

Introducing Direct Booking



An exciting feature on VisitLongBeachPeninsula.com.






Direct Booking is a destination-specific portal to reserve lodging online.

Benefits include:

- Easier booking process for visitors
- Increased local sales for lodging properties
- Enhanced positive impacts of tourism for local communities

“Visitors that care” can take pride in knowing that the full amount spent on lodging is staying local and having a positive impact on the local economy.

The program is part of a wider Pacific County Tourism Sustainable Growth Initiative aimed at improving quality of life and steering tourism to benefit all involved.

Benefits	 Customer	 Business	 Community
 Goals	<ul style="list-style-type: none"> • Real-time rates and availability • Easy direct booking & customer service with individual property • More localized information and ability to work directly with local business • Customer sees only properties in the destination they are seeking • Better experience, positive impact 	<ul style="list-style-type: none"> • No commissions, fees, or subscriptions • 100% of sale price to the property • Ability to communicate directly with guests (not through 3rd party call center) • Customer is not being led to a different destination • Increased profit margin, more localized information 	<ul style="list-style-type: none"> • Not having to share community profits with a faraway corporation • Attracts values-aligned visitors that are good guests and stewards • Boosts economy & increases future destination marketing resources • Supports locally owned businesses and more local jobs
	<ul style="list-style-type: none"> • Better experience, positive impact 	<ul style="list-style-type: none"> • Increased profit margin, more localized information 	<ul style="list-style-type: none"> • Increased positive economic impact of tourism and better quality of life for all

Small changes can make a BIG difference in a small town. If 10% of overnight visitors booked direct, 11 more local families would be supported by tourism. A 20% use would keep millions of dollars in our rural county of less than 22,000 residents rather than extracted by faraway corporations in urban centers.

