



# OTAS & HOTELS

*A Marriage of Convenience?*

HELEN LAING

SENIOR MARKETING CONSULTANT

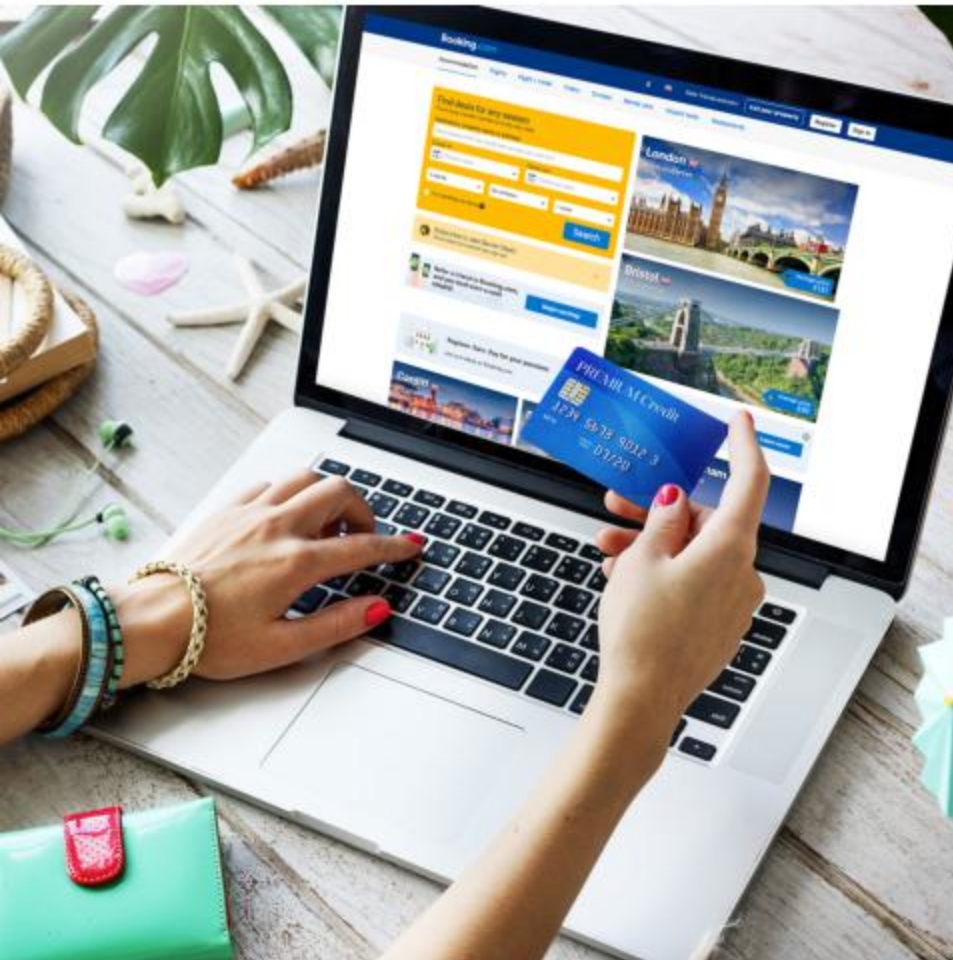
BY CLOCKWORK MARKETING | [WWW.CLOCK-WORK.CO.UK](http://WWW.CLOCK-WORK.CO.UK)

Twenty-five years of  
**MARKETING EXCELLENCE**





“Hey, you know, just give some availability when you’re quiet and we’ll help you sell some extra rooms...”



# THE REALITY

Nobody can deny the impact that OTAs have had on travel and hospitality.

They connect guests to accommodation with efficiency and ease.





**STOP  
CLICKING  
AROUND**

NOW, BOOK AT HILTON.COM TO GET THE LOWEST PRICE ANYWHERE AND FREE WI-FI.\* SO **START INDULGING.**

**Hilton**



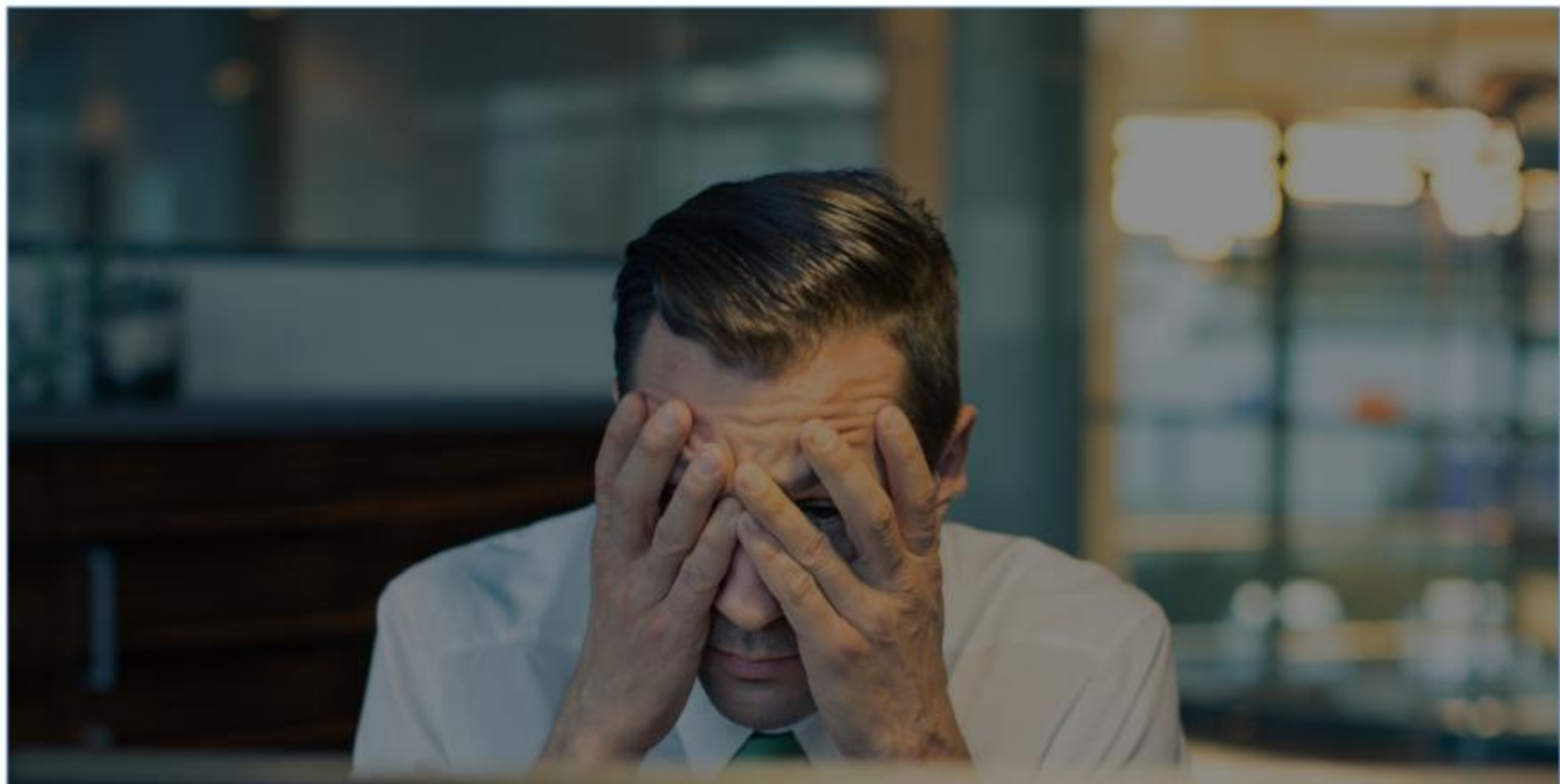
**Residence  
Inn<sup>®</sup>  
Marriott**

**INTRODUCING  
MARRIOTT REWARDS<sup>®</sup>  
MEMBER RATES**

It pays to book direct on Marriott.com where members get our lowest price, all the time.

**JOIN NOW >**

**Marriott  
REWARDS.**  
.....



**WHAT'S THE ANSWER**

*for independent properties?*

# SPECIAL PRIVILEGES

BOOK ON OUR WEBSITE TO RECIEVE

Full Breakfast included in the price

Choice of specific room

Favourite Tipple

BOOK NOW

*Old Stocks Inn, Stow-on-the-Wold*

WHY BOOK WITH ANYONE ELSE?

Book direct with us via our website to receive these exclusive benefits:

Free on-street parking\*

10% off dinner in Cafe 15

Late checkout until 12 noon\*

That's a better deal than:

Expedia Booking.com

\*Subject to availability.

CHECK AVAILABILITY

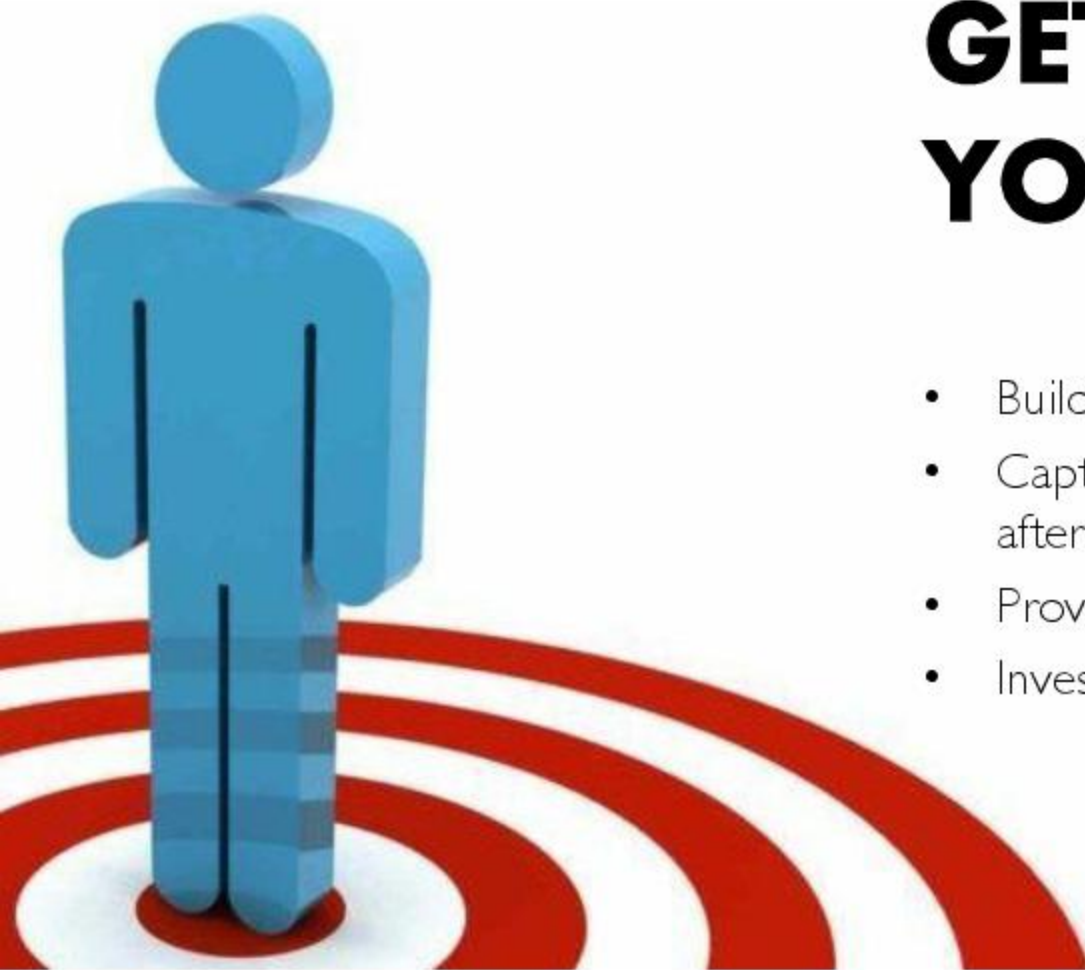
*No.15 Great Pulteney, Bath*





# INNOVATE THE EXPERIENCE

- Go 'beyond the basic' – but only on your own website!
- Compete on something other than price
- Develop experience-led packages
- Make booking super-easy



# GET TO KNOW YOUR GUEST

- Build a relationship with them
- Capture emails and build the relationship afterwards (*with permission*)
- Provide rewards for return guests
- Invest in guest services

# THINK ABOUT:

*What is a direct booking worth to me?*



200 room nights in autumn  
booked direct = **£20,000**

Commission saved = **£3,000**



A photograph of two women in pajamas having a pillow fight. They are both jumping in the air, holding large white pillows. The woman on the left is wearing a light pink striped pajama top and matching pants with purple fuzzy slippers. The woman on the right is wearing a red tank top and red and white striped pajama pants with white fuzzy slippers. The background is a plain, light-colored wall.

**THANK YOU**

*Want these slides?  
helen.laing@clock-work.co.uk*