

## **The Barn at Ryecroft, Nr. Ludlow (self catering)**

### **Email received 26<sup>th</sup> February 2010: 9am**

“40 words to describe your holiday accommodation??? - Our only domestic arguments were when it came to advertising our self catering business. Do we say: ‘rural’, ‘retreat’ or ‘hideaway’? What about, ‘beautiful’, ‘panoramic’ or ‘lovely views’? ‘Cosy’, ‘comfy’? Gawd, we've used up all our words!!

We finally decided that we really *did* need to have our own website for our self catering holiday accommodation. Whilst we had a good visitor return percentage, our ability to generate new guests had of late reduced. If we wanted to keep up with the growing competition, we had to move into the 21st century and think 'web'!

Over the years we have learnt, at a cost, whilst advertising is essential, it can be a minefield and headache - especially with very basic marketing/computer skills.

Already being members of Shropshire Tourism and having found them friendly, knowledgeable & helpful in the past, it seemed obvious to ask for their help with designing a website.

After a marketing 'spring clean' that produced lots of ideas and a subsequent visit to their offices in Shrewsbury - hurray we have a modern website and easy to use availability calendar! The Shropshire Tourism folk have been brilliant. Enthusiastic, professional and helped us all the way.

Within 2 weeks of our website going live, we've had 5 enquiries which converted into 3 bookings. The other two unfortunately wanted the same period and will try us again.

We are obviously delighted at the positive response and feedback to our new website and the bonus is that Shropshire Tourism are at the end of the phone should we need any help updating OR with any other advice and help! We can at last put away the headache pills!

We are just delighted to have had the whole advertising burden taken from our shoulders. Thank you!

P.S. another enquiry to add to the list!”

### **Email received 26<sup>th</sup> February 2010: 10:40am**

“Another booking this morning....peak period....they loved the site! Good huh...we are sooooo impressed!”