Win the Battle for Bookings against OTAs

OTAs

VS

Hotels

Arm Your Hotel with P3's Tactical Tools

P3

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.
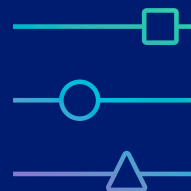
About Us

P3 HOTEL SOFTWARE

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**

P3 Battlecard Summary

Discounts & Blended Rates

Creating Trust

Relevant Content

Guests' Reviews

Reassuring Messages

Payments

Pre & Post-Stay Engagement

Discounts & Blended Rates

OTAs

June 2021

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.
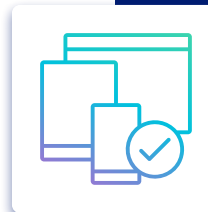
POWERED BY P3

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

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My Account - Logged In

Welcome Back Joe

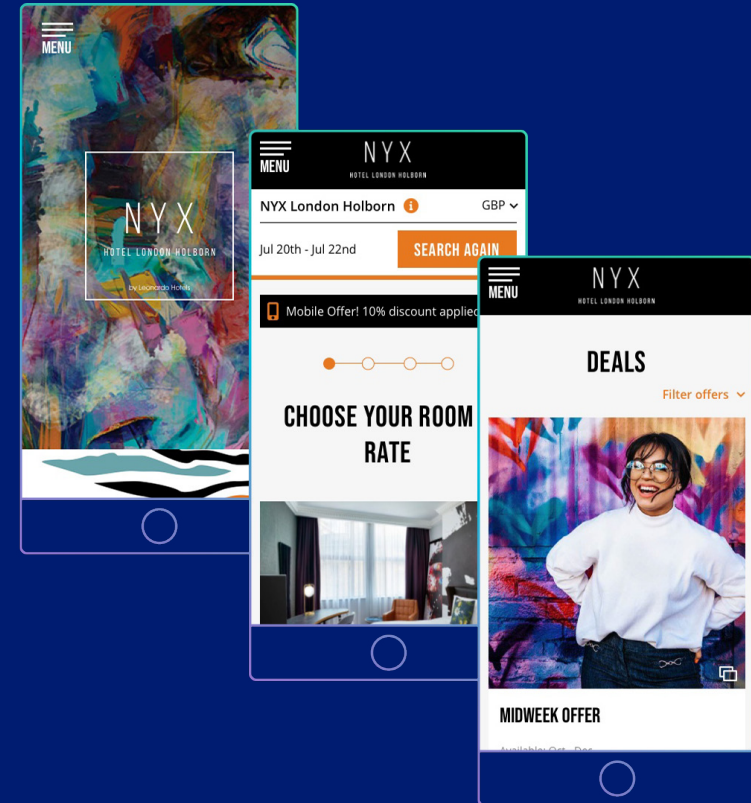Planning a trip to London? We have some great hotel suggestions.

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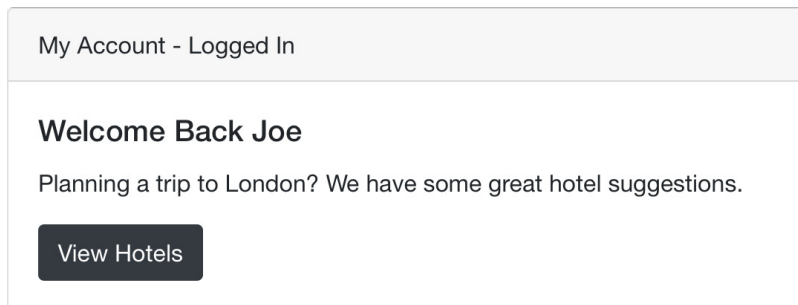
Travelers use OTAs as their number one booking platform due to the ease of use and quality of their websites. Based on guests' previous bookings and the popularity of OTAs, there is confidence that the system works and that booking transactions are handled securely.

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.
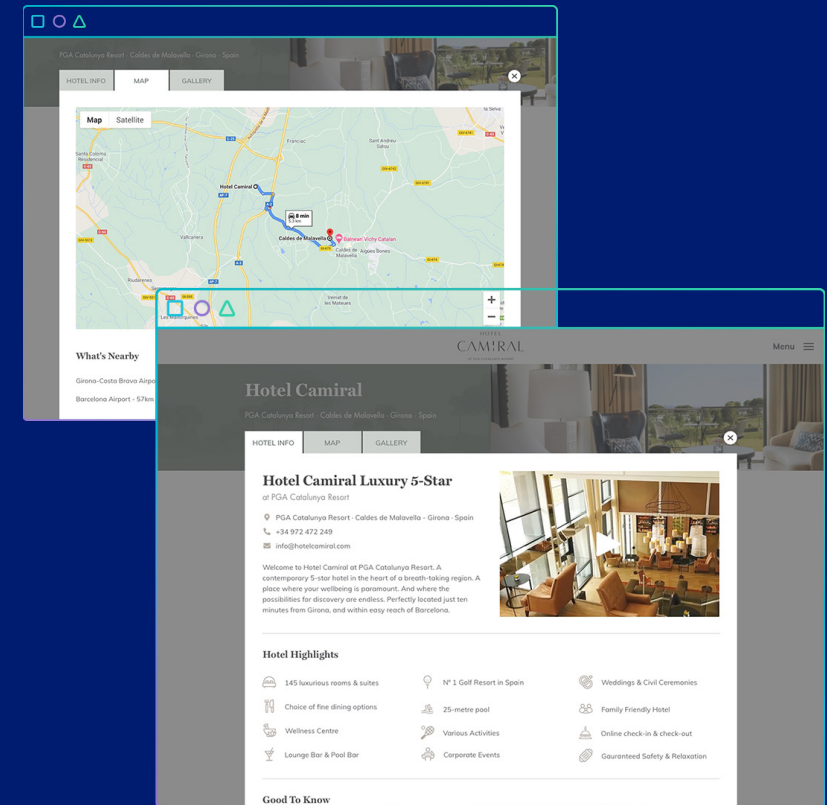
Relevant Content

OTAs

Hotel Photo

Images with text content here to encourage booking.

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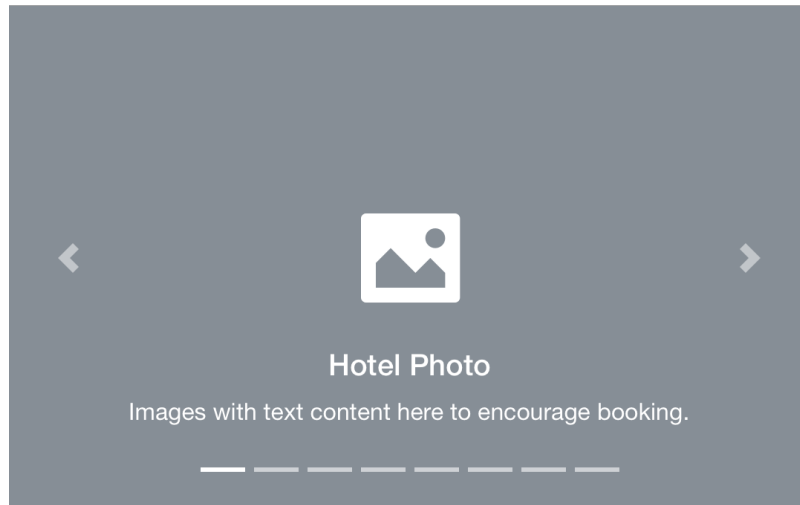
OTAs present a lot of content about your hotel in an easy-to-read way with separate information in different sections on the page. High-quality images and videos influence the users' choices, as does the map that helps them to plan ahead of time what to do in the hotel's surroundings. OTAs use AI to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

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
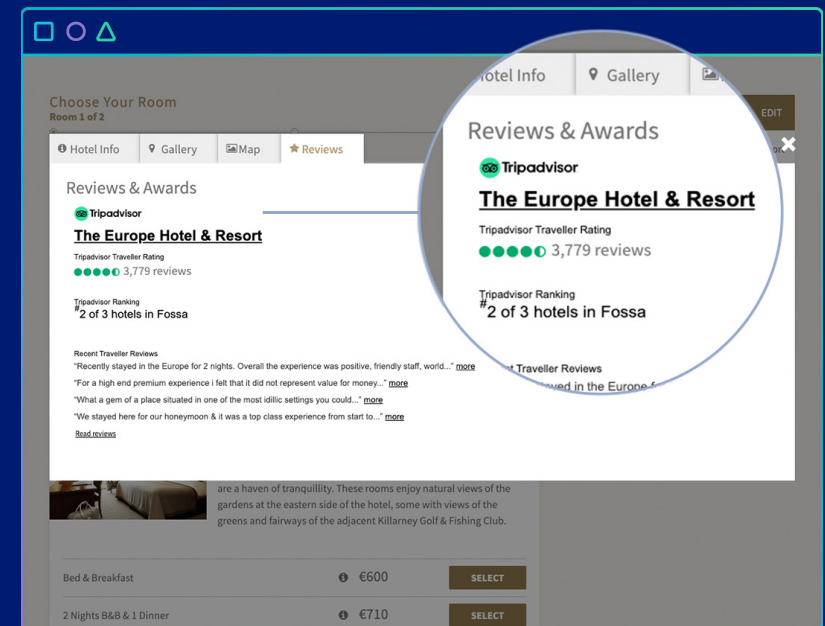
OTAs

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

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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.

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.
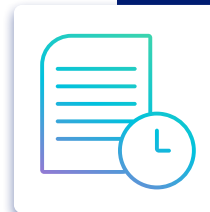
Reassuring Messages

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

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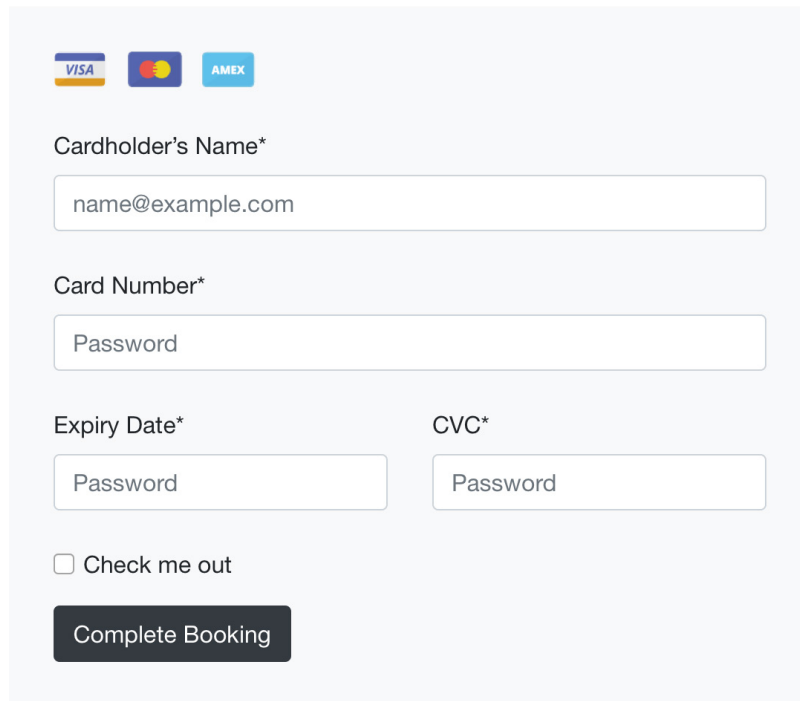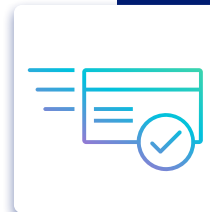
Reassure your guests rather than create panic. Allowing your guests to hold the price for 24 hours builds trust with the tentative booker. Tell your guests that the last room available will only ever be sold on your booking engine.

Payments

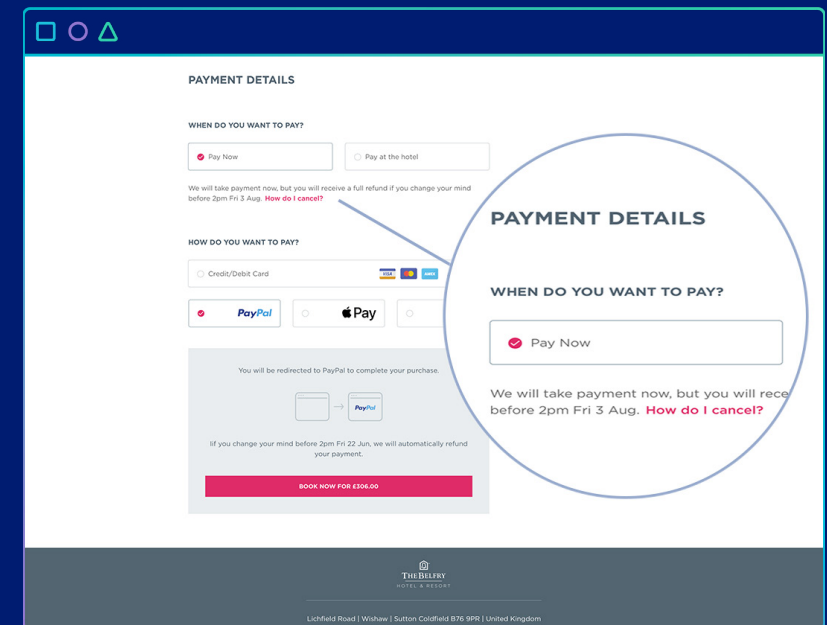## OTAs

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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.

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

You have no new messages.

There's nothing else for you to do here.

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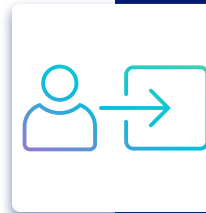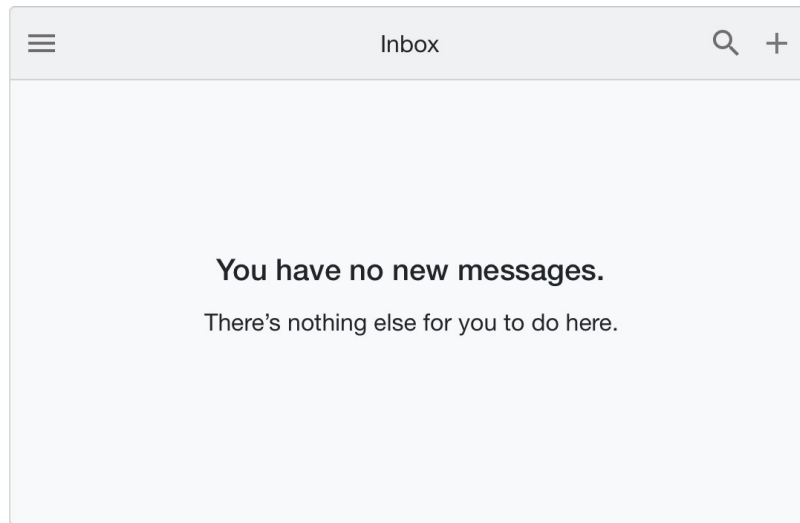
OTAs have limited interaction with guests after the booking step of the travel journey. Aside from being a booking channel, the only extra part they are involved in is email retargeting advertising. These ads are based on the destinations users have searched for, the accommodations they've viewed, and the prices they've been shown.
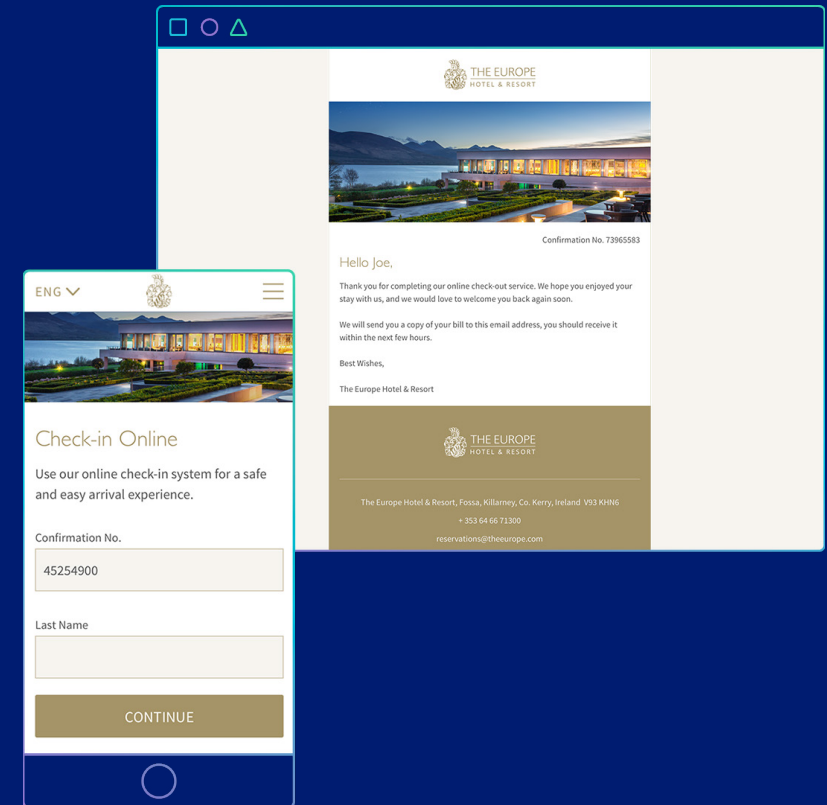
Having a connected digital journey can be your real competitive advantage. You have the opportunity to engage with guests beyond the booking stage with online check-in, in-house services and online check-out. Build brand loyalty by telling guests that when they book direct, they can interact with you 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**

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