

The Snippet



PRACTICAL SNIPPET TIPS

TIP 1 Location

It's easier for future visitors to know your location when showing a map using major cities as reference.

- Driving distance helps in the consideration stage on the purchasing cycle.



- There are lots (49) of counties in Ontario. It is best to use your address.
- Add your logo if you have the extra space.

TIP 2 Rate Yielding

AKA Adjusting rates to your benefit, depending on volume. This applies to many operations: accommodations, attractions, etc. E.g. Min. 2 night stays on busy dates or added value such as a late/early check out on non busy dates, etc.

Busiest times of the year:

- New Year's Eve
- Feb 14
- Fam day weekend
- Spring break
- Easter weekend Mar 29-31
- Victoria day weekend
- Canada day weekend
- Labour day weekend
- Thanksgiving
- Winter break

[Click here for demand chart](#)



Not so busy:

- Week before & after the busiest times of the year.
- Nov to Dec are the quietest months.