

FREE GUIDE

to increase your Online Room Sales

Provided by AccuBook Hotel Software



1. *10 Hours to increase your online Revenue by 10%*
2. *Online Marketing Checklist*
3. *12 Month Online Marketing Follow-up*

10 Hours to increase your online Revenue by 10%

A tongue in cheek headline to emphasize that for a relatively small investment in time, it is possible to obtain a worthwhile improvement in online room sales by following this simple checklist.

This may not suit all hotels in all locations and new technological concepts are being released all the time, but we hope it will provide food for thought.

- | | Activated |
|---|--------------------------|
| 1. Check that you have all the Basic Room Types set up on all the Channels
ie Single, Double, Twin, Treble, Family. (If you only have half of the rooms set up you can only earn half of the potential revenue) | <input type="checkbox"/> |
| 2. Consider setting up an Advance Purchase option on all channels
(Popular in some markets at present). | <input type="checkbox"/> |
| 3. Check that you have 'Multi Night Discounts' set up on all channels
(ie stay 3 nights and get 15% off). Most OTA's can handle this now | <input type="checkbox"/> |
| 4. If an OTA is 'packaging' products ensure a Package Rate is set up
(ie Expedia/LastMinute with Flights AND Hotels, or you may not appear in 'Package Searches'..) | <input type="checkbox"/> |
| 5. Check the OTA website to ensure that they are using your latest images.
(Maybe you have refurbished the rooms or added a Leisure Centre since you signed the OTA contract.) | <input type="checkbox"/> |
| 6. Check the text of your description on the OTA.
Does it contain 'keywords' and does it focus on your location and attractions. | <input type="checkbox"/> |
| 7. Check that you are actually displaying on the OTA website,
(We find 1 in 10 hotels not displaying due to Admin Reasons) | <input type="checkbox"/> |
| 8. Ensure your 'Upselling Items and Extras' are loaded on to the OTA's.
OTA's are getting better at selling Breakfasts, Dinner or Room Upgrades etc. | <input type="checkbox"/> |
| 9. Call your OTA Key Account Manager
Ask them if they have any ideas how to improve your room sales. | <input type="checkbox"/> |

Intangibles

Is someone in your organisation taking responsibility as Revenue Manager or has it been 'off loaded' on to an unwilling Receptionist?

Is the Revenue Manager reporting Online sales on a monthly basis?

Is the Revenue Manager on first name terms with the OTA Country Manager

Is the understanding of 'Rate Flexing' embedded into all staff who sell rooms?
Does everyone know what rates to work with?

OTA – Online Travel Agent ie Expedia, Booking.com etc

Online Marketing Checklist

Again, not an exhaustive list and not all the issues below are relevant for all hotels. Some of the items such as a TripAdvisor Business Listing and a Google Adwords Account require a budget.

	Activated
KeyWord Ranking You have selected and are measuring the keywords you want to rank well for.	<input type="checkbox"/>
Inbound links You know how many 'inbound links' you have and are increasing them regularly.	<input type="checkbox"/>
Google Adwords (or FaceBook PPC) A campaign is being updated every month at least.	<input type="checkbox"/>
Google Analytics - You are receiving and reviewing monthly reports.	<input type="checkbox"/>
FaceBook - Fanpage has more than 500 'likes' and is updated at least once per week	<input type="checkbox"/>
FaceBook Booking Engine – Your Fanpage has Book Online facilities.	<input type="checkbox"/>
FaceBook FanPage Name - You have a Friendly FaceBook username (short URL)	<input type="checkbox"/>
Twitter Account - You have a Twitter Account with at least 1 post per week	<input type="checkbox"/>
E Mail Marketing - You are sending E Mails/E zines once every 1 or 2 months	<input type="checkbox"/>
SMS Marketing - You are using SMS marketing	<input type="checkbox"/>
Multi Lingual - Your website is properly multi lingual.	<input type="checkbox"/>
Customer Database - Details are being gathered and entered regularly.	<input type="checkbox"/>
TripAdvisor Reviews - Customers are selected and asked at Checkout to post a Review.	<input type="checkbox"/>
TripAdvisor Account Management - Images are up to date and negative reviews being answered.	<input type="checkbox"/>
TripAdvisor Business Listing You have a paid listing (ie your hotel website address is listed on Tripadvisor)	<input type="checkbox"/>
Google Places Account - Images are up to date and a Google Places 'Promotion Code' is running.	<input type="checkbox"/>
Google SiteMap - Has been submitted to Google and the 'Country of Origin' correctly set.	<input type="checkbox"/>
E Mail Signatures - Every E Mail Account in the property has a standardised 'Signature' including the Website Address/FaceBook Fanpage etc.	<input type="checkbox"/>
Gift Vouchers - You are displaying Gift Vouchers for sale online	<input type="checkbox"/>
Intangibles Your staff are trained to add content to the website and are adding at least one post/event per week.	<input type="checkbox"/>
You have an Online Marketing Plan, someone (internally or externally) is engaged to execute it and report the results.	<input type="checkbox"/>

Online Marketing Plan

Quick Reference Online Marketing Plan for Accommodation Providers Use this to chart your progress.

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Inventory Distribution												
Online Bookings (Last Year)												
Online Bookings (This Year)												
Qty of OTA's in use												
Online Marketing												
Website Traffic												
News Items on Website												
Qty of E zines sent												
FaceBook FanPage Likes												
Google Adwords Clicks												
Conversion Rate												
Customers in Database												
Qty of inbound Links												
Ranking for Keyword 1												
Ranking for Keyword 2												
Ranking for Keyword 3												
Ranking for Keyword 4												
Ranking for Keyword 5												