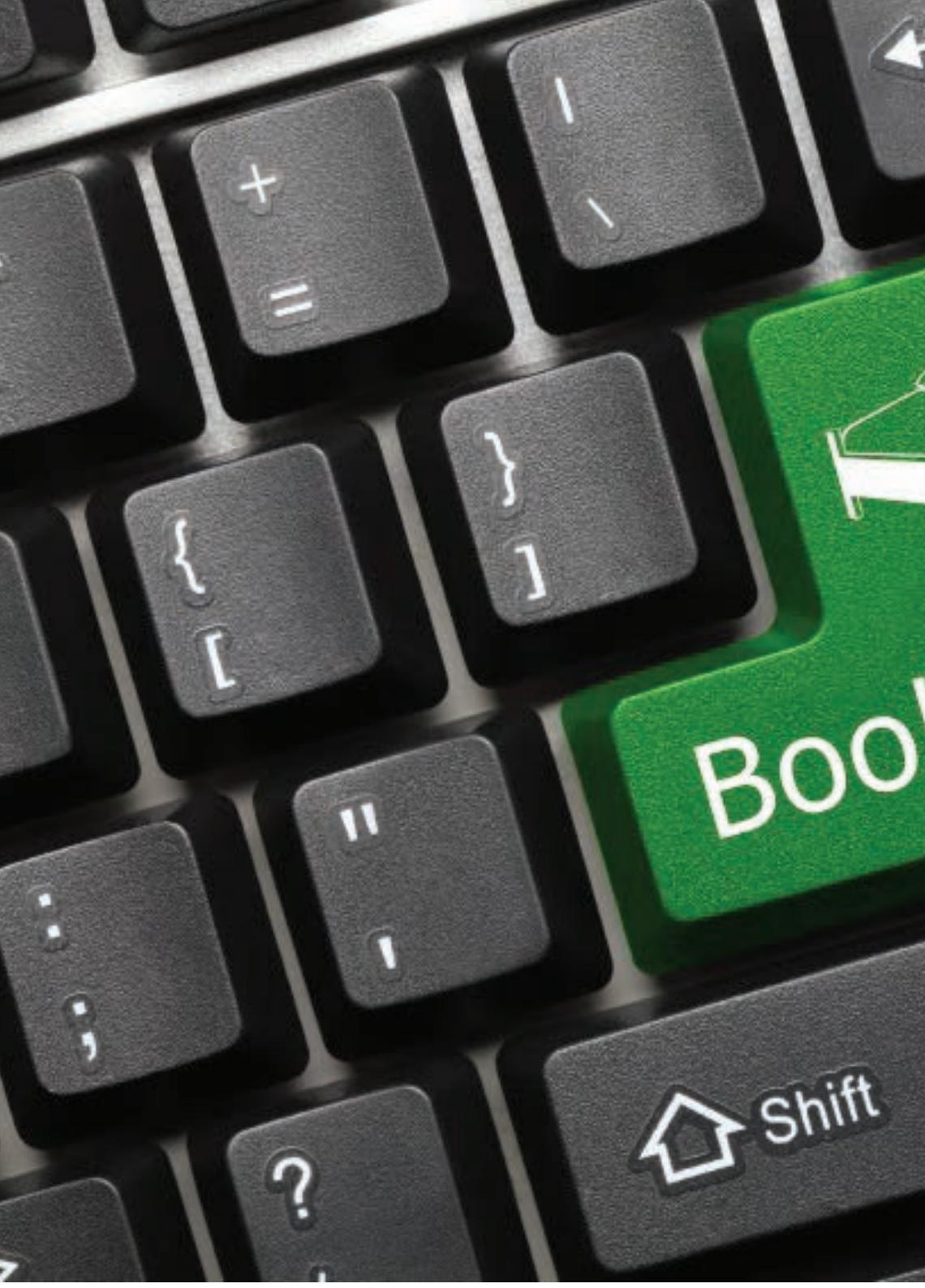




# BOOKING

## How to Increase DIRECT BOOKINGS TO YOUR SMALL HOTEL



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"We were pleasantly surprised when we subscribed to mycloudPMS, we moved from an obsolete system (older PMS) to an ever evolving system. I am able to attract new business and at same time able to engage better with channels, because of accurate forecasts, system has helped us improve and better manage guest expectations and experience.

We especially like the enhanced security and control that it offers, allowing authorized users to access software from anywhere and on any device hence we can easily access all its over 100 operational and admin reports even while traveling.

**Moses Barnabas**

*General Manager - Xva Art Hotel Dubai"*

# INTRODUCTION

1



The world today is mainly dominated by a hotel market that's based online and reigned by OTAs. With such a picture in mind, one of the most logical things that can be put in place in order to thrive is ensuring that direct bookings are among the most prioritized agendas for small hotel owner's. OTA and various traditional agents for traveling majorly exert their effect via increasing and enhancing exposure and occupancy.

On the other hand, the direct bookings have their strong suit in possessing the lowermost costs when it comes to acquisition. Typically, an OTA will charge anything between 25-40% as commissions, which really hurts a small property as their room prices are quiet basic and giving such huge commissions can result in making losses. In addition to that, direct bookings play a vital role in the development of more quality bottom lines for any given hotel that's making use of them. Below are some of the most effective ways small hotels can increase their direct bookings.

A woman in a white robe is stretching her arms above her head while standing in a hotel room. She is leaning against a dark curtain. In the background, there's a bed with white linens and a window with patterned curtains. A modern pendant light hangs from the ceiling.

2

# SOME WAYS SMALL HOTELS CAN INCREASE THEIR DIRECT BOOKINGS



## 1) IDENTIFY CUSTOMERS USING DATA

Data is very important when direct bookings are being sought for. The data found in a hotel could assist majorly in finding out the type of guest that your hotel attracts and the reasons behind them choosing your hotel over others. This brings to light the hotel segments that bring you a lot of profit and also help in identifying the hotel's Unique Selling Points (USP). This will enable hotel owners to discover the most relevant sales and marketing efforts that reap the maximum benefits as well as generate direct bookings. It's also crucial to bear in mind that there are researches which claim that every guest that books on OTA always looks for a hotel's website to check the property, this look up can really help hotel as OTA will keep driving visitors to hotel website.

## 2) MAINTAIN A CAPTIVATING AND PERSUASIVE HOTEL WEBSITE

One of the pillars of online marketing and awareness is the aspect of owning a website. With a website in place, it makes the task of implementing strategies for online booking much easier. However, other than visiting a particular hotel's website, it's worth noting that the element of keeping them glued to it is equally important. The genuine experience and story of staying at your hotel or property should be vividly conveyed for this to be achieved. The manner in which this will be implemented is by using the various customer segments for your property as well as the USPs that you have to act as a guide for the content you will put up on the hotel's site. The website should have a Web booking engine and the website should be updated regularly and must provide details of not just hotel but also nearby attractions and events, important information and services for pickup and drop directions. This will help guests in making more direct bookings. In addition to that, the website should be created in such a manner that it has the ability to function competently across a variety of devices.



### 3) PROVIDE ONLINE BOOKINGS

The majority of travelers normally look to online sources and channels for research and booking for their travels. Taking advantage of this, it's best if hotel managers could bring in methods of directly linking people online to their hotel's booking platform. This could be achieved easily by creating a widget on their website which acts as a button of directing clients through the necessary steps and security protocol required for making successful bookings. Most of the travelers also have an affinity for making the bookings using mobile devices, hence it's important that user-friendliness be heavily considered across a variety of devices to increase booking traffic. Make sure that the web booking engine is easy to use and mobile, it also offers PCI compliant payment system and options for guest to view and modify reservations.

### 4) ADDITION OF VALUE-ADDED PACKAGES

This can be adequately achieved by bringing add-ons on board to your website. The main add-ons that could be considered when being put-up are mainly the ones that are not readily available in most of the OTAs. However, this concept should not be over-done because it could easily lead to clients being too much overwhelmed with possible choices to an extent of blocking the road to making a purchase. When choosing these add-ons, it's crucial to consider rewarding perks meant for direct bookings and then advertise all the benefits that are strung to making direct bookings from your website. Provide prices and packages that are not available on OTA, probably keep a room category unique to web booking engine, make sure you have a widget to share guest reviews from trip advisors. This helps bookers to make up their mind and do so quickly and with confidence.



## 5] GIVE DISCOUNTS TO RESTRICTED AUDIENCES

Most OTAs normally have agreements for their rate parities that prevent their property from having lower offers on the rates found on their websites. This could be used to the advantage of other hotel and property owners mainly by offering discounts to audiences such as followers on social media, email subscribers and members of loyalty programs. In the long-run, this will turn out to be one of the best and most effective ways of bringing out loyalty from clients and in the process increase the hotel's direct booking clientele. It's also vital to run loyalty programs and make sure guests get logins, so they can maintain their profiles.

## 6] RUN HOTEL NEWSLETTERS AND REGULAR HOTEL UPDATES

Having regular newsletters and updates by the hotel to its customers will go a long way in helping the hotel gain more direct bookings. By structuring a hotel website to suit the regular updating of content, it gives the hotel customers and potential customers a good impression before they have even physically visited the hotel. The content here may be holiday specials that are on offer, special prices and incentives on different services offered by the hotel, and even early booking price rates. The hotel could also look to incorporate the use of newsletters to highlight events that are to be held in the hotel. All these will serve to capture the attention of customers!

A photograph showing a woman in a white shirt at a hotel reception desk, smiling and interacting with a man in a suit who is holding a suitcase. A large red circle containing the number '3' is overlaid on the left side of the image.

# CONCLUSION

Direct bookings in hotels play a key role in the increment of a customer base for the hotels or other properties. The methods that have been discussed above in good depth show the nuts and bolts that are needed for the setting up of avenues of increasing **the direct booking traffic to a hotel.**



## ABOUT MYCLOUD HOSPITALITY

mycloud has been developed by Prologic First, an independent, private company with over a decade and half's experience delivering end to end technology solutions to the hospitality industry across the UK, Asia, Africa and the Middle East. Prologic First's "WISH", "Touché" & Web Prol'IFIC brands are used across 30 plus countries by over 1,600 clients offering some of the most advanced features to hospitality professionals.

[Schedule a Hotel PMS Demo](#)

(Our online demo takes about 30-60 minutes and you would need a desktop or laptop with microphone, speakers and Internet connectivity. Time shown here is in EST (Eastern Standard Time, -5:00 GMT)

**Award-winning hotel solution** by [financesonline.com](#), hotel owner technology 2017, [softwareadvice.com](#) & [getapp.com](#) with capability user rating by 4.39.

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