

Win the Battle for Bookings against OTAs

OTAs

vs

Hotels

Arm Your Hotel with P3's Tactical Tools



Win More Direct Bookings with the P3 Battlecard

It's time to rethink how your direct booking channel performs against your own listing on Online Travel Agencies (OTAs).

Travelers love OTAs. Their websites are reliable, easy to navigate and aesthetically pleasing. But what strategies do OTAs apply that make them so popular? What features can you implement in your booking engine to make it a superior direct channel?

This P3 Battlecard reveals the powerful features of OTAs and provides tactical tools for you to fight back. With the right functionality in your booking engine, transform your direct channel to become your main source of business.

Using your own direct channel, you have the advantage of enhancing the guest experience and building brand loyalty that goes beyond the booking phase.





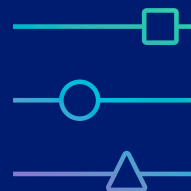
About Us



P3 provides solutions that enable a fully interconnected online guest journey powered by our customized booking engine and online check-in/out.



We help hotels to increase conversion rate, improve their online brand and drive operational efficiencies with a superior digital journey.



Our focus on flexible user-centered design enables us to develop solutions tailored to each hotel we work with to leverage their online presence.



We work exclusively with hotels equipped with OPERA PMS to ensure a streamlined data flow, ease of use, time savings, and increased revenue.

Visit us at www.p3hotels.com

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Discounts & Blended Rates

OTAs

June 2021

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13 \$600
14 \$500	15 \$500	16 \$600	17 \$500	18 \$500	19 \$600	20
21	22	23	24	25	26	27
28	29	30 \$800				

Total: **\$3800** / \$542.86 per night

Book Now

OTAs provide membership scheme discounts, exclusive mobile-only discounts and geolocation offers to meet customers' booking needs. With rate blending, OTAs can mix different rate plans to build the lowest possible price for long-stay guests.

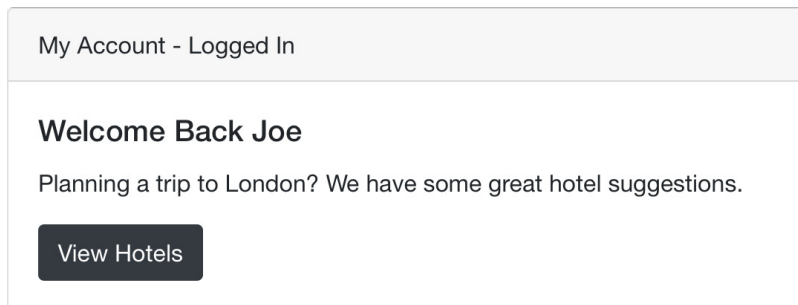
POWERED BY P3

The screenshot displays the website for the Glenroyal Hotel & Leisure Club. The header includes the hotel name and address: Straffan Road, Maynooth, W23 C2V1, Co. Kildare. Navigation links for 'HOTEL INFO', 'MAP', and 'GALLERY' are present. The 'My Booking' section shows details for a stay from Wednesday, 27 May 2020, for 2 nights, 4 adults, in 2 rooms, with a promo code 'SAVE123'. A 'Sign up for 10% off' overlay is prominently featured, encouraging users to join the loyalty club for free to access special discounted rates. The 'Choose Your Room' section lists available room types: 'Superior Double Room' (from €218.00), 'Superior Double Room' (from €278.00), and 'Family Room' (from €298.00). A circular callout highlights the 'Sign up for 10% off' overlay, which includes a 'JOIN NOW' button and a 'Login' link for existing members.

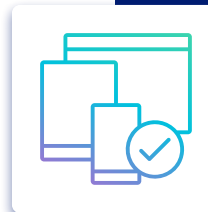
Your booking engine should always offer the best possible rate options. Provide value for guests with a good loyalty program and set up mobile and geolocation discounts. Implement blended rate functionality to ensure you're offering the best price for multiple nights on a single booking and to maintain rate parity with OTAs.

Creating Trust

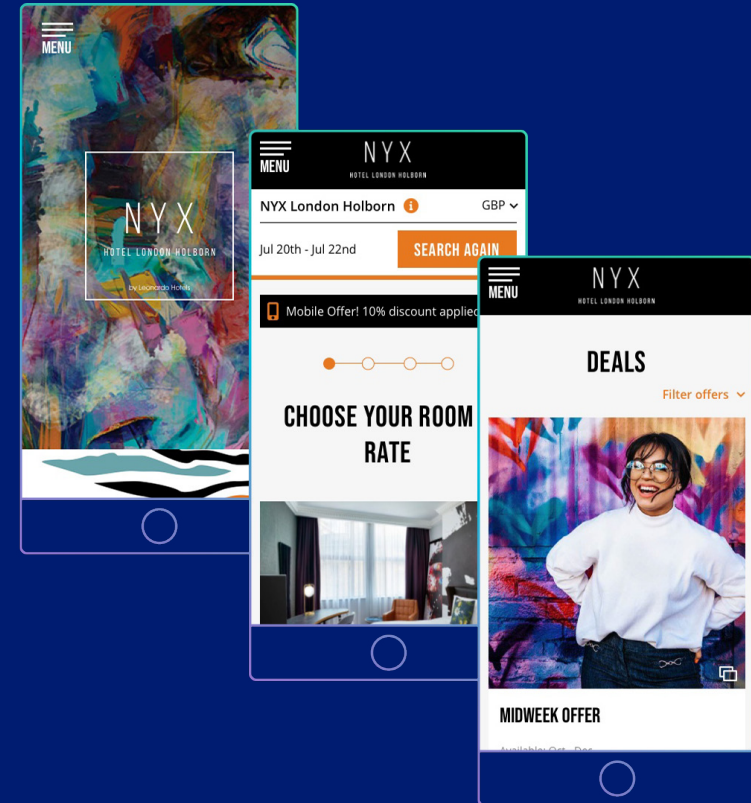
OTAs



Travelers use OTAs as their number one booking platform due to the ease of use and quality of their websites. Based on guests' previous bookings and the popularity of OTAs, there is confidence that the system works and that booking transactions are handled securely.



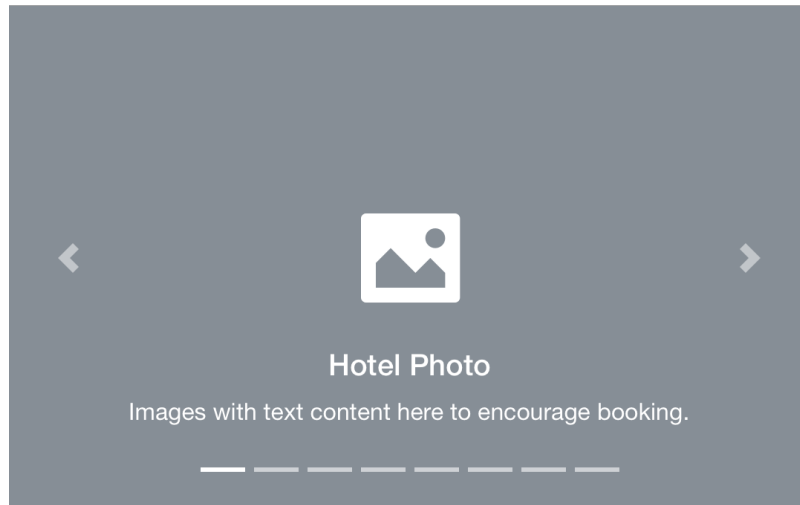
POWERED BY P3



Guests will be confident in their booking transaction if they encounter visual consistency across all your channels. Your booking engine should deliver an excellent user journey and consistently reflect the visual aspects of your website. Having a strong brand experience at every point of interaction with your guests leads to greater guest loyalty.

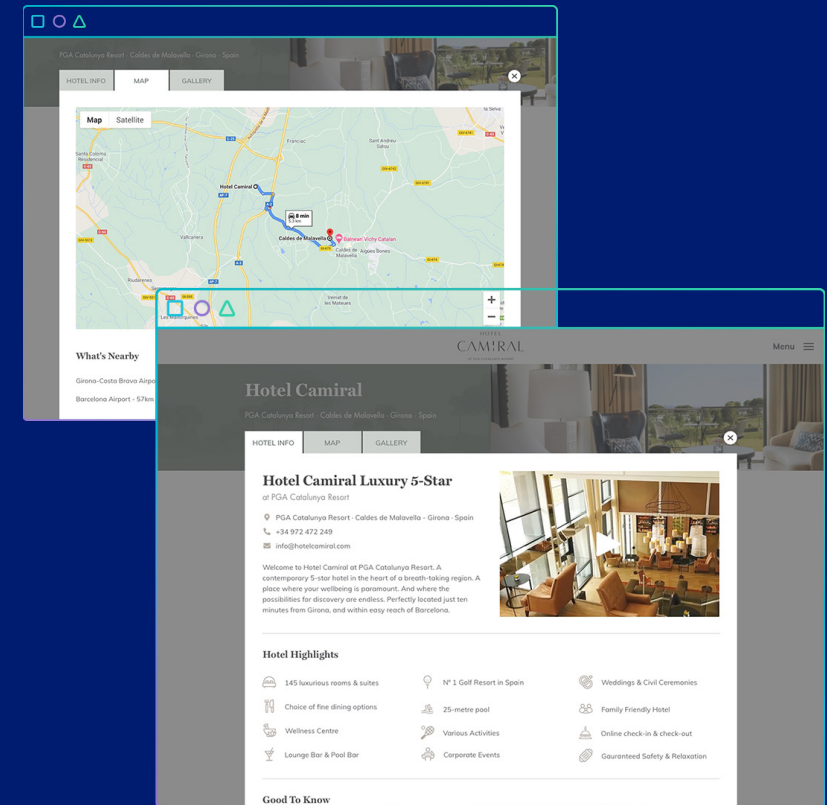
Relevant Content

OTAs



OTAs present a lot of content about your hotel in an easy-to-read way with separate information in different sections on the page. High-quality images and videos influence the users' choices, as does the map that helps them to plan ahead of time what to do in the hotel's surroundings. OTAs use AI to generate a personalized experience to each customer.

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You must have the same content, if not more, than your OTA listing. Decide what is most relevant to your guests. Show off high-quality images and videos to enhance your hotel spaces. Include "Getting There" directions and the top attractions in the area with an interactive map. Make sure content can be personalized to guests' profile types.

Guests' Reviews

OTAs

8.5 Very Good

**Joe Bloggs**

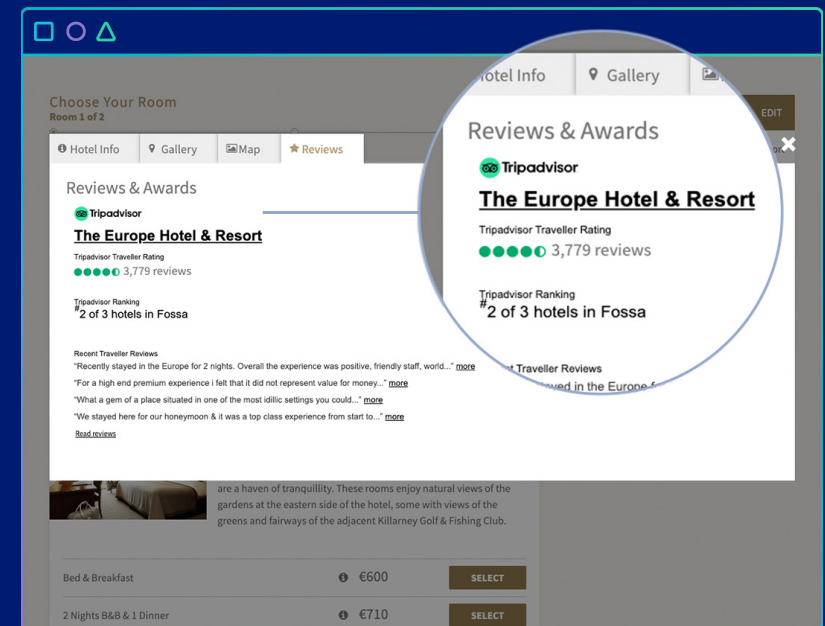
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

2 days ago

User-generated content in the form of reviews plays an influential role in guest booking decisions and the likelihood of conversion. That's why OTAs work hard to send out follow-up communications to encourage guests to share their genuine comments about their recent hotel stays.



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The screenshot shows a hotel booking interface. The 'Reviews & Awards' section is highlighted with a circular callout. The callout displays the Tripadvisor logo, the hotel name 'The Europe Hotel & Resort', a Traveller Rating of 3.7/5 (represented by 7 green dots), and 3,779 reviews. Below this, it shows the hotel's ranking as '2 of 3 hotels in Fossa'. The background of the screenshot shows a 'Choose Your Room' section with options like 'Bed & Breakfast' for €600 and '2 Nights B&B & 1 Dinner' for €710.

Embed a link from TripAdvisor or TrustYou to a dedicated reviews section on the front pages of your booking engine. Be transparent and provide trustworthy feedback about your hotel. Both negative and positive reviews act as a powerful electronic word of mouth to influence your guests' booking decisions. Use post-stay emails to encourage feedbacks from past guests.


Reassuring Messages

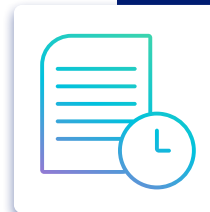
OTAs



City Bridge Hotel


“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

 Only 2 rooms left on our site



Urgency messages in the booking flow such as “Only a few rooms left” or “Limited hotels in this location” are used as a strategy to alert users that they might miss the chance to make a booking. The objective of this type of communication is to panic users and make them act impulsively.

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Hotel Camiral

AT P3 CATALUNYA RESORT

Your Unconfirmed Booking Price is on Hold for 24 Hours

Confirm booking at Hotel Camiral by Tuesday April 20, 2021 at 17:00 (GMT+1)

CONFIRM BOOKING

Payment Details

When do you want to Pay?

☐ Pay now

☐ Pay at the hotel

☒ Hold price for 24 hours

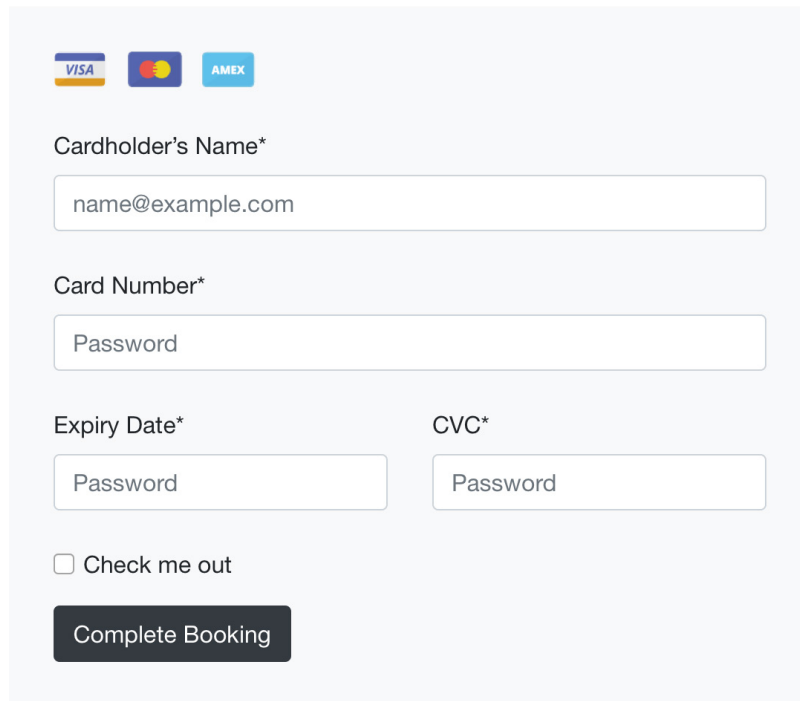
NOT READY TO CONFIRM YOUR BOOKING YET?

Hold the booking price for up to 24 hours without credit card confirmation. We will send you an email with a link to complete your booking.

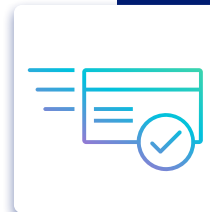
Reassure your guests rather than create panic. Allowing your guests to hold the price for 24 hours builds trust with the tentative booker. Tell your guests that the last room available will only ever be sold on your booking engine.

Payments

OTAs

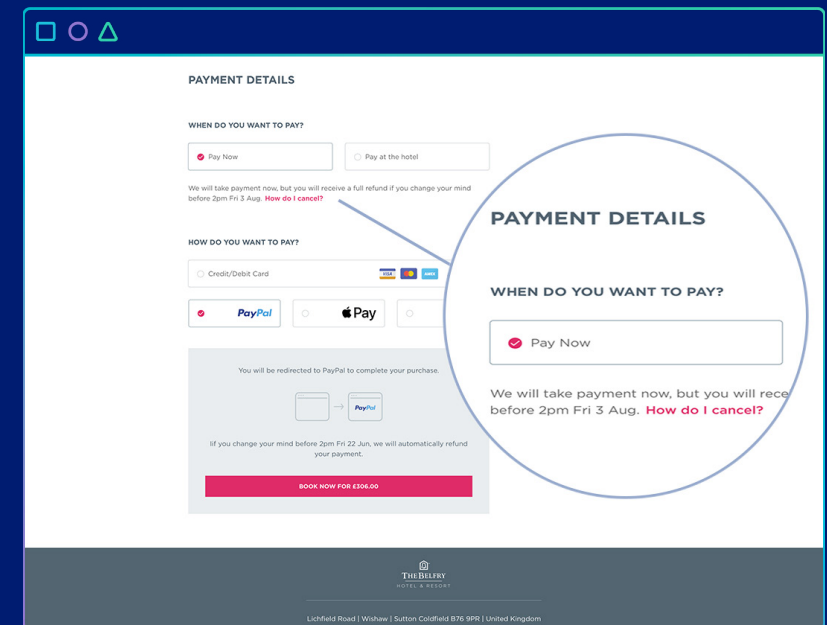


A payment form for Online Travel Agencies (OTAs). At the top, there are logos for VISA, Mastercard, and AMEX. Below these are input fields for 'Cardholder's Name*' (containing 'name@example.com'), 'Card Number*' (containing 'Password'), 'Expiry Date*' (containing 'Password'), and 'CVC*' (containing 'Password'). There is a checkbox for 'Check me out' and a 'Complete Booking' button.



The payment section in the OTAs websites contains only the necessary fields to complete the booking, making it as simple as possible for the users. OTAs facilitate payments by integrating with many alternatives such as Apple Pay, Google and PayPal. Flexible booking options, free cancellation messages and security badges increase guests' trust in the transaction.

POWERED BY P3

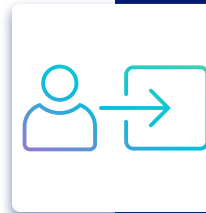
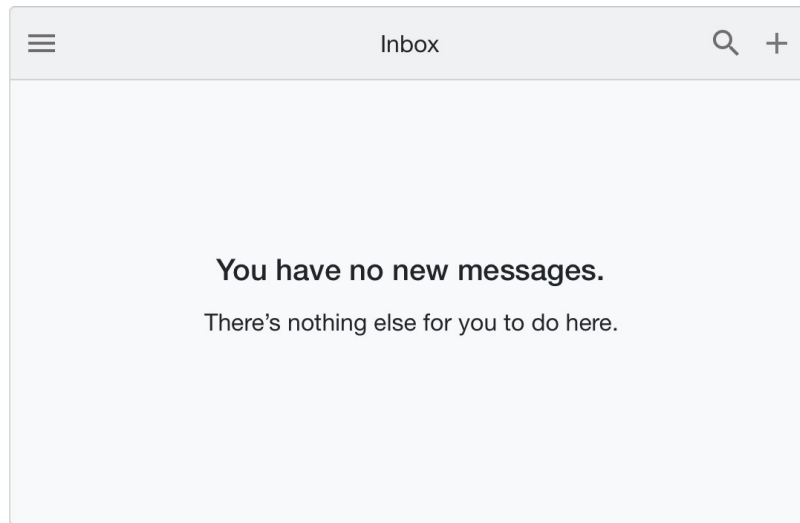


A payment details form for P3. It includes a 'PAYMENT DETAILS' section with a 'WHEN DO YOU WANT TO PAY?' section (radio buttons for 'Pay Now' and 'Pay at the hotel') and a 'HOW DO YOU WANT TO PAY?' section (radio buttons for 'Credit/Debit Card', 'PayPal', and 'Apple Pay'). A 'Pay Now' button is highlighted. Below this, there is a section for 'You will be redirected to PayPal to complete your purchase.' and a 'BOOK NOW FOR £306.00' button. The form also includes a 'How do I cancel?' link and a 'We will take payment now, but you will receive a full refund if you change your mind before 2pm Fri 3 Aug.' message. The footer of the form includes the 'THE BELLEVUE HOTEL & RESORT' logo and address: 'Lichfield Road | Walsley | Sutton Coldfield B76 9PR | United Kingdom'.

With payment integration, your booking engine can support online payments with Apple, Google and PayPal. Design a simple payment section with minimal fields and highlight the benefits of flexible rates that only your direct channel can offer. Reassure guests with the “free cancellation” message, “how to cancel my booking” information, and security badges.

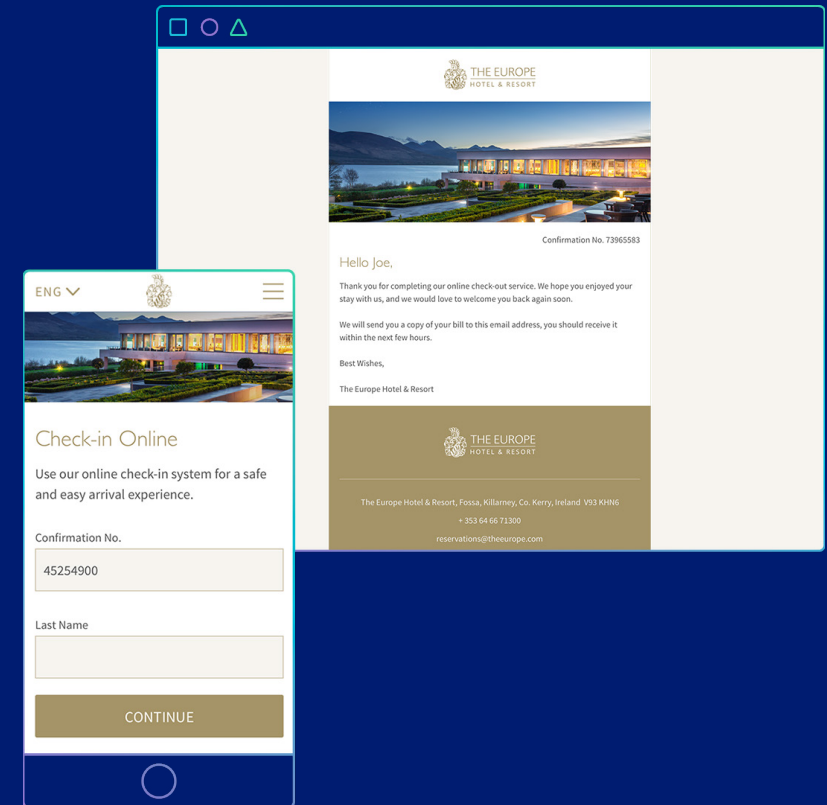
Pre-stay & Post-stay Engagement

OTAs



OTAs have limited interaction with guests after the booking step of the travel journey. Aside from being a booking channel, the only extra part they are involved in is email retargeting advertising. These ads are based on the destinations users have searched for, the accommodations they've viewed, and the prices they've been shown.

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Having a connected digital journey can be your real competitive advantage. You have the opportunity to engage with guests beyond the booking stage with online check-in, in-house services and online check-out. Build brand loyalty by telling guests that when they book direct, they can interact with you throughout their stay.



This Battlecard has given you an overview of the must-have features you need to win more direct bookings against OTAs and enhance the guest experience.

Are you ready to transform your direct channel with a superior booking engine?

What's Next?

Contact P3 to discuss how you can implement these and other functionality to build a strong direct booking strategy.

Book your demo today www.p3hotels.com/demo

