

THE BOOKING MIX

Matt Bowkett – eviivo

matt.bowkett@eviivo.com

0800 422 0088

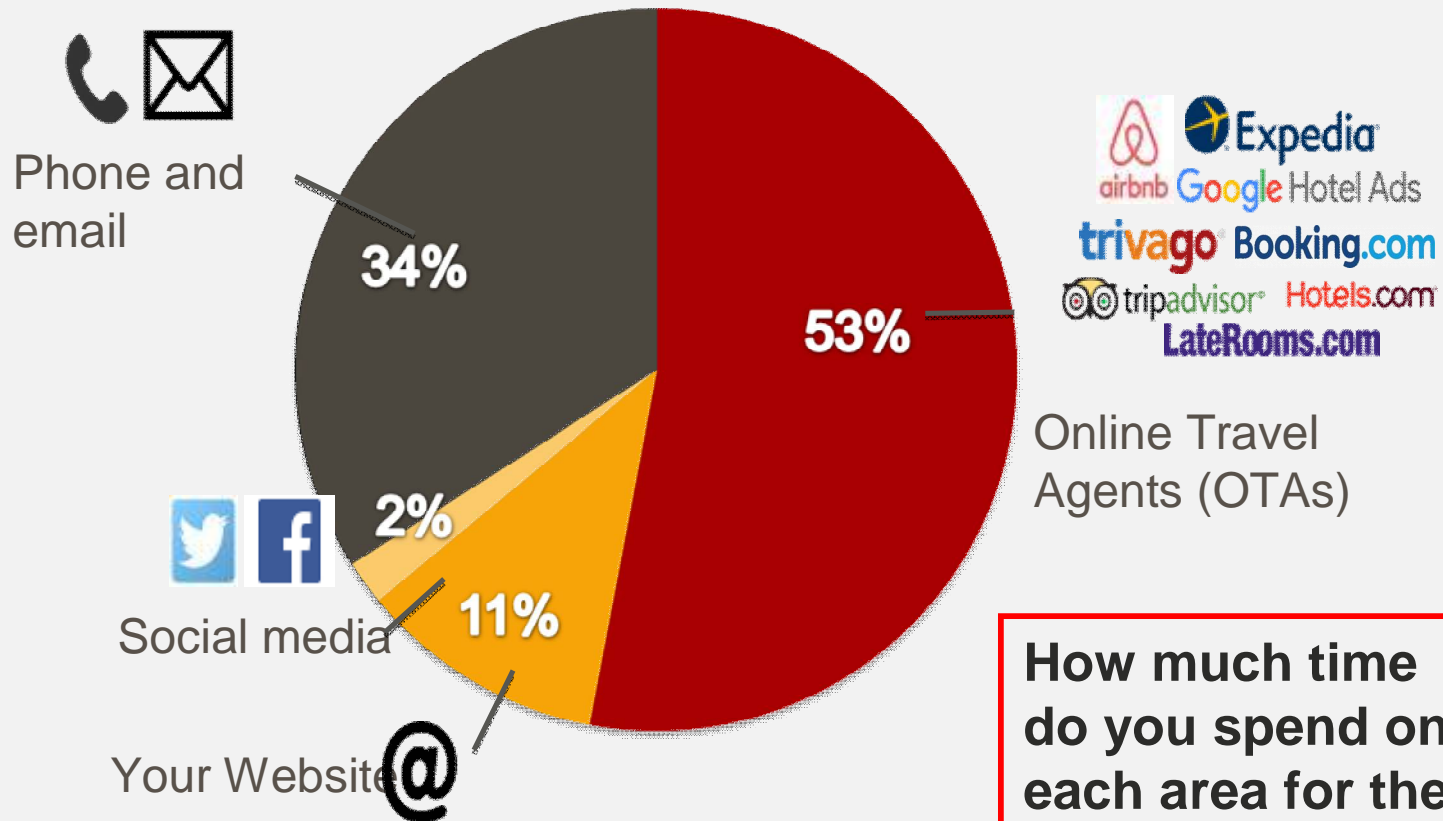
About eviivo

- Leading supplier of online booking technology to independent accommodation businesses of all sectors.
- Over 11,600 users in UK, France & throughout Europe, including **over 1,000 in the West Country**
- Over 12 years experience of helping accommodation businesses take online bookings
- 100% focussed on small, independent accommodation providers



For anyone with rooms to sell
and a story to tell

Where do your bookings come from ?



How much time do you spend on each area for the return?

Source: 2017 online survey of 6,000 B&Bs

Why do People book with an Online Travel Agent?

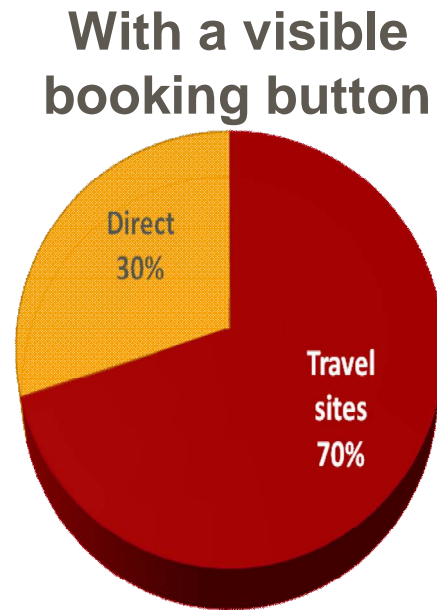
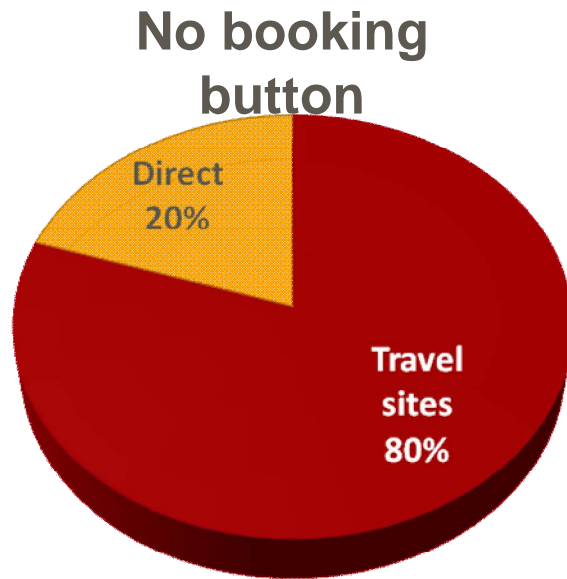
- Choice
- Easy to find the information guests need on all devices
- Easy to book
- Brand loyal, loyalty points, trust

- Work OTAs to your advantage ...
 - More OTAs = More Success = More Cost?
 - Commissions are NOT the issue, issues are:
 - 1. Control
 - 2. Your Website

1. Control

- Retain control at all times, always run things YOUR WAY
 - **your** pricing
 - **your** policies
 - **your** payment terms
- 30% of OTA guests will go on to view property website
- Does your own online presence work as well as the OTA?

2. Your Website



By adding an effective **booking button** on their own website a typical 5-room place, only 2/3rd full, and charging c.£100 per night
saves c. £1,200 per annum in commissions for every **10% extra direct bookings**

Source: Simulation

What will they find on YOUR website?

What the guest wants:

- **72%** agree that being able to **book and pay securely online** are the most important aspects of a website
- **Over two thirds** of same-day bookings are now made on **smartphones** (over **53%** of all bookings)
- **82%** of guests will be **put off booking by poor photography** alone. Guests want to see quality photos of bedrooms and bathrooms.

What they find:

- **66%** of small independent accommodation businesses do NOT offer online booking on their website.
- **69%** of websites are NOT “responsive” to smartphones and tablets!
- **89%** of properties do NOT have bathroom photos, and **40%** have very poor photo quality

Where would you rather eat?



Where would you rather shower ?



Where would you rather sleep?



Key takeaways

- Work with all OTAs, ensure you **retain control at all times**, always run things **YOUR WAY**:
 - **your** pricing
 - **your** policies
 - **your** payment terms

- Ensure your website:
 1. Has **excellent photography**
 2. Is **Mobile Responsive** - including the booking pages!
 3. Is **Bookable and Transactional**

- **When you get home, log onto your website:**
 1. How do the photos look?
 2. Can you easily find and book your product?
 3. Now do the same on your mobile, how about now?

Thank you.....



eviivo

**the original ALL-
in-ONE booking
suite**

convenient, affordable and
puts you in control

Matt Bowkett

matt.bowkett@eviivo.com

0800 422 0088