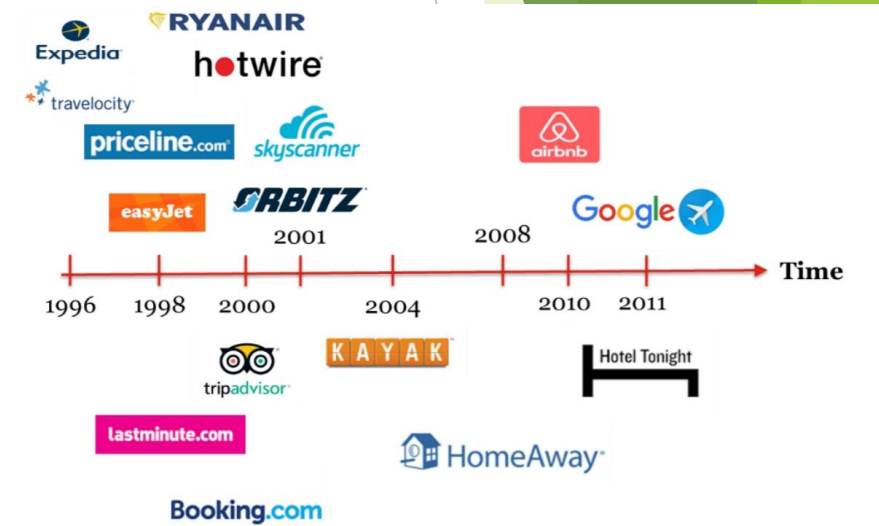


The Hidden Cost of Book Direct

Selling a room has never been
quicker, easier, cheaper
or more complicated

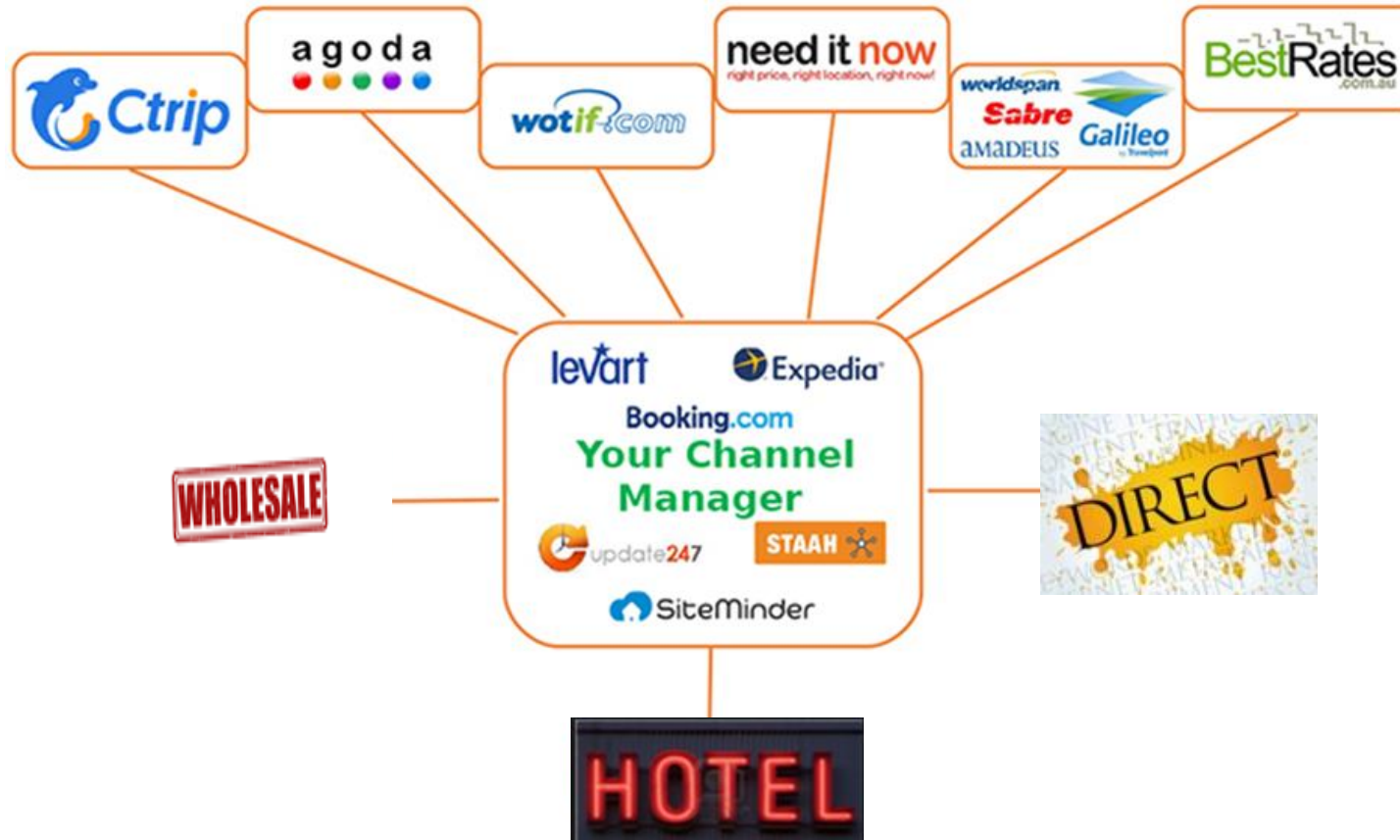
ReVenYou

1999



RY

2009



2019



A competitor:

2 nights
2 Adults
1 child
18/19 Sept

(Not your hotel!)

Check-in & Checkout Times

Cost of rollaway / cot

Cost of Wifi

Availability of a hairdryer in the room?

Review score, anything to watch for?

I am arriving at 8pm, how do I checkin?

Cost and availability of breakfast?

Cost and availability of parking?

Laundry facilities

Incentive to book direct

Terms & Conditions of cancellation

Where would you book in future?

Direct Website

1. Rate parity?
2. Answers to all your questions?
3. Frustration level?
4. Could you book?
5. Likes?
6. Dislikes?
7. Ease of access?
8. Number of Clicks?

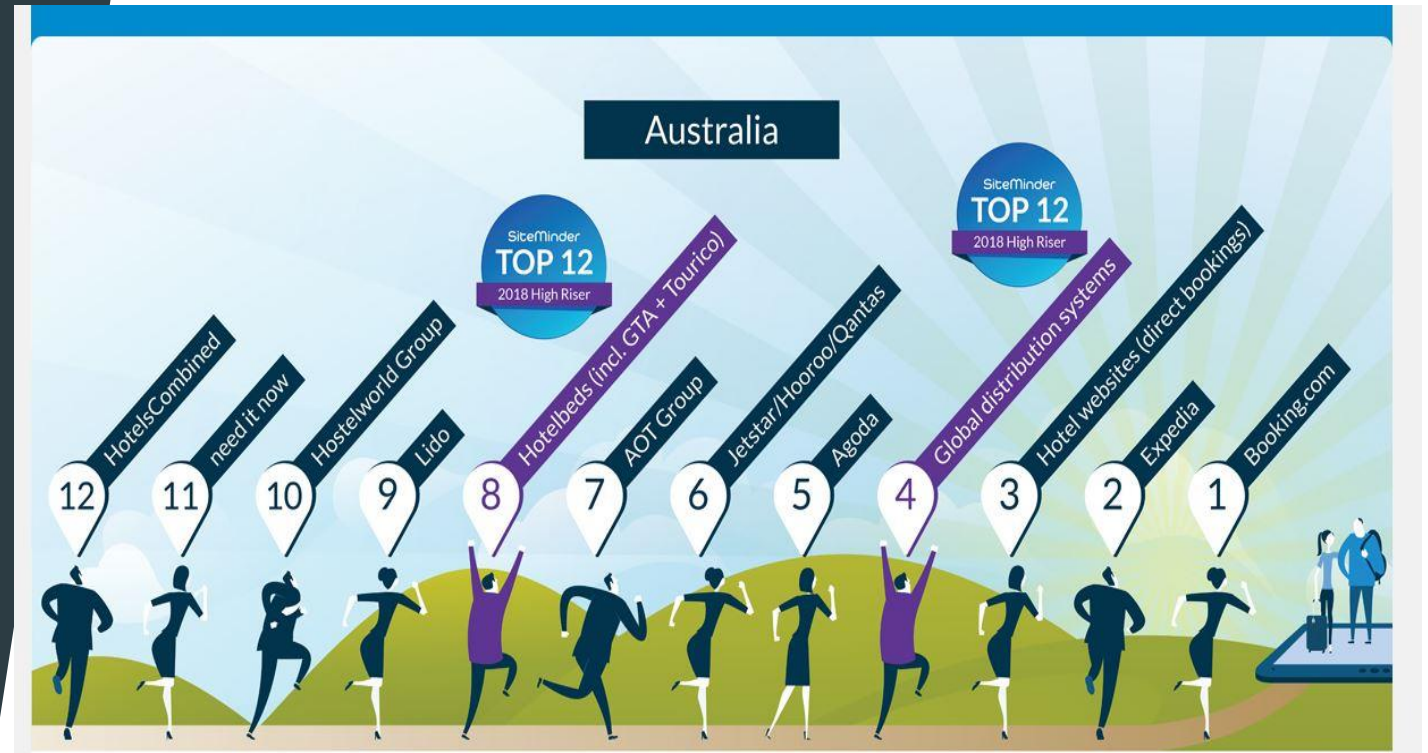
OTA

1. Rate Parity?
2. Answers to all your questions?
3. Frustration level?
4. Sales terms?
5. Attention grabbers?
6. Positive Reinforcements?
7. Ease of access?
8. Number of clicks?



The Yellow Pages

- ▶ Who uses the channel?
- ▶ Where do the customers originate from?
- ▶ What do the typical clients look like?
- ▶ When do they travel?
- ▶ What is their lead time?
- ▶ What is the ADR?
- ▶ Why add another channel?
 - ▶ Proven track record in your area
 - ▶ Filling a gap in your distribution
 - ▶ Complementing your strategy



Book Direct

- Website
- Photos
- SEO / SEM
- Blogs
- Backlinks
- Chat box
- Social Media
- Google My Business
- AdWords
- Hotel Ads
- Parity v's Value Add
- Packages and Promotions
- FAQ

Google okura prestige bangkok

All Images Maps Videos News More Settings Tools

About 242,000 results (0.54 seconds)

AdWords

The Okura Prestige Bangkok | 5* Luxury Bangkok Hotel
Near BTS. Infinity Pool & Free Wi-Fi. Book Direct For Exclusive Offers & Rates. Direct Access to BTS. Free Wi-Fi. Amenities: Free WiFi, Infinity Pool, Fitness Centre, Sauna, Spa, Laundry Service, Parking, Restaurant, Rooftop Bar.
Accommodation Options
240 Luxury Rooms & Suites
Enjoy Impressive Bangkok City Views
Explore The Okura
Take a Virtual Tour of Our Hotel
View Accommodation, Dining & More

The Okura Prestige Bangkok | Bangkok. Book now | booking.com
Near BTS. Infinity Pool & Free Wi-Fi. Book Direct For Exclusive Offers & Rates. Direct Access to BTS. Free Wi-Fi. Amenities: Free WiFi, Infinity Pool, Fitness Centre, Sauna, Spa, Laundry Service, Parking, Restaurant, Rooftop Bar.
Book at The Okura Prestige Bangkok, Bangkok. No Reservation Costs. Great Rates. Special Offers. Low Rates. Great Availability. Best Price Guarantee. Amenities: Free Wifi, Parking, Non Smoking Rooms, 24 Hour Front Desk.
Secure Booking · No Booking Fees · Book for Tomorrow · Book Now · Book for Tonight

The Okura Prestige Bangkok | 3,206 Real Reviews | agoda.com
Near BTS. Infinity Pool & Free Wi-Fi. Book Direct For Exclusive Offers & Rates. Direct Access to BTS. Free Wi-Fi. Amenities: Free WiFi, Infinity Pool, Fitness Centre, Sauna, Spa, Laundry Service, Parking, Restaurant, Rooftop Bar.
Book at The Okura Prestige Bangkok, Bangkok. No Reservation Costs. Great Rates. Special Offers. Low Rates. Great Availability. Best Price Guarantee. Amenities: Free Wifi, Parking, Non Smoking Rooms, 24 Hour Front Desk.
Secure Booking · No Booking Fees · Book for Tomorrow · Book Now · Book for Tonight

Okura Prestige Bangkok Hotel | 5 Star Hotel in Bangkok
<https://www.okurabangkok.com/en/index.html>

Google My Business

The Okura Prestige Bangkok
4.6 ★★★★★ 857 Google reviews
5-star hotel
Website Directions
BOOK A ROOM
Address: 57 Wireless Rd, Khwaeng Lumpini, Khet Pathum Wan, Krung Thep Maha Nakhon 10330
Phone: 02 687 9000

Hotel Ads

Check availability

Check in Wed, Jul 18 Check out Thu, Jul 19

Hotels.com	THB8,809	>
Genuine Guest Reviews · 24/7 Customer Service		
Trip.com	THB6,179	>
Tablet Hotels	THB6,792	>
Expedia.co.th	THB8,809	>
View more rates		from THB7,231



Cost of Acquisition

Direct Booking

- ▶ Website
- ▶ Website Hosting / Updates
- ▶ Pay Per Click
- ▶ AdWords / HotelAds
- ▶ Booking Engine + Booking Fees
- ▶ Value Add
- ▶ Loyalty Rewards
- ▶ Best Price Guarantee

IT IS NOT FREE

Online Travel Agent

- ▶ Commission
- ▶ Pass through fees
- ▶ Booking fees
- ▶ Pay Per Click
- ▶ Increased Commission
- ▶ Member rewards

36% of searches = cheaper rate on OTA

76% of guests will pay more for a hotel with better reviews

The average booker will visit 138 sites

75% of traffic goes to the first 15 listings

53% of consumers will abandon a site that takes more than 3 seconds to load

Path to purchase takes on average 4 weeks but can start anywhere up to 6 months prior to arrival

98% of guests will read reviews before booking

Average conversion = 1.3%

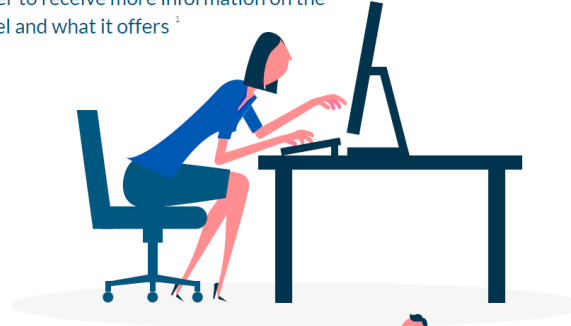
3.9 times more likely to choose a hotel with higher reviews

Average user checks their phone 110 times per day

How do we book in 2019?

- Baby Boomer 55-75
- Gen X 39-54
- Millennials 23-38
- Gen Z or Alpha 4-24

52% of OTA visitors click on the hotel website in order to receive more information on the hotel and what it offers ¹



For every **100** hotel website visitors, **2** will complete a booking ² on average

53% of travellers who book on a hotel site belong to that ³ hotel's loyalty program



38% of bookings are made on the same day or two days before a trip, 53% are made within a week of a trip, and just **19%** are made in ⁵ advance



Bookings generated by phone have a cost of about **6-7%** of the room rate, while hotel website's incur **5%**. Via an OTA, however, the cost can be as much as **20%** ⁴



DREAM & PLAN

- Look for inspiration online
- Spend weeks researching
- Use online travel agencies (OTAs)



SHOP & BOOK

- Decide on destination
- Read reviews to inform decisions
- Complete booking



THE TRIP

- Experience the destination
- Share real-time updates
- Rely heavily on mobile devices



POST-TRIP

- Relive the trip
- Share memories on social media
- Post online reviews



DREAM & PLAN

- › Look for inspiration online
- › Spend weeks researching
- › Use online travel agencies (OTAs)

Your Future Guest

- ▶ Your website
- ▶ PHOTOS
- ▶ Your information
- ▶ Social Media
- ▶ Influencers
- ▶ Pay Per Click
- ▶ Local Tourist Information
- ▶ Local information
- ▶ SEO, SEM
- ▶ Rate management for next 365 days
- ▶ Availability
- ▶ Online chat





SHOP & BOOK

- Decide on destination
- Read reviews to inform decisions
- Complete booking

Your Booking

- ▶ PHOTOS
- ▶ Your website
- ▶ Best price guarantee
- ▶ Availability
- ▶ Packages
- ▶ Promotions
- ▶ Pay per click advertising
- ▶ Google Adwords
- ▶ Metasearch
- ▶ Social Media
- ▶ Online Chat
- ▶ Upsell and value add





THE TRIP

- Experience the destination
- Share real-time updates
- Rely heavily on mobile devices

Your Guest

- ▶ Your website
- ▶ PHOTOS
- ▶ Directions
- ▶ FAQs
- ▶ Online Chat
- ▶ Blog Posts
- ▶ Local information
- ▶ Tourist Guides
- ▶ Customer Service
- ▶ Word of Mouth
- ▶ The ROOM
- ▶ Pre-arrival welcome letter
- ▶ Mid stay check in message





POST-TRIP

- Relive the trip
- Share memories on social media
- Post online reviews

Still your guest

- ▶ Post departure feedback
- ▶ Review request
- ▶ Marketing
- ▶ Return trip incentive
- ▶ Direct booker
- ▶ Friends & Family incentive
- ▶ Leisure incentive
- ▶ Business incentive
- ▶ Social media influencer
- ▶ Unpaid sales advocate
- ▶ Word of mouth

What Next?

Book Direct

- ▶ Action Plan
- ▶ Costs
- ▶ Resources
- ▶ Internal
- ▶ External
- ▶ Support
- ▶ Timeframe

3rd Party

- ▶ Add Sites
- ▶ Discard Sites
- ▶ Audit - 100%
- ▶ Market Manager Meetings
- ▶ Photos
- ▶ Competitor Set
- ▶ Analytics





RevenYou - Who are We?

- ▶ Specialize in independent hotels
- ▶ Parity
- ▶ Distribution
- ▶ Project management
- ▶ PMS - Property Management System
- ▶ Channel Managers
- ▶ OTAs - Online Travel Agents
- ▶ Relief Revenue Management
- ▶ Outsourced Revenue Management
- ▶ Training

