

Independent Hotel Show have teamed up with leading hotel technology provider Avvio to look at the state of direct bookings in the hotel industry today.

Direct Booking Survey 2019

The Results



INDEPENDENT HOTEL SHOW

8-9 MAY 2019
RAI AMSTERDAM

AVVIO

69%



of hotels surveyed are totally or very committed to a book direct strategy.

Almost a third of hoteliers who responded own more than a hundred rooms and a large number say they own more than fifty rooms. Three-quarters of the hotels are managed independently and do their own revenue or yield management.

94%



of hotels surveyed receive/accept online bookings from Online Travel Agents (OTA's).

67%



of hotels surveyed strongly agree/agree that OTA's ensure a structured global hotel offering with good comparison per region and period.

Do you feel that a loyalty scheme can help to increase direct bookings?

Independently operated

50% (YES)

Part of a local/national management chain

50% (YES)

Part of an international chain

75% (YES)

More than half of hotels using OTAs want to become less-reliant on them and shift balance to direct.

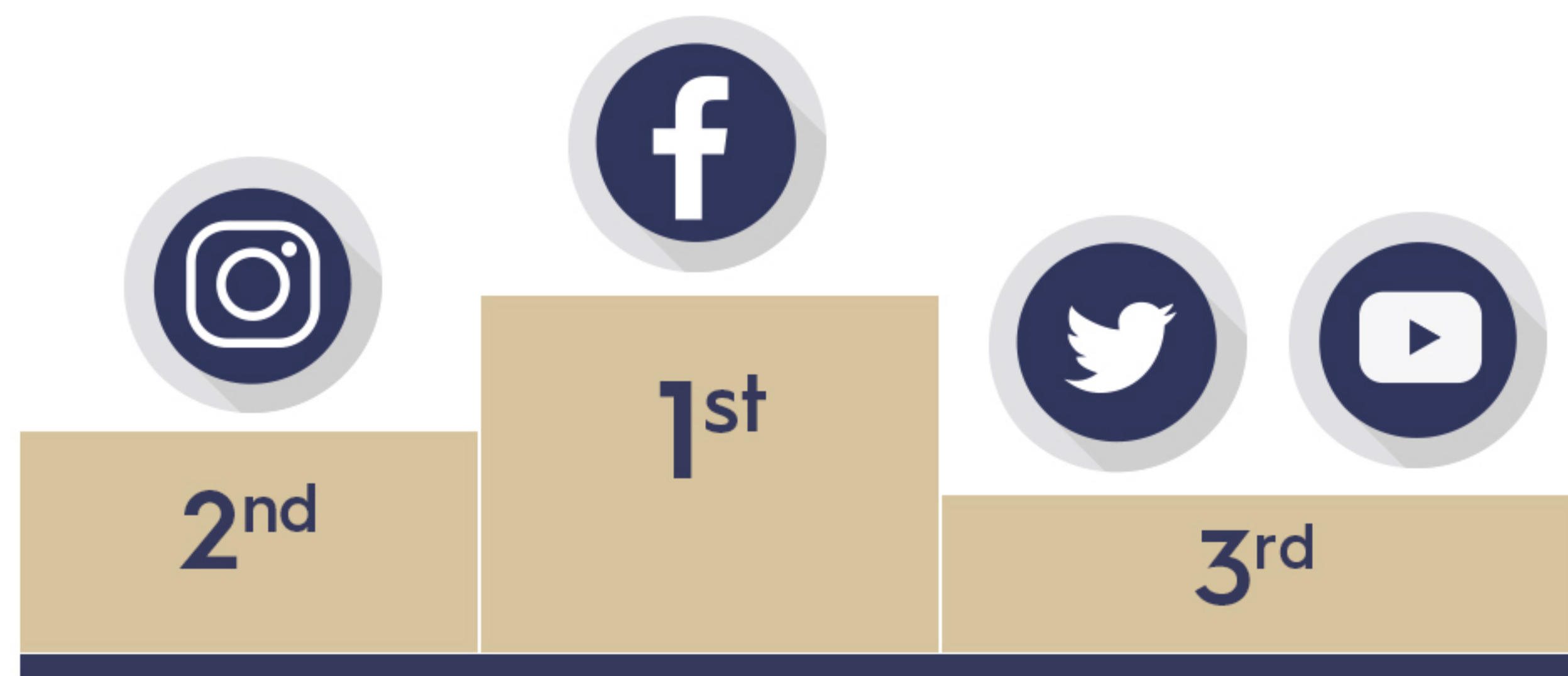
49% of independently operated hotels believe that OTA commission is not acceptable.

42% of local/national management chains believe that OTA commission is not acceptable.

42% of international chains believe that OTA commission is not acceptable.

The lack of data from the OTAs make the guest experience woeful. No direct email or mobile number makes guest interaction a nightmare!


Which Social Media platforms help to increase direct bookings most effectively?



These are the top 3 methods hotels use to drive direct bookings:

-  Best price guarantee
-  Discounts for repeat bookings
-  Book direct incentives (late check-out, free drink)

What are the most effective ways to increase direct bookings at your property/properties?

74% say website content and messaging 

64% say social media 

59% say email marketing 

Direct bookings are no longer free...

OTA commission started out at 8% but then its crept up to 15% or 18% for preferred - where does it end?

A simple, good service and environment leads to repeat bookings.

OTAs who we deal with for day to day issues have a very limited knowledge of how the hotel industry works and the impact on the guest experience. OTAs promotions are shocking - often relying on purely discounting rooms which encourages hotels to over inflate room rates in order to discount them, not to mention the commission which is over the top - I'd like to see some real competition here.