

HOW TO BEAT A **HOLIDAY SLOWDOWN** AT YOUR COWORKING SPACE

5 ideas to use this winter to keep member engagement high and attract new visitors to your coworking space.

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OFFER AN ESCAPE FROM THE INLAWS

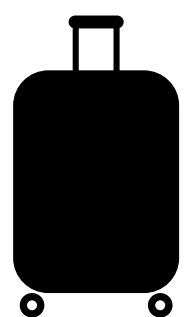
This is a great time to sell punch passes to people who are looking to get out of the house. Spread the word that your space is the perfect solution for a little peace and quiet during the hustle and bustle of the holiday season!

MAKE IT EASY FOR TOURISTS TO DROP IN

If your space accepts daily drop-ins, make this loud and clear on your website and social media. It's likely that tourists and visitors are combining their holiday trips with some flexible work and need a secure and productive space to take a few meetings or catch up on emails.

***Proximity Pro Tip:** Let your local visitor center know, too!

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PROMOTE YOUR SPACE AS *THE* COMPANY HOLIDAY PARTY DESTINATION

Coworking spaces give off a great vibe, making them perfect for holiday events and gatherings. Get the word out that your space is *THE* place to book a holiday party.

And, don't forget to decorate!

PARTNER WITH LOCAL CHARITIES

'Tis the season! Offer your space up for toy drives, canned food collections, etc. You won't make any revenue off of these endeavors, but just think of how many new people will come in, see your space, and consider it for the future!

Plus it's a great way to give back to your community.

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HOST A BRING-A-FRIEND DAY

Designate a day when your current members can bring a friend for free. This is a great opportunity to prompt your members to spread the word about your space and share with others why they enjoy it.

***Proximity Pro Tip:** Make sure you have hot cocoa and holiday cookies on hand!