

Below we have attempted to list common habits of hotels that sell rooms successfully online.

1. They nominate someone (and give them the time) to manage the Website and Booking Engines.
2. Reservations is separate to Reception.
3. They regularly ie weekly, review their occupancy and adjust room rates to match.
4. They regularly identify quiet periods and create special offers for specific dates ie May 27/28th Midweek Special 2 B&B + 1 Dinner....etc etc.
5. They use the same rates on all Booking Engines (Rate Parity).
6. They keep an eye out for new Booking Engines and sign up with them.
7. They use an Inventory Distribution tool to ensure there rates are uptodate everywhere.
8. The room rates they set for the future are not the most expensive, but they do increase them if the hotel occupancy goes up.
9. They train their staff to quote the same rates as being used online, either by training them to check rates live, online, on their own website, or printing off the rates weekly and displaying them in the reception area.
10. They train their staff to capture customer contact details at the point of checking out, and include the size of the customer database in their Performance Management System.
11. They display in the reception area and rooms forms for the customers to fill out to join their 'Frequent Customer Schemes' AND answer customer satisfaction questions.
12. They have a well defined Frequent Customer Scheme with tangible benefits that their customers know about AND are anxious to join.
13. They send regular E Zines to their Frequent Customers containing the offer and also inform them of news from other sections of the hotel.
14. They constantly promote their website address around the hotel wherever they can.
15. They are constantly supplying news and press releases to their website supplier to put on the website.
16. They keep a good stock of photography, updated yearly for use on the website.
17. They regularly adjust their Google Adwords Campaign to suit events going on within the hotel or in the surrounding area.