

# Making digital work for your tourism business

The right technology to move forward



# Who are we?

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**Established in 2006,  
Shoothill have a track record of producing real results.**

**Award-winning innovators, both locally and nationally we pride  
ourselves on our ability to deliver solutions to problems faced by  
businesses, entrepreneurs and organisations.**

**No matter their size.**



# How we do this

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## Straight talking

We believe in clear, transparent communication with our clients, ensuring that every decision and recommendation is made with their best interests in mind.



## Customer first

Our clients are at the heart of everything we do. We work closely with them to understand their unique needs and challenges, tailoring our solutions to meet their specific objectives.



## Trusted experts

With years of experience and a deep understanding of the latest technologies, we stay ahead of the curve.



## Flexible

In a fast-paced, ever-changing digital world, adaptability is key. We pride ourselves on being agile and flexible, quickly adjusting our strategies to meet the evolving needs of our clients.

# Today you'll learn

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**How to nail the basics to unlock extra growth**

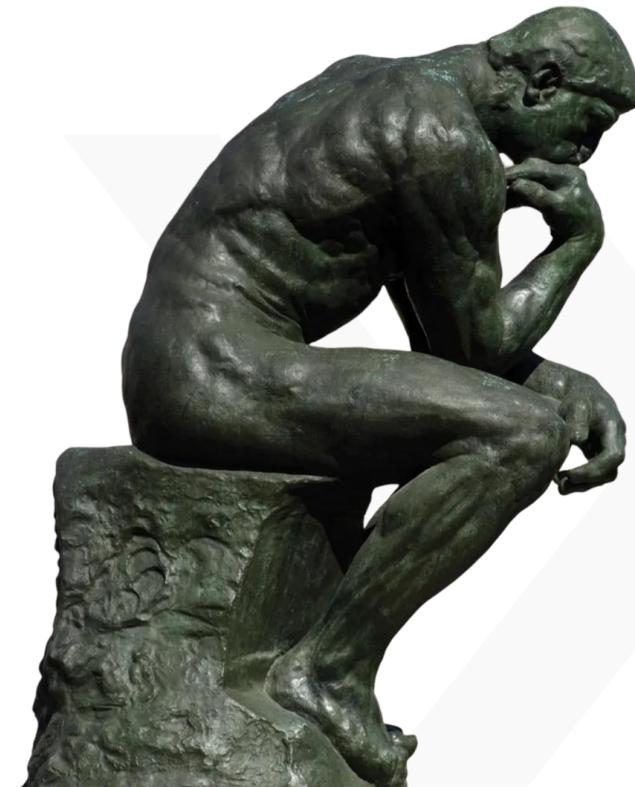
**Improving your booking processes**

**Enhancing your guest experience**

**Where AI is relevant to you**

**How to keep safe digitally**

**Where to start**



# Get the basics right

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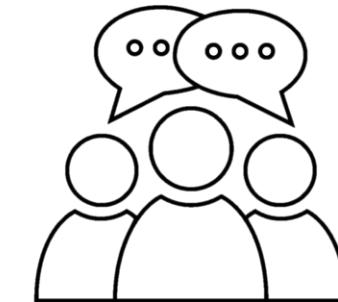
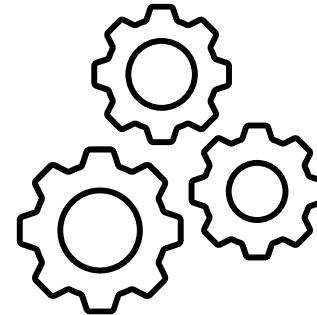
**Don't lose customers  
on the easy stuff**

**A smooth process that's mobile friendly**

**Clear guest communication**

**An easy-to-manage online presence**

**Tracking and analytics**

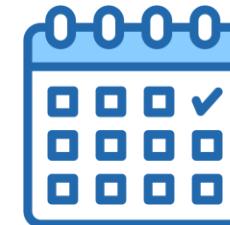


# Making booking & payments hassle-free



## Friction loses customers

**Availability calendar**



**stripe**

**Automated confirmations**



**Simple and secure payments**

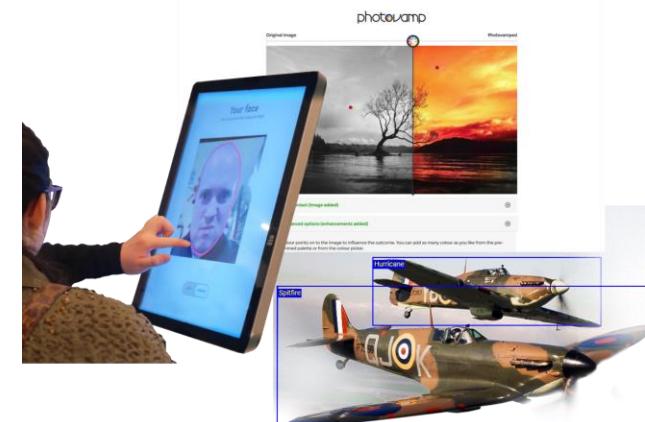
# Enhance the guest experience

## Above and beyond

AI Chatbots for quick replies

Automated messages

Follow-ups to encourage  
repeat bookings



# Use AI & Automation

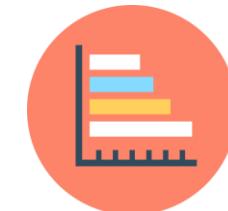
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**Save time on the easy stuff**

**Be careful**

**Instant customer support and drafting**

**Data insights for improved decision making**



# Stay cyber-secure

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**Data is worth more than gold**

**Protect your guest data**

**Secure payment details**

**Prevent fraud**



# Audit & prioritise

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**Get your action plan ready**

**Find the cost-effective solution**

**Make the right upgrades and the biggest impact by starting with the low hanging fruit.**

**Speak with Shoothill**  
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