

SmartBookers (www.smartbookers.co.uk)

Welcome to the February '09 SmartBookers Newsletter.

In this edition, we will be looking at the year ahead, introducing a new pricing structure. It is very important that you read and understand the changes which we believe will benefit all.

The Year Ahead

With the credit crunch biting and the pound falling against international currencies, we anticipate a surge in the number of booking for 2009.

Bookings have already been flooding in with over 80 bookings already taken for 2009.

Please ensure you keep your information up to date otherwise it may not be visible to customers searching our site.

New Membership Structure

Due to increasing costs we are now in the position that we must amend the membership fee structure to ensure that the SmartBookers service is self funding. It is worth noting that to date Brian & Angus have been personally subsidising the costs to run the site. In the current climate we cannot continue this and needed to look at alternative pricing structures.

In Summary, we are removing the annual charge and replacing this with a small increase in the booking fee. Ultimately this means that there is no cost to you to advertise your caravan although as you will appreciate you only pay us as and when you get a REAL booking.

In detail, the changes are:

- All existing owners will become "life" members at no additional cost.
- The "Standard" and "Premier" memberships will be discontinued.
- Those who have joined or paid an annual fee in the last 12 months will receive one booking free of any SmartBookers booking charge (worth a minimum of £12 !).
- New members will be charged a nominal one off joining fee of £5. We feel this fee is important to ensure some value is attached to our service and to encourage owners to keep their information up to date.
- Booking fee will increase by £2 to £12 + 3% of transaction amount.

Membership Guidelines

In order to keep the website clean we will be undertaking an exercise of removing owners & vans where the availability / pricing information has not been updated in the last 6 months.

As a responsible owner, we ask that you:

- Update availability and pricing regularly. The website contains some logic which ensures that vans which have not had any availability or pricing updates in the last 3 months are not visible to customer searches.
- After 6 months of inactivity the van & owner is removed from the system.
- Update availability as soon as possible if you take a booking outwith the SmartBookers System.

Website Functionality & Enhancements

We understand you have a choice of where to advertise and appreciate your presence on our site.

We are never complacent and always keen to ensure we deliver the kind of services that you, as an owner, are looking for. We always appreciate any comments or feedback on the site and its features. If you feel we are missing anything or if you have any ideas for new features please let us know by emailing us at owners@smartbookers.co.uk

Some ideas we have that we will be looking to investigate and assess are:

- Ability to add extra charges for items. You would be able to maintain a list of items (linen, early arrival, cots etc) and associated costs and these can be offered to the customer at time of booking;
- Ability to let SmartBookers collect the full price of the booking on behalf of Owners;
- Amending the display of caravan detail into a single page to ease customer use;
- Re-introducing park maps for the major parks to show customers the location of your vans.

Maximise Your Potential with Our Web Services

At SmartBookers, we are always keen to look for opportunities to use our experience to help you maximise your holiday home investment.

We can assist you by developing a basic advertising website (6 - 10 pages) for £100, inclusive of website hosting (unlimited bandwidth) and up to six email addresses .

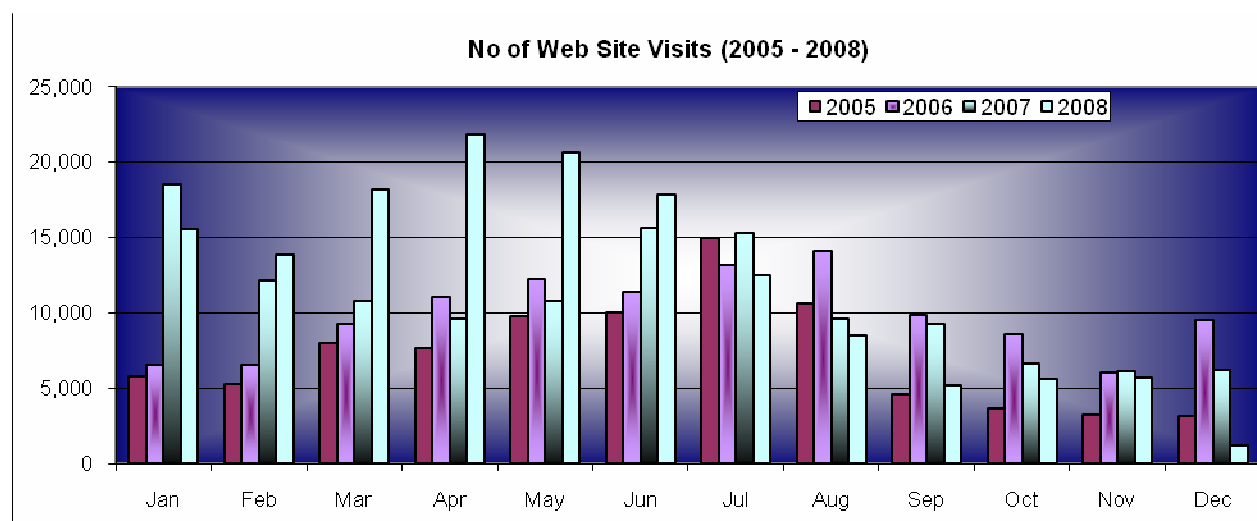
Whether you choose to have us create your website or already have your own, you can display availability and pricing directly from the SmartBookers website wrapped in your own design completely free of charge. Contact us for more details of this.

Please feel free to look at some of the other websites we have developed to date:
<http://www.azteconsultancy.co.uk/WebSites.htm>

For more information please email us at owners@smartbookers.co.uk .

Website Statistics Update

Chart of Web site Visits



During the summer of 2008 we embarked on a new Google campaign and this created a significant increase in traffic to the website. After the summer period and as the financial crisis hit we withdrew all advertising hence the drop in traffic in the last quarter. We have recently been some more targeted advertising and whilst number are not as high as before conversion is much better (see below).

Table of Bookings

Year	Month	Bookings
2008	1	38
2008	2	63
2008	3	52
2008	4	71
2008	5	30
2008	6	66
2008	7	42
2008	8	38
2008	9	28
2008	10	20
2008	11	11
2008	12	17
2009	1	82

This is our best start to the year as we believe is a combination of factors. (1) Customers are tending to stay in the UK this year and (2) we have tried a more targeted Google campaign recently which is having a much better conversion rate.

Final Word

SmartBookers has now been going for just over five years and I hope we continue to provide a service that meets your needs and that we have been there when you need us to assist.

As you will appreciate SmartBookers is a part-time job and thus we are not able to provide typical 9-5 support but we:

- Will always provide a **Courteous** and **Professional** service
- Use a Tier 1 Internet Provider (Fasthosts) to ensure no website downtime
- Use a Tier 1 Credit Card provider (Protx – www.protx.com)
- Will try to answer all emails within 24 hours (usually online most nights !)
- Are always happy to assist with any of your issues where we can.

SmartBookers is a passion which is why we want it to succeed.

Best wishes for 2009

Angus & Brian