

show your guests how valuable they are

It's easy to give your customers
compelling reasons to stay on your website
and book directly with you

9.5 reasons - why they don't book direct

10 actions - to increase your direct bookings



9.5 reasons why people don't book direct on your hotel website.

1. Your website is out of date, doesn't 'wow' people nor easily show off what is really unique about your property in an ocean full of accommodation options
2. Your website is not responsive, performs poorly on mobile devices
3. Slow page load speeds on all devices. Technology keeps changing and consumers are impatient and they expect fast or they leave
4. They can't easily find a choice of special offers or all inclusive packages
5. There is no incentive to book direct or a best rate guarantee
6. Your website may say best rate guaranteed, but is it clearly defined and displayed?
7. They believe they can get a cheaper price elsewhere (OTA website)
8. They leave your website to read guest reviews, especially if there are none on your website for them to scan through
9. No current news, events or local attractions
- 9.5 Ultimately, they don't like the look and feel of your website by not getting the information they want

10 actions to get more direct bookings

1. Show a general room price on the home page or a special offer with a price. (shows you value their time and gives them a ballpark budget expectation early on)
2. Display lots of guest reviews directly on your website, saves clicking out on exit links to testimonial sites like TripAdvisor.
3. Give people incentives - why they will be buying the best experience when they book direct, exclusive benefits only available through direct purchase.
4. Display exclusive, value-add special offers - only found on your website (breakfast, discount voucher, etc).
5. Unlock and share your secrets - favourite restaurants, coffee barista, smoothie bar, yoga studio, gin lounge, etc.
6. Check how fast your website is for the end user. Who loves a slow website?
7. Ensure that guests trust your website by seeing your best price guarantee. Explain what your best price guarantee is and the benefits of booking directly with you.
8. Remove all exit links to external sites, especially review sites with booking engine links and lots of other hotels to choose from. Create inbound links from email signature - best rate...
9. Have the best cancellation terms and or increase the incentive on a direct advanced purchase.
10. Use the OTA Rate Insight tools to your advantage to be super competitive for your guests.



if you'd like greater assistance with more direct bookings...

...we have quick, easy and
affordable solutions, contact us for
an obligation free consultation.

pebbledesign