

Suggestion for Innkeepers by Boston SEO

You let enough “room nights income” go by, without compensation. Now, be pro-active and use barter to not only cut expenses, but to promote to new potential cash customers. A third-party platform or facilitator (an online barter exchange) might help you to find more potential (and profitable) barter transactions.

One innkeeper found a photographer through their service who “took a lot of really nice photos of our rooms and restaurant space. That was a large expense that we didn’t have to pay out of pocket.”

There are a number of barter organizations online. They have special software and provide technical support for the less tech-savvy to help innkeepers get the most they can out of the service.

“We like the [ITEX.com](https://www.itex.com) network best, mainly because of the extent of the offices and services they have nationwide, especially travel.”

Barter is about “being open to the idea and understanding that there’s a market for this kind of service.” Smart innkeepers use it, profitably.

- John, Boston SEO Advisor

