

Revenue Generating Touchpoint



NEWPORT
HOSPITALITY GROUP

April 2022 Focus: **Booking.com Self Audit**



Forbes Magazine recently reported that Covid-19 accelerated the growth in E-commerce by 4 to 6 years. More people are booking their hotel rooms online now more than ever.

- Interesting **statistics** to consider:
 - 700 million people will make an online booking by 2023
 - 83% of US adults want to book their trips online
 - 72% of mobile bookings happen within 48 hours of last-minute Google searches that include the words 'tonight' and 'today'
 - **What percentage of your business comes through your E-Channels? What percent of the business comes through Booking.com?**
- **Booking.com** is part of Booking Holdings Inc. who owns and operates Booking.com, Agoda, HotelsCombined, Kayak, Priceline and OpenTable. The Booking.com site accounts for approx. 85% of Booking Holdings' revenue.
- **Check out how you compare** to your closest competitor on the site. Not necessarily close in proximity but the hotel that you go head-to-head with for business. Complete the simple audit and share a copy with your Corporate Sales Leader.
- **Think like a guest** – when you are reviewing this information look at it as if you were a guest choosing between the two hotels.
- **Check out the ratings and reviews.** Pretend you are a guest looking at what your past guests have written about your hotel. How does it compare to what is showing on the competitors. Are there replies to reviews posted for your hotel or the competitor? Who shows better?
- **Photos** How do your photos compare to the competition both aesthetically and in regards to an accurate representation of the product.
- **Actions** What actions do you need to take now that you have completed this exercise? Is there anything you uncovered that can be implemented to improve your conversions.