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LEARNING CAFÉ

SALES CHANNELS

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*A good channel is not the one that looks professional —
but the one that brings the right customer
at the right moment.*

Marketing channel = how customers hear about you
Sales channel = how customers book and pay or buy from you

TOURISM SERVICE SALES CHANNELS

Questions:

- Most of my customers currently find me through ... *Google search, recommendations, Booking.com, DMO, Instagram, TO's etc.*
- Which channel actually brings bookings, not just attention ...
NB! Likes, followers and website visits are not sales.
- Which channel takes a lot of time but brings little or no sales ...
- If a customer is interested, how exactly do they book ... *e-mail, phone, booking system etc.*
NB! Simplify booking, reduce steps, make prices and availability clear

TOURISM SERVICE SALES CHANNELS

Main sales channels:

- Own booking system on the company's website
- Online booking system (e.g. Booking.com, Airbnb, Expedia, etc.)
- Tour operators (group tours, theme tours, niche tours)
- Local and regional tourism portals
- ...

TOURISM SERVICE SALES CHANNELS TIPS

- Do not try to be everywhere. Choose one or two sale channels that actually bring bookings — and do them well.
- Use partners as sales channels, not just promotion (DMOs, tour operators and partners can be sales infrastructure, not just visibility).
- Customers rarely book after the first impression. Before booking, they look for proof. Show reviews, real photos, clear descriptions, real people behind the service.
- Test new sales channels in small, low-risk ways before investing heavily (e.g. short pilots, limited offers, learning cycles)

TOURISM SERVICE SALES CHANNELS TIPS

- Places where sales break down and you may lose potential customers - slow response, unclear pricing, no direct booking option, language barriers
- Use the sale channels your customer already trust — not the ones you feel you 'should' use

**Good sales channels are about being clear, trusted,
and easy to buy from!**

SMALL PRODUCERS SALES CHANNELS

Questions:

- Most of my customers currently find me through ... *Google search, recommendations, Instagram, website etc.*
- Which channel actually brings sales, not just attention ...
NB! Likes, followers and website visits are not sales.
- Which channel takes a lot of time but brings little or no sales ...

SMALL PRODUCERS SALES CHANNELS

Main sales channels:

- Direct-to-Consumer sales - e.g. on spot, pop-up sales at fairs, sales during tastings and visits, in own farm shop etc
NB! Tell the story of the products, use the tasting, collect customer data e.g. for a newsletter
- Online sales and digital channels (own website, e-shop, social media channels, e-mail)
- Intermediate retail sales (shops and supermarkets)
- HoReCa channel
- Cooperative channels (e.g. joint sales and shared logistics and marketing)

**One sales channel is not enough for a small producer,
it is important to use several parallel sales channels!**

DIGITAL TOOLS and ONLINE SALES CHANNELS (input from SME-s)

FINLAND

- Johku
- Lyyti
- Moder
- Bokun
- FareHarbor
- Citybreak
- Joikubooking
- Flowhouse

ESTONIA

- Bouk.io
- Touringery.ee

SWEDEN

- Sirvoy
- Moder
- BookVisit