

Rentkayaksup

Best practices study.

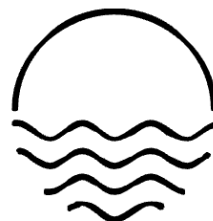
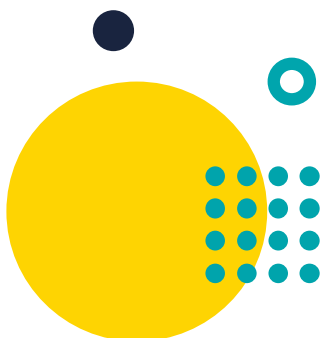
Best practices study.

The best practice study aims to present a successful case study of a company that has started to digitise its business by incorporating a booking management system on its website. This has not only increased turnover, but has also provided valuable information about its customers.

Rentkayaksup, is a leading company located on the Mediterranean coast, specifically in Alicante and Castellón, specialising in kayak, SUP and pedal boat hire and excursions along the Costa Blanca.

The starting point for the development of this study was the identification of the concerns of SMEs from different sectors, which expressed their interest in learning about good practices for digitising their business and increasing their online presence.

Throughout the study we tell you about the improvements Rentkayaksup has achieved by using an online booking management system and how they hope to continue their digitalisation process and thus be able to continue growing.



RENTKAYAKSUP



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Information about the company.

WEBSITE >

www.rentkayaksup.com/

YEAR OF FOUNDATION >

2021

LOCATION >

Alicante y Castellón

NUMBER OF EMPLOYEES >

25-30 employees

TYPE OF COMPANY >

Limited Company

MAIN ACTIVITIES >

Offers excursions along the Costa Blanca and rental of Kayaks, SUP and pedal boats.

SECTOR >

Leisure

Problem or need

Rentkayaksup is a company that was focused on the **rental of aquatic devices** such as kayaks and pedal boats but they also wanted to take a leap towards a more attractive tourism. They decided to open a new line of business and offer kayak excursions along the different beaches of the Costa Blanca and to do so they needed to make themselves known.

Traditionally their clientele was made up of people who were on the beach and at the time, decided to rent any of their products by the hour. With the new service they wanted to offer, they **needed the client to have prior information**, be able to plan when to go and **book in advance** easily through the website.

Implementation process

When it came to offering this new service, they sought the **advice of a partner** who could help them with digital marketing issues but who also understood Rentkayaksup's business model and saw the opportunities for growth.

With the help of this partner they implemented a very simple **booking management system**, which can be accessed via a plugin from the website itself.

The response was **quick and positive**; 80% of bookings are now made through the website. Previously, these bookings were made by telephone. Now customers book at least 6 hours in advance and when they arrive at the point of sale they receive their artefacts and start their excursion without delay, which has **generated high customer satisfaction**.

Although online bookings are still lower than direct sales on the beach, the increase in bookings was **exponential**, marking a significant change in 2023, the first year with this system available.



The implementation of the booking management system has not only contributed to an increase in turnover and better daily planning, but has also provided them with **valuable analytical information**.

Through a specific tool, Rentkayaksup performs a detailed analysis of bookings, **identifying the most profitable services** and knowing the **origin of each client**. According to their calculations, between 40% and 50% of customers are foreigners. In addition, they have observed that foreign customers tend to be more proactive and tend to book through the website at least 5 days in advance, while Spanish customers tend to go directly to the point of sale to contract the service.

This data is proving to be essential for them to **target marketing strategies more precisely** and promote specific services in the 2024 campaign.

Challenges or obstacles

Currently, the competition has a stronger presence on social media, while Rentkayaksup faces the **challenge of increasing its visibility**, especially on Instagram, where they have a profile with little activity. Looking ahead to 2024, the company intends to run a **more intensive campaign on Instagram**, with the aim of **improving their visibility** and attracting a **younger audience** that they have so far failed to reach.



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"We have been able to gather a lot of information from the operations in 2023 in order to focus the relevant actions for this coming year."

Future plans

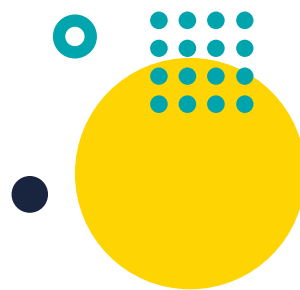
To continue to innovate and improve the online experience, Rentkayaksup's next step is the **digitalisation of production processes**. Currently, the sales outlets on the beach and the administrative processes are quite manual.

In the coming months, they will start the **development of a tool** that will allow them to **integrate the sales and production departments**, seeking to achieve a more effective day-to-day operation.



"We would like to digitalise the production and administrative processes, which are now too manual, and we will start to develop a tool that will help us to be much more effective."

The best practice study has highlighted how the implementation of digital tools has contributed to the growth of this SME. Their initiative has allowed them to gather valuable information that will be used to improve their digital marketing strategy for future campaigns.



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