Shopify? Stripe? Paymentsense?

There are a range of payment gateways that you can use and some will even allow a combination of several of these. Some things you should consider:

- Fees and Agreement Terms
- How your customers like to pay
- Checkout Process with the provider
- Easy checkout on mobile devices
- Additional features - do you need them?
- Integration Capabilities
- Mobile payments
- Support

It is important that you choose based on your business and the features you need but gateways like Stripe are very well known and will help build customer trust.

## 3. Does LinkedIn have any payment/shop integration?

LinkedIn will integrate into a range of platforms like Shopify and WordPress. A integration tool like Zapier will give a range of options with different platforms. However it will depend on the platform that you would like to integrate into. Currently LinkedIn don't have a shop feature.



#### 4. How important do you think blogs are? How often would you need to post?

Blogs are very important for your business for a number of reasons:

- They drive traffic to your website
- Increase your SEO/ SERP
- Position your brand as an industry leader
- Develop better customer relationships
- Can give readers a real insight into your experience

Posting regularly is important for SEO and consistency however it is more important to post good, well planned content - so definitely quality over quantity if you are time pressured. We would suggest starting with 2 blogs per month and then increase this if you have capacity. If you have an in house resource 2 blogs per week is a realistic target. Try to make each post at 500 words but 1000+ is ideal.

*Delivered as part of the Tourism Enterprise Development (TED) Programme  
on behalf of Tourism NI by:*

