

What to do when sales are low and your customers are ignoring you:

Helpful hints to get through slow season

It's slow season and you're sitting at your desk wondering where all the customers have gone. This is typical in the Canadian Travel industry. Once the Caribbean all-inclusive season ends, and the friends and family flights to Europe have all been sold, there is a lull in sales from May to September.

It can be discouraging and make you feel unproductive. You might even question why you're in this industry with its ups and downs. Don't let it get you down. There are many things you can do to be productive with your business until sales pick up again. This is the time to promote your business. Clients will see your promotion, and when they are ready to book, you will be the first Agent they contact.

Here are a few suggestions from an experienced, seasoned Travel Advisor.

We all know that the next sales season will be the 2026 -27 Caribbean All-inclusive purchase. If you've already begun to sell travel departure dates in January and February 2027, good for you. If not, that is the market you should be concentrating on.

- Make a contact list of all your All-inclusive clients. The list should have name, address, e-mail, their last destination and travel dates.
- Make a list of all your customers who booked early last in 2025 and the year before in 2024.
- Send out an e-mail to those customers. Let them know what early booking bonuses are available tell them you are ready to help them know.
- Start a weekly newsletter with content about your favorite destination, current promotions, and relative travel news, such as entry requirements. E-mail this out to all your clients.
- Post on Facebook and Instagram. If you don't already have a Facebook page, create one.
- Try making a Video. Or, if you are too shy, make a slide show of your travel pic's and record a voice over.
- Create a Blog where you talk about your travel adventures. Customers need to know that you have travel experience.

These are all great ideas, but you're still not sure you can do it. Maybe you've never created content for Facebook, or written a newsletter. It's time to rely on the Suppliers. Contact your BDM's, and sign into their Agent websites. They have content just waiting for you. You're not on your own.

Hang in there, slow season won't last forever and before you know it, you'll be busy making bookings again.

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