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# Sell More Tours: A Guide To Online Marketing For Tour Operators

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MATTHEW NEWTON

## SELL MORE TOURS

THE ESSENTIAL GUIDE TO ONLINE  
MARKETING FOR DAY TOUR &  
ACTIVITY OPERATORS

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## Synopsis

Do You Run Day Tours or Local Activities? Struggle to wrap your head around marketing your tour business, all while trying to run your business? You are not alone! *Sell More Tours* is a collection of simple marketing tips and ideas to boost your business put together for you at an almost embarrassingly low price. It covers: Use Your Website to Convert More Sales How To Rank Higher In Google Tips to Dominate TripAdvisor How to Make Pay Per Click Advertising Work For You Retargeting - What It Is And Why You Need It Email - Unlock Its True Power The Right Way To Use Facebook How to Use Video to Connect With More People | and more. This book is bound to become the best investment you ever make in your business. Think about it: can you afford not to? Matthew Newton, founder of *TourismTiger.com*, brings his years of online marketing experience to bear, with appearances in worldwide media including BBC, Wired, US Today and all major Australian outlets. Buy this book and you can tap into his long history of successful online marketing to build a marketing presence which will sustain your business for years to come.

## Book Information

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## Customer Reviews

I have recently started a travel agency without much experience in the industry. Surprisingly, I found it quite difficult to find a book that could help me market my tours online. In a very concise manner this book takes you through all the most important things you need to have in place in order to sell trips/tours online. I have experience with Adwords, SEO, conversion optimization etc. prior to starting my travel company, but still the book managed to give me many points I haven't thought about because it shows you strategies that are proven to work within the travel industry. If you want to improve your skills selling tours online I would highly recommend this book!

I've followed Matthew Newton on Twitter and listened to his podcast for a long time so it's safe to say I'm familiar with this stuff. He has personally given me a lot of great advice so of course I had to buy *Sell More Tours!* It is based on his experience marketing on the internet and you'll find a lot of valuable advice and encouragement based off of that. Having many years in business myself, I can say that Matt's book has taught me a whole lot more. My favourite part was when he talked about is your website a ^weapon. In this part, he shares that potential customers will book a tour with a business depends on if they can use your website as a weapon in an argument. If your website helps people win arguments about who to choose, this means you'll get more sales. I thought this was clever. One thing you will learn from this book is how impactful having a youtube channel can be so keep an eye out for me in 2015! Thanks Matt again for this helpful book.

I found this book to be both informative and extremely practical! Each chapter will not only give you great statistical information and insights from an industry insider, it also gives you specific ways to take action right away. The tone is casual, which makes the book a fantastic read. Highly recommended if you are looking to sell your experiences and tours! Kelsey Tonner Founder - Be a Better Guide (dot) com

This book is pure gold!! No fluff. I love how Matthew gives actionable ideas on how to market your tourism business and EXPLODE your business. I was so impressed by the information in this book that I have reached out to the author about revamping our current website. As a serial entrepreneur and owner of a food tour business, this is the absolute best, how-to, business book I have ever read and I read a lot of books like this, so kudos to the author.

I've been following Tourism Tiger for a while now so I was very excited that Matthew Newton finally released his book on Sell More Tours and of course I had to buy it. This book has a LOT of info. You're not going to be able to sit down and read this in an afternoon, I've read half of it (I bought it 2 days ago) and it's already given me many ideas. The book is not perfect, at times you would like more case studies and there's errors that need a proofreader but overall I'm giving this 5 stars just because of the sheer quantity of information and ideas in it.

As the tourism director for a chamber of commerce in a small rural town, I was thrilled to get as much out of this book as I did! Only about 15% of the content seemed not to fit our situation, as we don't run a motor coach. Still, I was able to get plenty of tips to put to use in running tours in our town, and look forward to seeing the results! The information felt very current. I highly recommend it.

Matthew really knows the business and he shares everything with us. Although he must have interests as owner of a tour marketing company, the book isn't selling his company at all, this is very professional. I highly recommend this reading for every tour operator or tour guides that want to sale more tours.

As an IT and Marketing guy in Ecuador/Galapagos/Montaña ita (an adventure tourism hub), I started advising some friends in the travel industry that wanted tech and online marketing feedback. I referred this book to them, and now they all bough a copy for themselves. :) Thanks for compiling all this info! It's a really useful resource.

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