



# Staylists

## How Booking Platforms can give you back Control

PUT YOUR PMS TO WORK

INN STYLE + STAYLISTS | TOURISM & TECH | THURSDAY 18th JUNE 2020



# AGENDA

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1. USE TECHNOLOGY TO TAKE BACK CONTROL
2. INCREASE CASH FLOW
3. INSPIRE CONSUMER CONFIDENCE
4. KEEP OVERALL COSTS LOW



# Pain Points

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1. **THE TELEPHONE NO LONGER WORKS** - Instant Online Booking does
2. **Online Travel Agent (OTA) HIGH COMMISSIONS** - Direct is Best
3. **GUEST ABANDONS YOUR WEBSITE for an OTA** - You **MUST** offer frictionless real time availability and **INSTANT** booking.

## 4. **OTA's look after their Audience NOT YOU!**

### **DON'T PLACE ALL YOUR EGGS IN an OTA's BASKET**

Take Back Control by Using a **Capable** Property Management System (PMS)  
and Distribute sensibly

**understand  
pain.  
take back  
control.**



# BOUNCE BACK BASICS | INCREASE CASH FLOW

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'...any 'booking' outside your cancellation terms is basically provisional'

- 1. THINK EASYJET** - make prepaid the norm, not the discount (Use Vouchers to offer Flexibility)
- 2. FLEXIBILITY AS PREMIUM** - a minimum of 20% more expensive
- 3. BANK YOUR BEST RATE** - no friction in the booking process
- 4. UPSELL OPTIONS** - afternoon tea, transfers, walking tours, local experiences
- 5. TWO NIGHT INCENTIVE** - extra income, little extra cost

**BONUS - SHARE YOUR BEST RATE AS A PROMO LINK**

Your Call to Action "CTA" on social media should always be to a rate type



# BOUNCE BACK BASICS | CONSUMER CONFIDENCE

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'...all about converting looks to books, by keeping it simple. **FEWER QUESTIONS = MORE SALES**'

- 1. THINK LIKE A CUSTOMER** - keep the booking journey clear and simple
- 2. KEEP PRICING TRANSPARENT**- use inherited pricing to ensure uniformity
- 3. ERADICATE DOUBT** - don't give customers any reason to leave your site
- 4. MOTIVATE THE BOOKING** - offer value adds to close the sale
- 5. GIFT VOUCHER GUARANTEE** - prepaid rates can convert to gift vouchers

## **BONUS - SECRET CODES TO ENTICE RETURN VISIT**

A digital version of the bounce back card



# BOUNCE BACK BASICS | LOWER COSTS

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**'53% of OTA customers will find your website before booking - convert LOOKS to BOOKS'**

- 1. ONE RATE TO OTA'S** - room only, flexible rate safeguarding your BEST RATE
- 2. PARTNERSHIPS** - custom promos for venues, theatres & local companies
- 3. RETURN GUESTS** - save comm. by engaging return guests with secret code
- 4. WEB ONLY RATE** - reduce staff costs, ensure full records and upsell effectively
- 5. PAYMENT PROVIDER** - lower the percentage you are giving away

## **BONUS - GIFT VOUCHERS**

sell gift vouchers or refund to a gift voucher with our new feature



# Thank you!

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## The booking system you'll be happy to stay with

Switch to Inn Style in 2020 to save valuable time and money. By managing all your reservations in one place, you can concentrate on being the host and not the secretary.

### Take a guided tour

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