



10 Simple Direct Booking Incentives That Just Work +3 Bonus Tips [2021]

Introduction

The BookBetterDirect Browser Extension allows accommodations to skip the online line and become finally visible with their official website link on Booking.com, TripAdvisor and Google.

But without direct booking incentives there is no motivation for guest to book direct.

In a world where online reservations are increasing year over year and the OTAs are dominating the online booking game, it's really crucial as an accommodation to have a **solid direct booking strategy**.

What can you do to attract the right customers to your website and then convert them from shoppers to paying guests?

In this e-book we'll show you incentive examples other hosts are using **to increase direct bookings**.



Online Travel Agents (OTAs) dominate the market for a reason.

According to Anna Leal from Guestcentric, nearly 50% of travellers would be most likely to make a **direct reservation** if a hotel offered an incentive to book **directly** on their website.

OTAs dominate the travel market for a reason.

According to Anna, with the likes of Booking.com and Expedia offering an array of attractive packages and competitive rates which incentivize travellers to book, **hoteliers need to communicate a unique value proposition that differentiates their hotel from the online booking platforms.**

For example, your property could offer add-ons (such as complimentary breakfast, free parking, complimentary shuttle service, or free nights, etc.) as direct booking incentives.

You could also leverage all-inclusive packages where you partner with a car/bike/ski rental service, restaurant or airline.

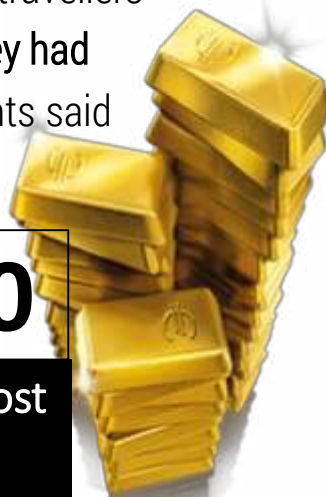
However, many hoteliers make the mistake of not offering these incentives, and worse still, not keeping their rates competitive in comparison to OTAs.

According to a Phocuswright survey across eight different travel markets, (Australia, Brazil, China, France, Germany, Russia, the UK, and the US), 30% of travellers said **they preferred OTAs because they felt they had lower rates.** In the US alone, 50% of respondents said OTAs had better prices.

\$35,000,000,000

\$35 billion in OTA-commission were lost in 2019 for local economies.

An average loss of \$20,600 per hotel per year.



Why you should invest in a direct booking strategy?

A direct booking strategy for a hotel is a strategy that has the goal **to maximize direct bookings**

Why should you invest in a direct booking strategy?

- **Save commission.** 15-25% is a lot of savings and easily earned.
- **Not dependent fully on OTAs,** because you never know what the future brings.
- **Be in touch with the customer directly** and not dependent on an intermediary. It's hard to communicate and anticipate guest wishes, with a middleman involved.

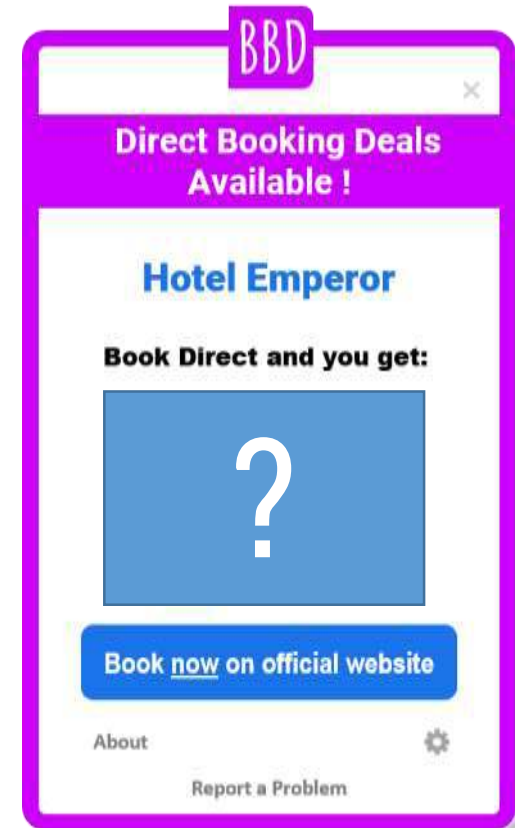
For whom is this eBook?

Does this sound familiar?

- ☐ You are not sure what to offer your guests to make them book direct.
- ☐ You think that direct booking incentives are expensive and complicated.
- ☐ You are afraid that guests find your room cheaper elsewhere

If you said “Yes,” to any of the above, block out 10 minutes and go through this entire free e-book. We provide solutions and show you plenty examples how to create and handle direct booking incentives with ease.

Because it's really easy to motivate guest to book better direct. They simply want to feel appreciated and you can do so with simple gestures.



Content

This report provided by BookBetterDirect™ includes 10 examples of Direct Booking Incentives. Implemented by Top-Hotels and tiny Boutique B&B around the world.

These Benefits, Gifts, and Deals have proven themselves over and over again to get more direct bookings.

A note of Caution:

Depending on your agreement with Online Travel Agents, you may or may not be allowed to offer cheaper prices directly on your website. Make sure you check your contract. How to avoid the rate parity clause is discussed in [our Blog](#).



HOTEL **AMIC** HORIZONTE Palma



CONSERVATORIUM
MUSEUMPLEIN, AMSTERDAM



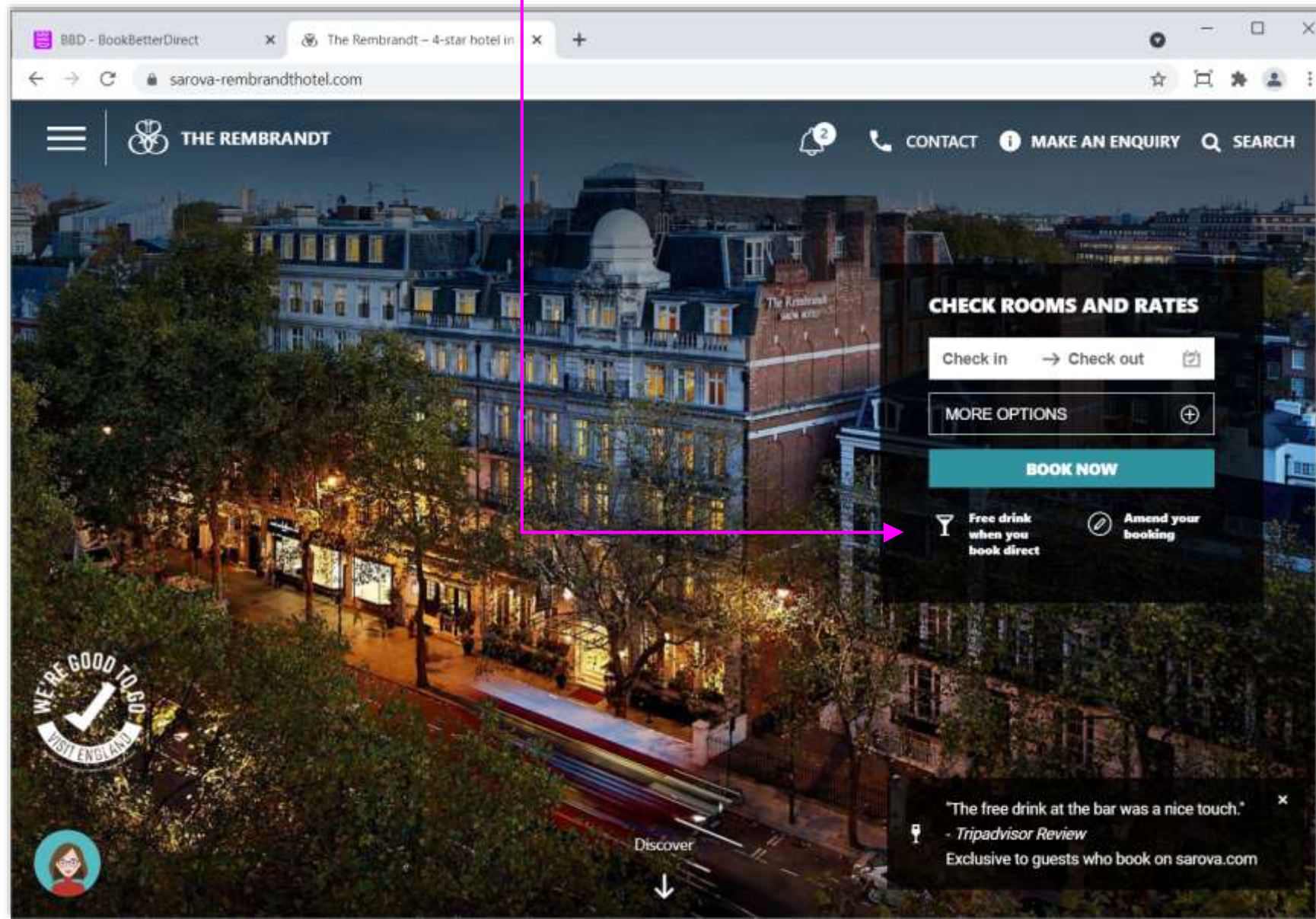
2021
Editor's Choice



BookBetterDirect™
Smart Extension for Easy Direct Bookings

1. The Rembrandt, London, United Kingdom

Free Drink



Why Book Better Direct?

- ✓ Free Drink
- ✓ Best Price Guarantee
- ✓ No hidden fees

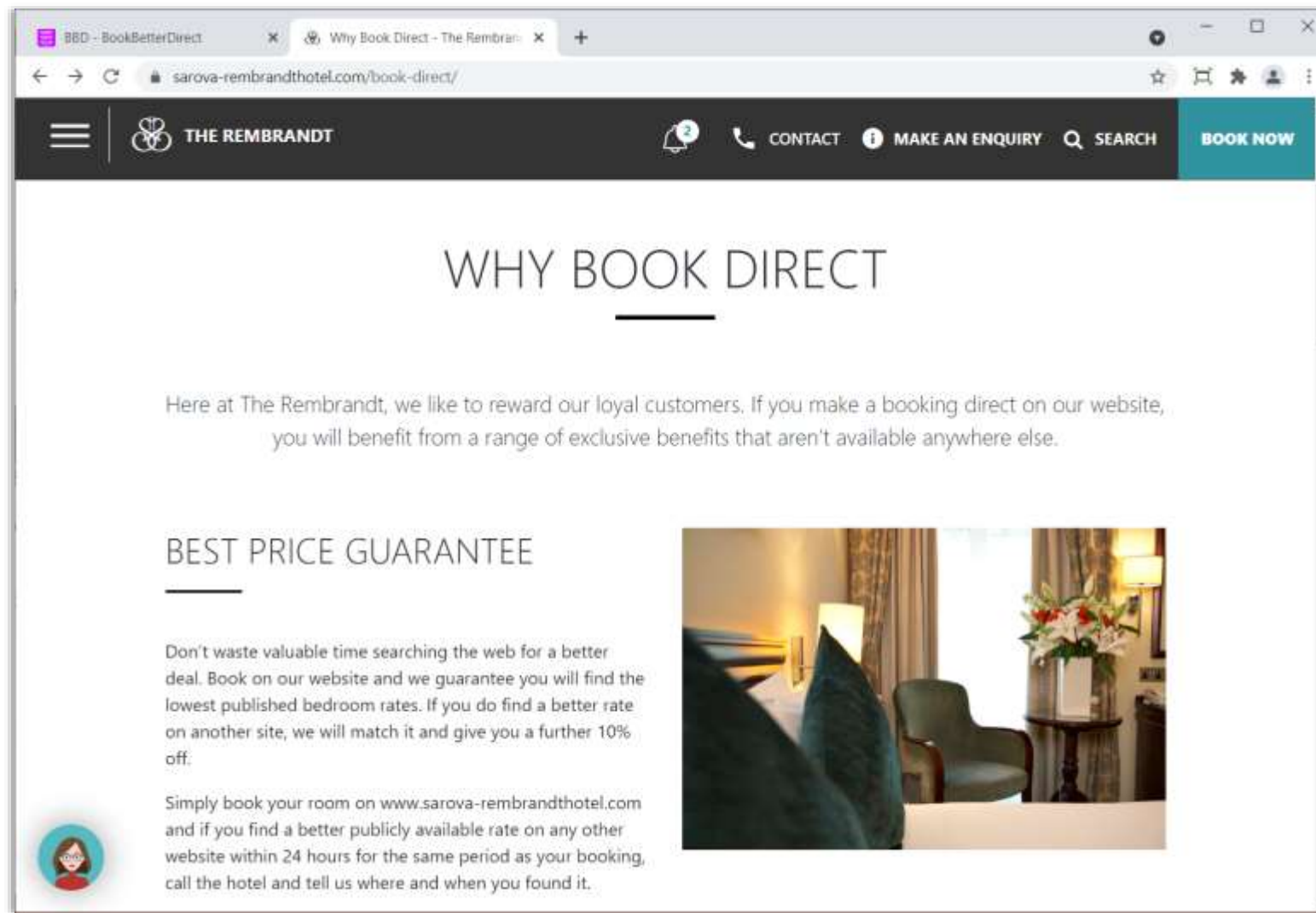
Template Text for your Accommodation

As a thank you for choosing to book direct, we will give you a free drink of your choice in the bar. All you need to do is make your booking direct on our website. On arrival at The XXX, you will be given a free drink voucher which can be used in XXX or XXX. So sit back and relax, the first round is on us.

Why it is so good!

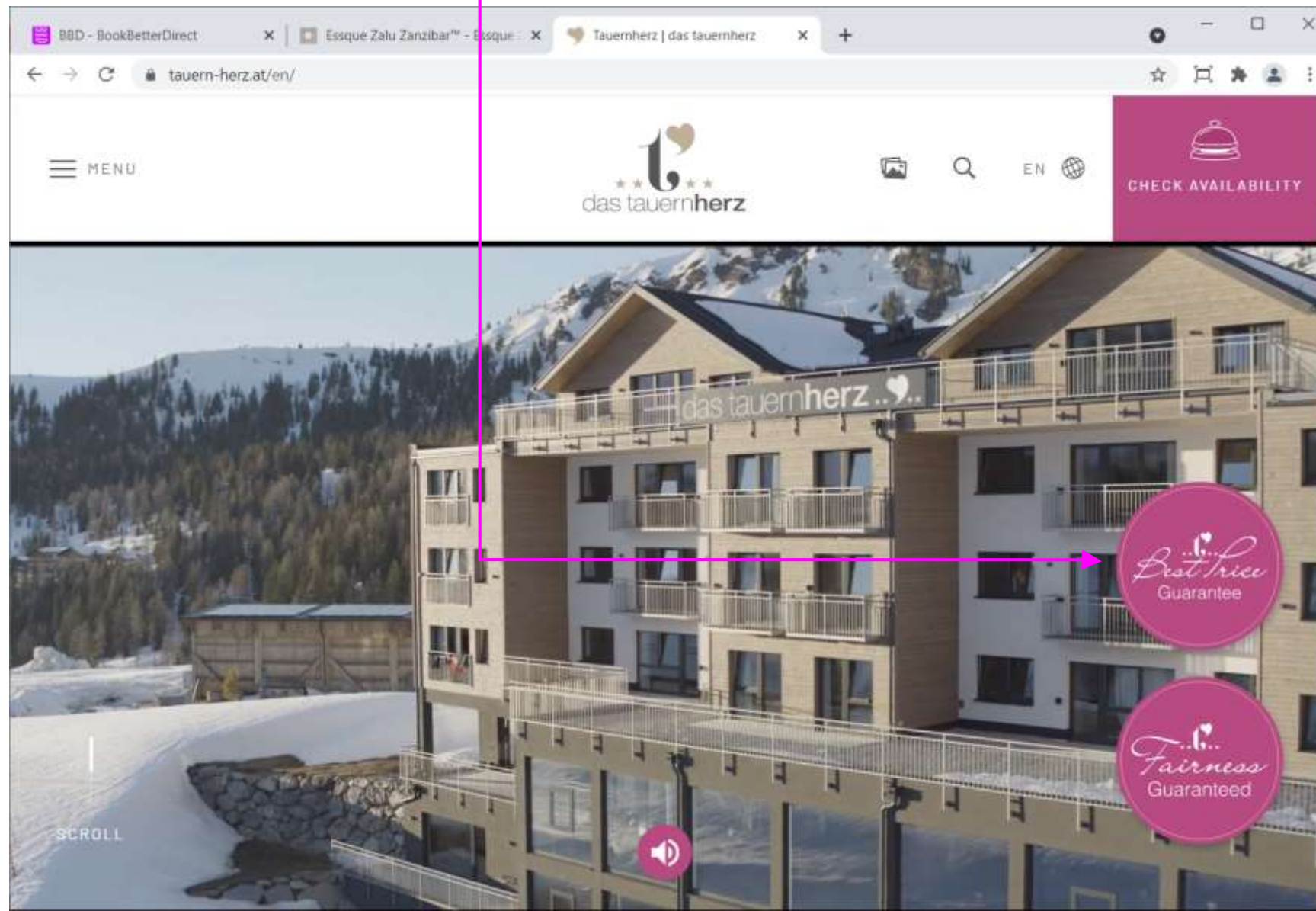
It's so simple! Everyone enjoys a free drink.

The free drink voucher lead the guest to one of the two bars the hotel has. Which they otherwise may not visit. The first round is on the house.... hoping the guest will have a second drink.

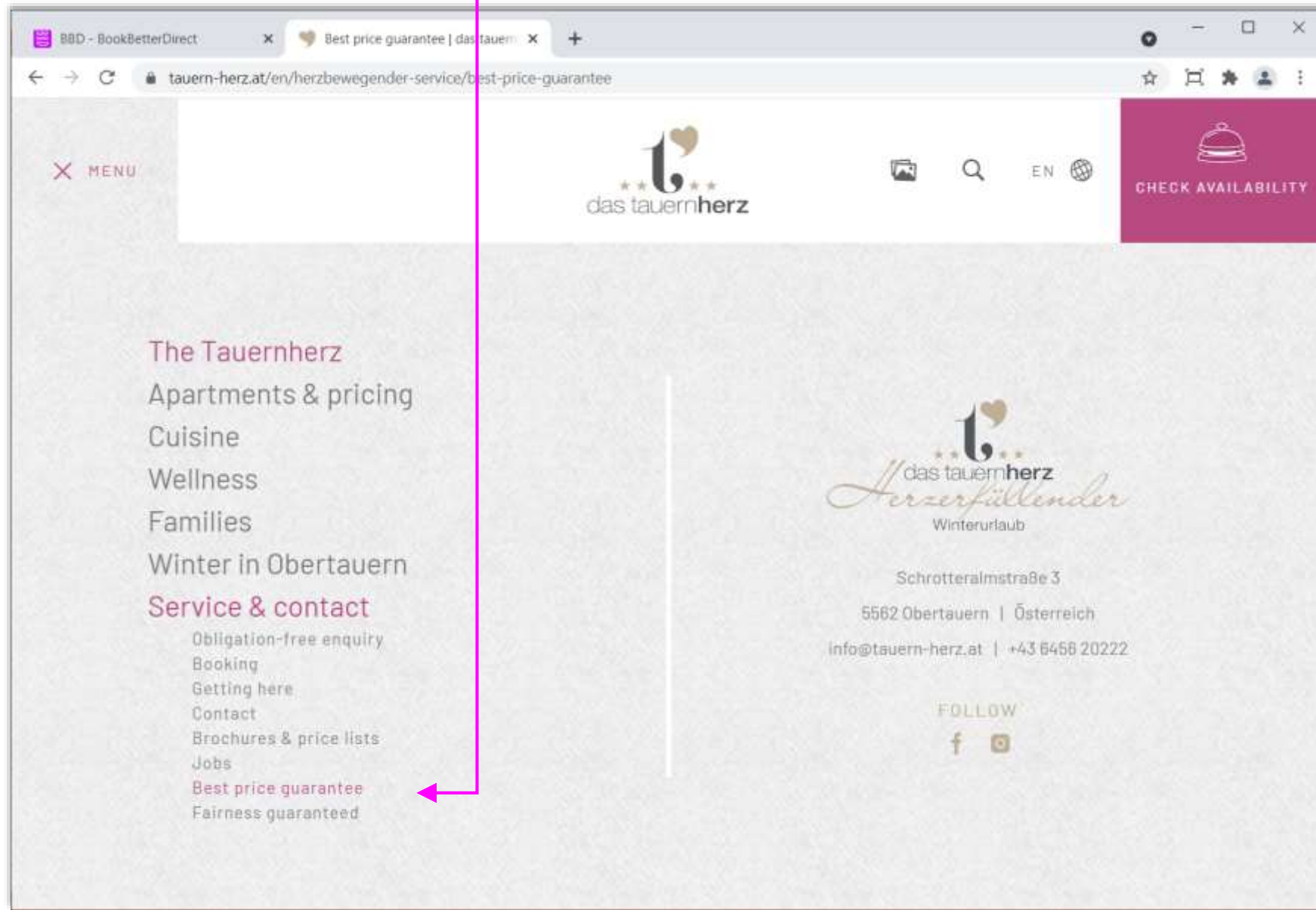


2. Das Tauernherz, Obertauern, Austria

Best Price Guarantee



Das Tauernherz, Obertauern, Austria



Why Book Better Direct?

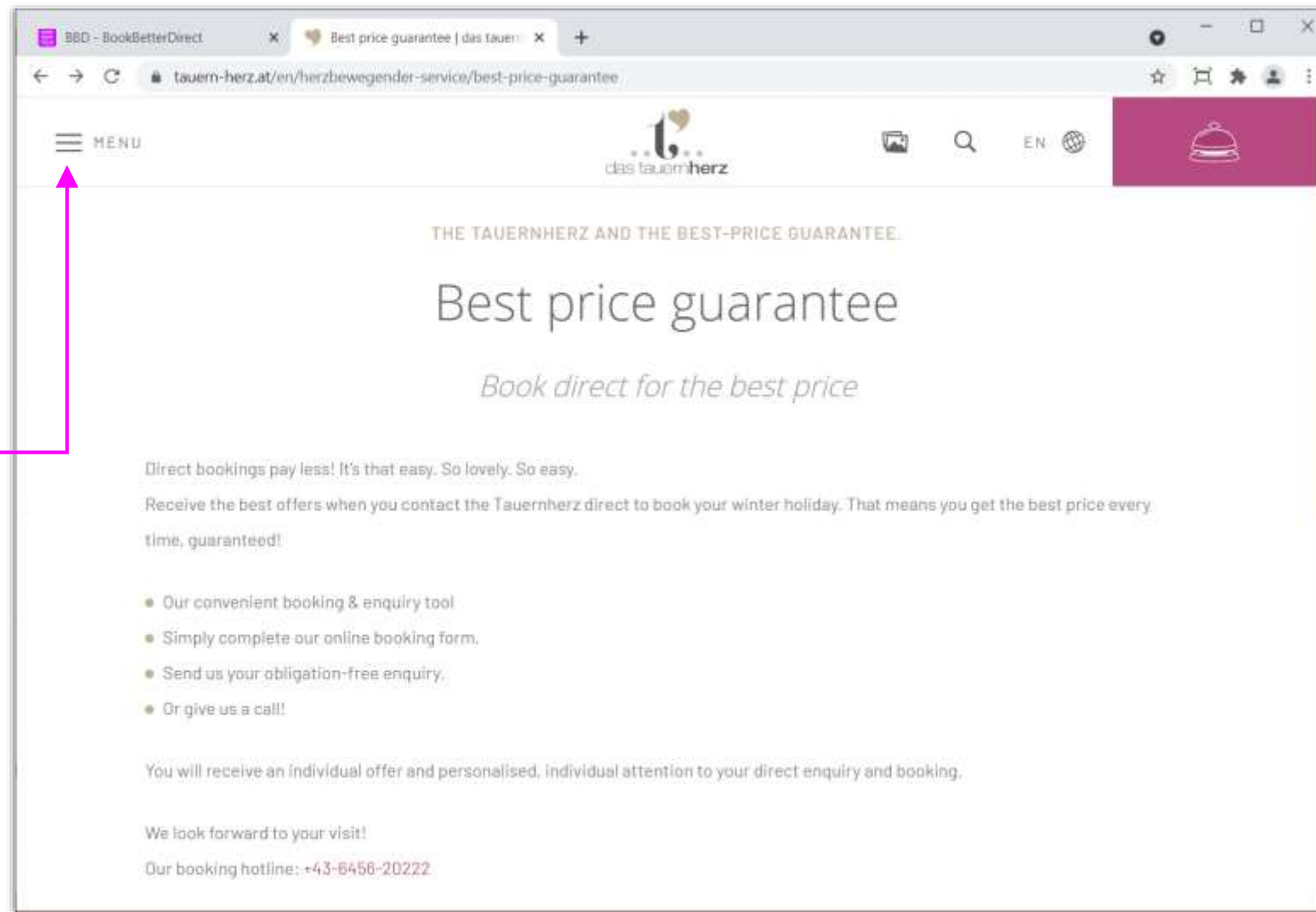
- ✓ Best Price Guarantee

Template Text for your Accommodation

Receive the best offers when you contact the XXX direct to book your winter holiday. That means you get the best price every time, guaranteed!

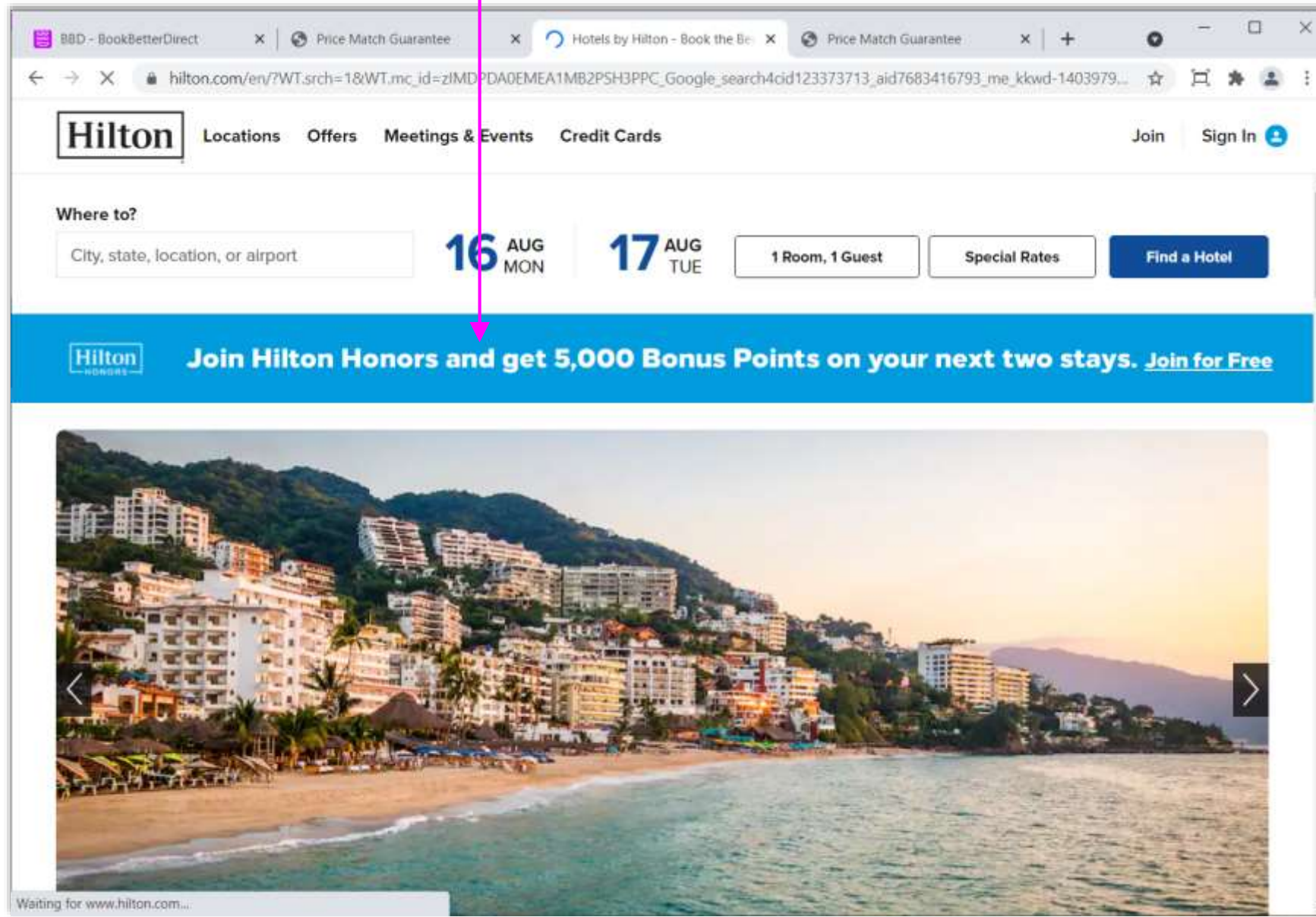
Why it is so good!
It's so simple.

The Best Price Guarantee is integrated in menu of the website. Ensuring it's always seen.



3. Hilton, Worldwide, World

Price Match



Why Book Better Direct?

- ✓ Price Match Guarantee

Template Text for your Accommodation

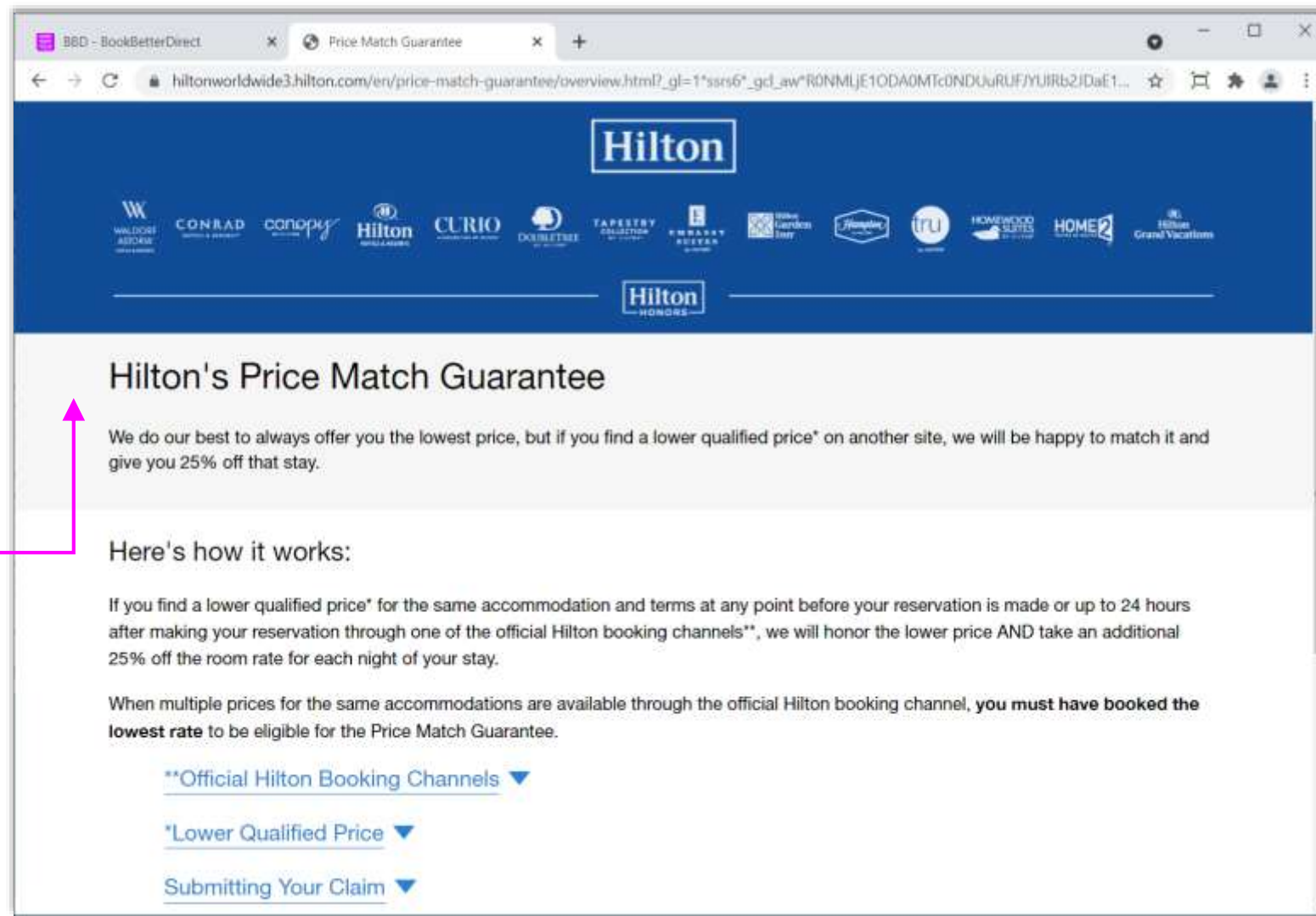
We do our best to always offer you the lowest price, but if you find a lower qualified price on another site, we will be happy to match it and give you 25% off that stay.

Why it is so good!

Again a best price guarantee.
This time with a twist.

Starting with “We do our best...,
but...” shows humanity and
that mistake can happen.

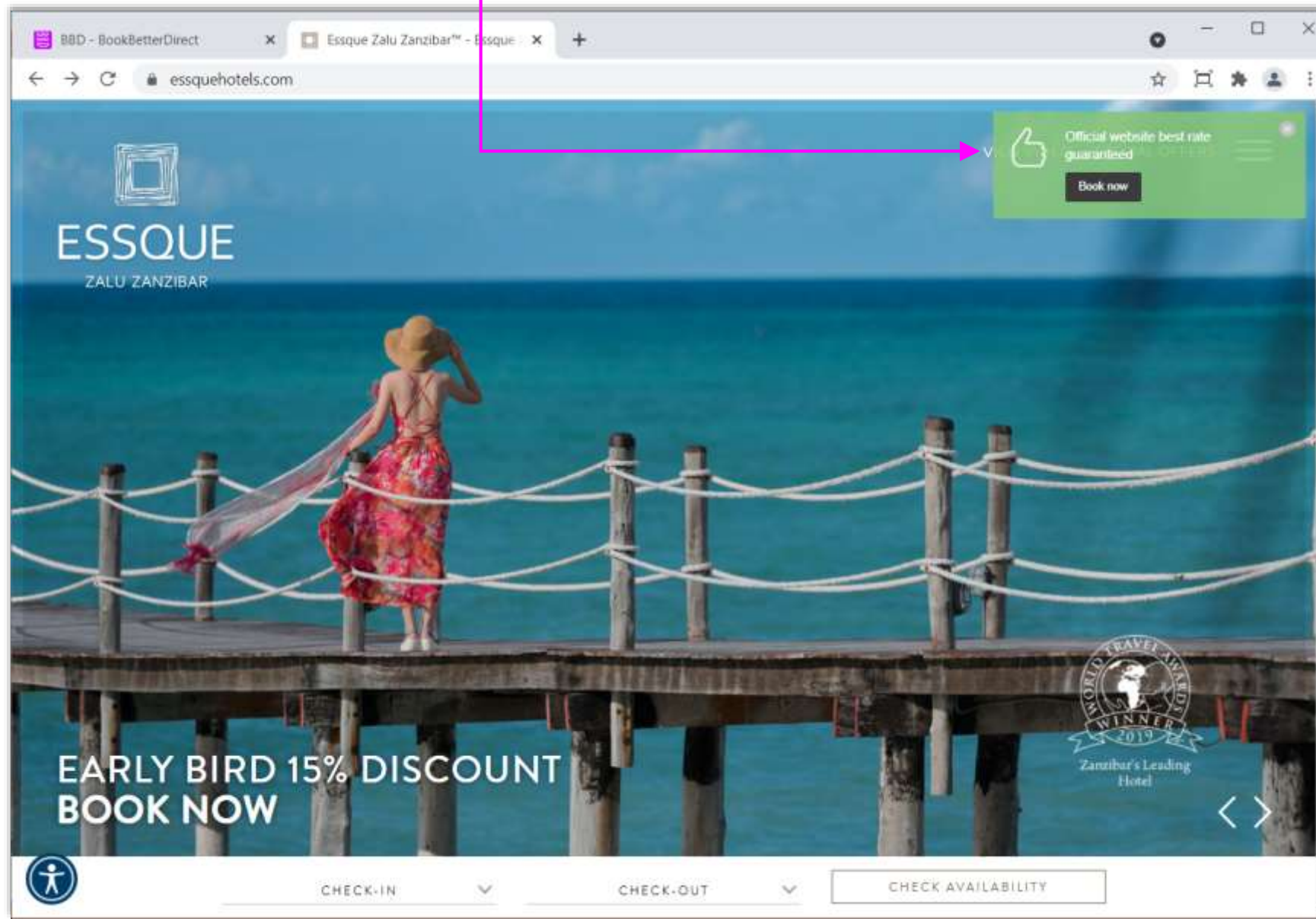
Hilton guarantees an extra
25% off, if you find the same
offer elsewhere cheaper.
That’s a big discount. This
shows confidence that prices
are right and builds trust with
customers.



The screenshot shows a web browser window with two tabs: 'BBD - BookBetterDirect' and 'Price Match Guarantee'. The address bar shows the URL 'hiltonworldwide3.hilton.com/en/price-match-guarantee/overview.html?_gl=1*sr56*_gcl_aw*R0NMLjE1ODAwMTc0NDUuRUU/YUIRb2JDae1...'. The page features a blue header with the Hilton logo and a row of brand logos including Waldorf Astoria, Conrad, Canopy, Hilton, Curio, DoubleTree, Tapestry Collection, Embassy Suites, Hilton Garden Inn, Hampton, Tru, Home2 Suites, Home2, and Hilton Grand Vacations. Below the header, the main heading is 'Hilton's Price Match Guarantee'. The text reads: 'We do our best to always offer you the lowest price, but if you find a lower qualified price* on another site, we will be happy to match it and give you 25% off that stay.' Below this, it says 'Here's how it works:'. The text continues: 'If you find a lower qualified price* for the same accommodation and terms at any point before your reservation is made or up to 24 hours after making your reservation through one of the official Hilton booking channels**, we will honor the lower price AND take an additional 25% off the room rate for each night of your stay.' It then states: 'When multiple prices for the same accommodations are available through the official Hilton booking channel, **you must have booked the lowest rate** to be eligible for the Price Match Guarantee.' At the bottom, there are three links with dropdown arrows: '**Official Hilton Booking Channels', '*Lower Qualified Price', and 'Submitting Your Claim'.

4. Essque, Zalu, Zanzibar

25% off Snacks & Drinks



Why Book Better Direct?

- ✓ Best Rate Guarantee
- ✓ 25% Off Snacks & Drinks
- ✓ 25% Off Activities
- ✓ 30% Off Spa Treatments
- ✓ 50% Off Maisha Cooking Class

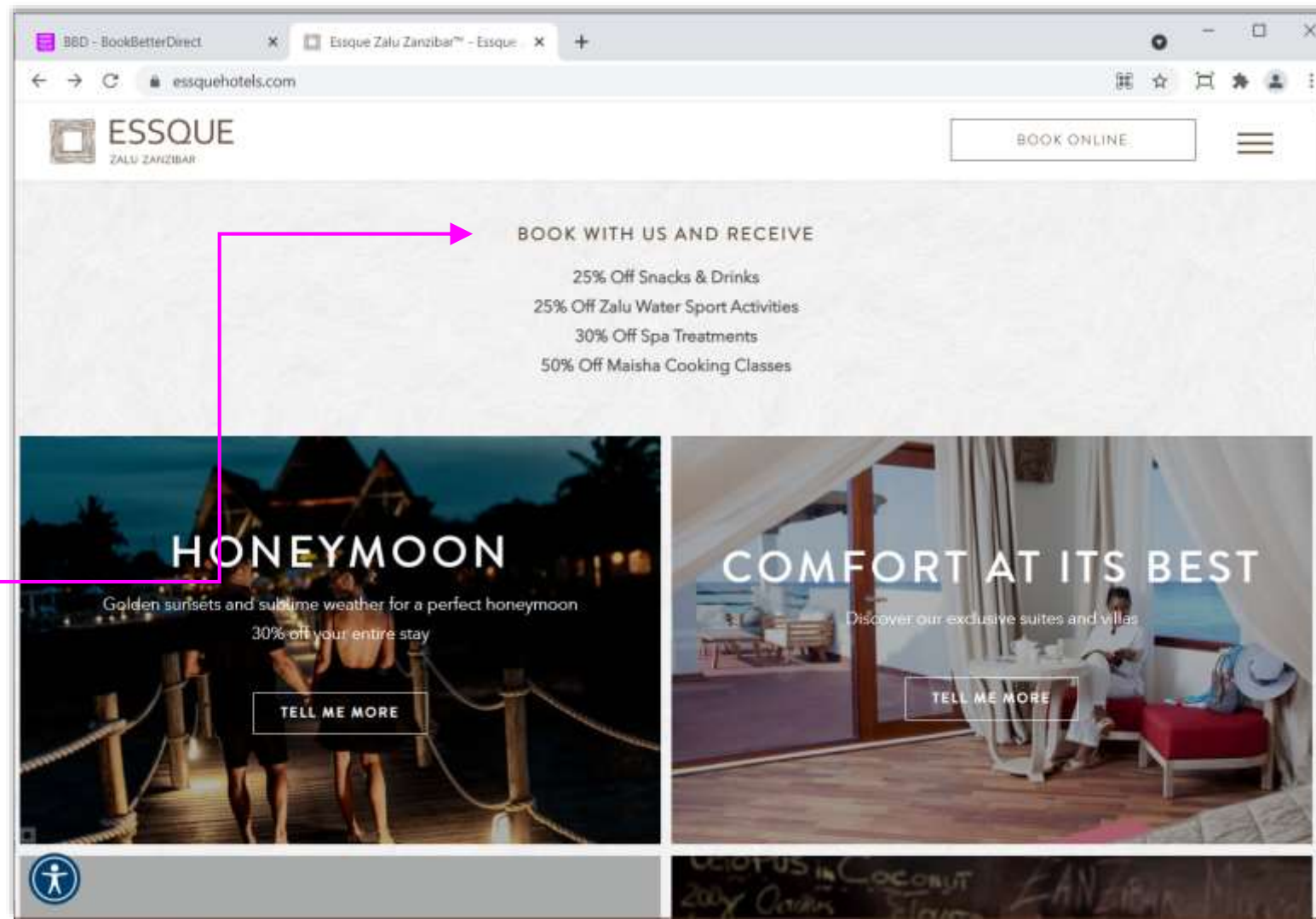
Template Text for your Accommodation

Book with us and receive

Why it is so good!

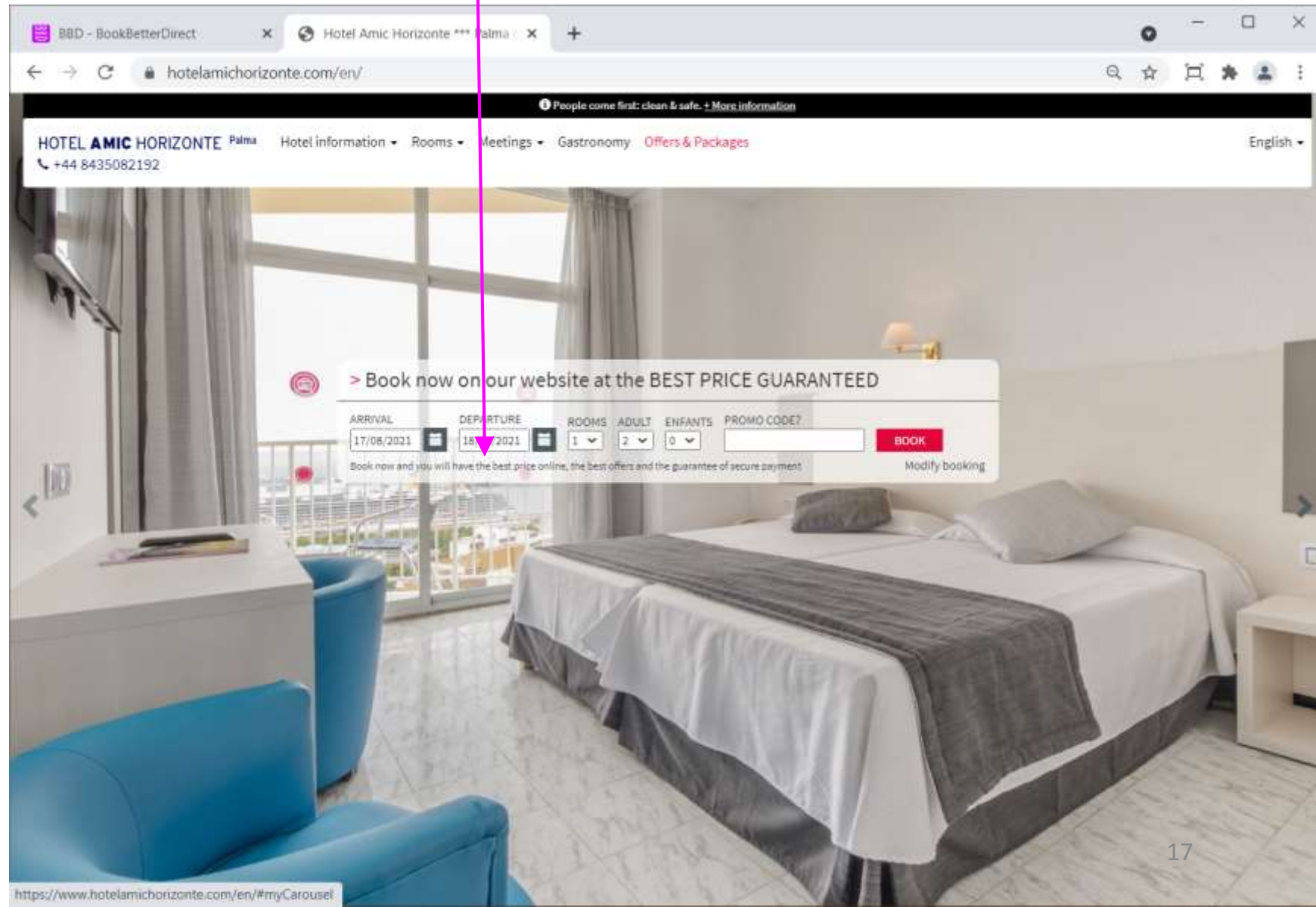
The discounts on Snacks & Drinks are substantial for guests, but will not cost the hotel too much.

Another 3 discounts are offered which makes a guest think twice if they should book direct or not.



5. Hotel Amic Horizonte, Palma, Spain

Free Wi-Fi



Why Book Better Direct?

- ✓ Best Price Online
- ✓ The Best Offers
- ✓ Free Wi-Fi

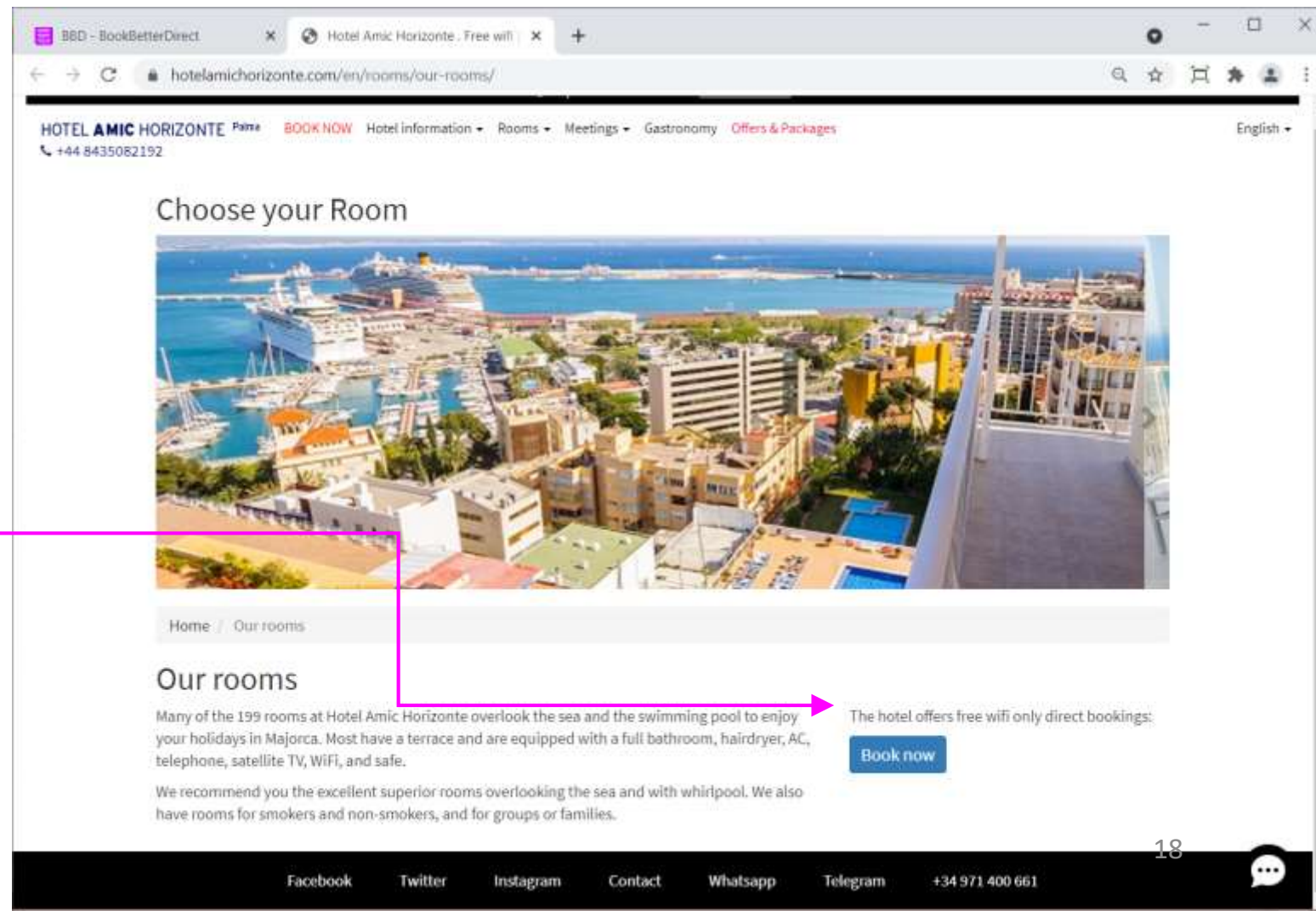
Template Text for your Accommodation

Book now and you will have the best price online, the best offers and the guarantee of secure payment.
The hotel offers free wifi only for direct bookings.

Why it is so good!

It's so simple.

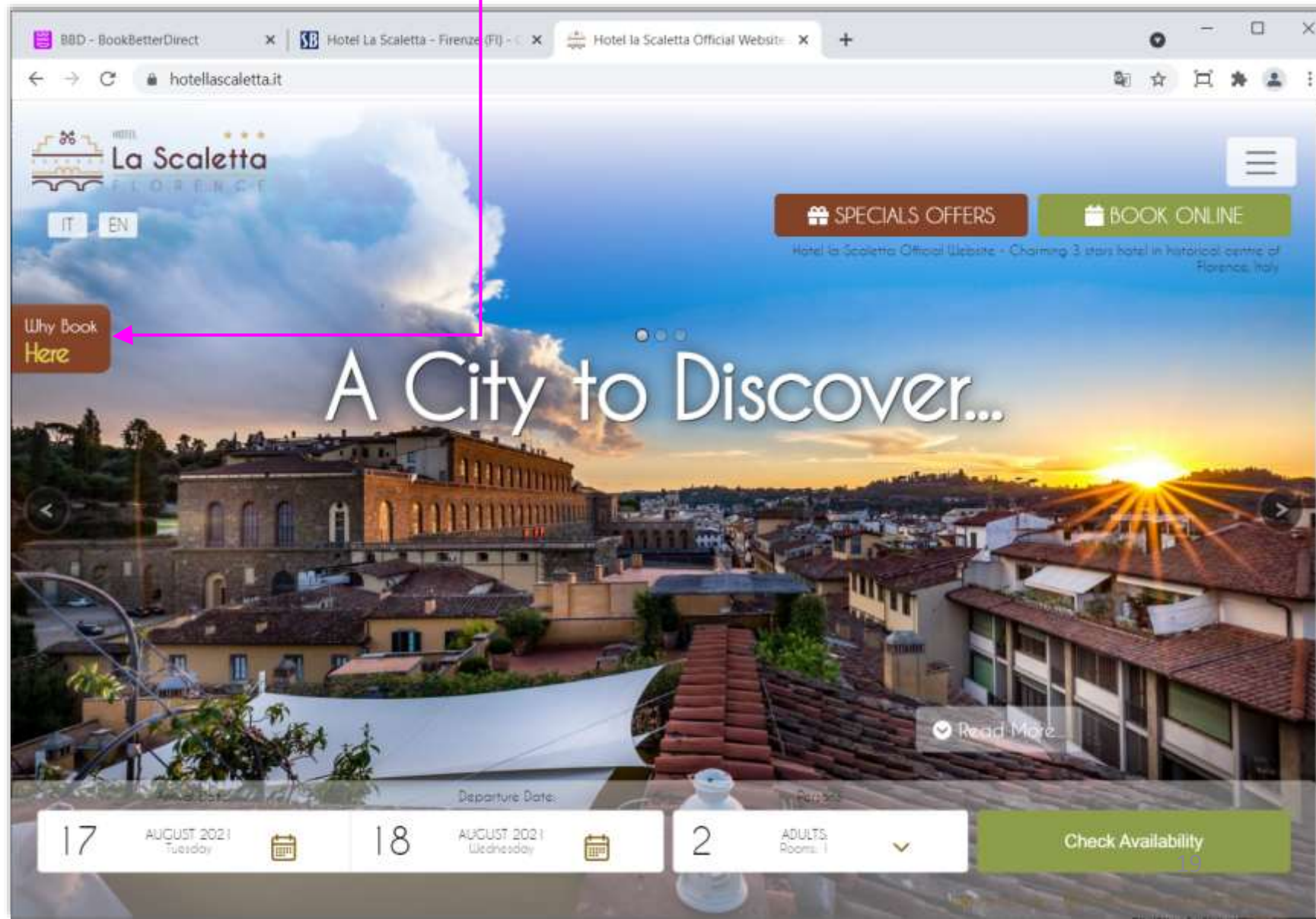
Remember the old days where you had to pay for your Internet? This hotel offers free Wi-Fi only for direct bookings.



The screenshot shows the Hotel Amic Horizonte website. The header includes the hotel name, a 'BOOK NOW' button, and navigation links for Hotel information, Rooms, Meetings, Gastronomy, and Offers & Packages. The main section is titled 'Choose your Room' and features a large image of the hotel's view overlooking the sea and a swimming pool. Below the image, the text reads: 'Our rooms' and 'Many of the 199 rooms at Hotel Amic Horizonte overlook the sea and the swimming pool to enjoy your holidays in Majorca. Most have a terrace and are equipped with a full bathroom, hairdryer, AC, telephone, satellite TV, WiFi, and safe. We recommend you the excellent superior rooms overlooking the sea and with whirlpool. We also have rooms for smokers and non-smokers, and for groups or families.' A blue 'Book now' button is visible on the right side of the page.

6. La Scaletta, Florence, Italy

10% Discount on New Bookings



Why Book Better Direct?

- ✓ 10% discount on a new booking through the official website
- ✓ 10% discount for a dinner at their restaurant
- ✓ Free Wi-Fi connection

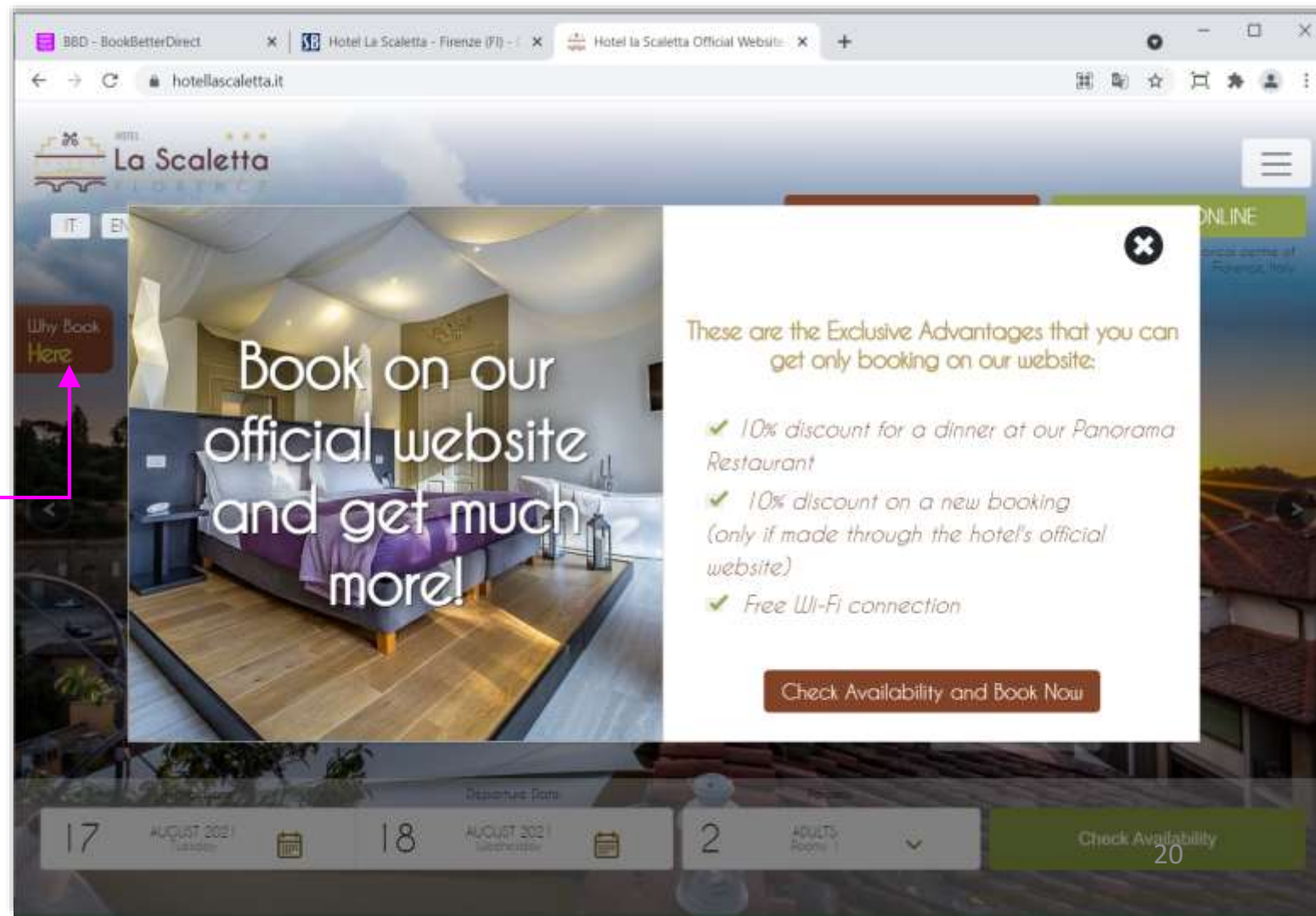
Template Text for your Accommodation

Book on our official website and get much more! These are the Exclusive Advantages that you can get only booking on our website:

- ✓ 10% discount for a dinner at our Restaurant
- ✓ 10% discount on a new booking (only if made through the hotel's official website)
- ✓ Free Wi-Fi connection

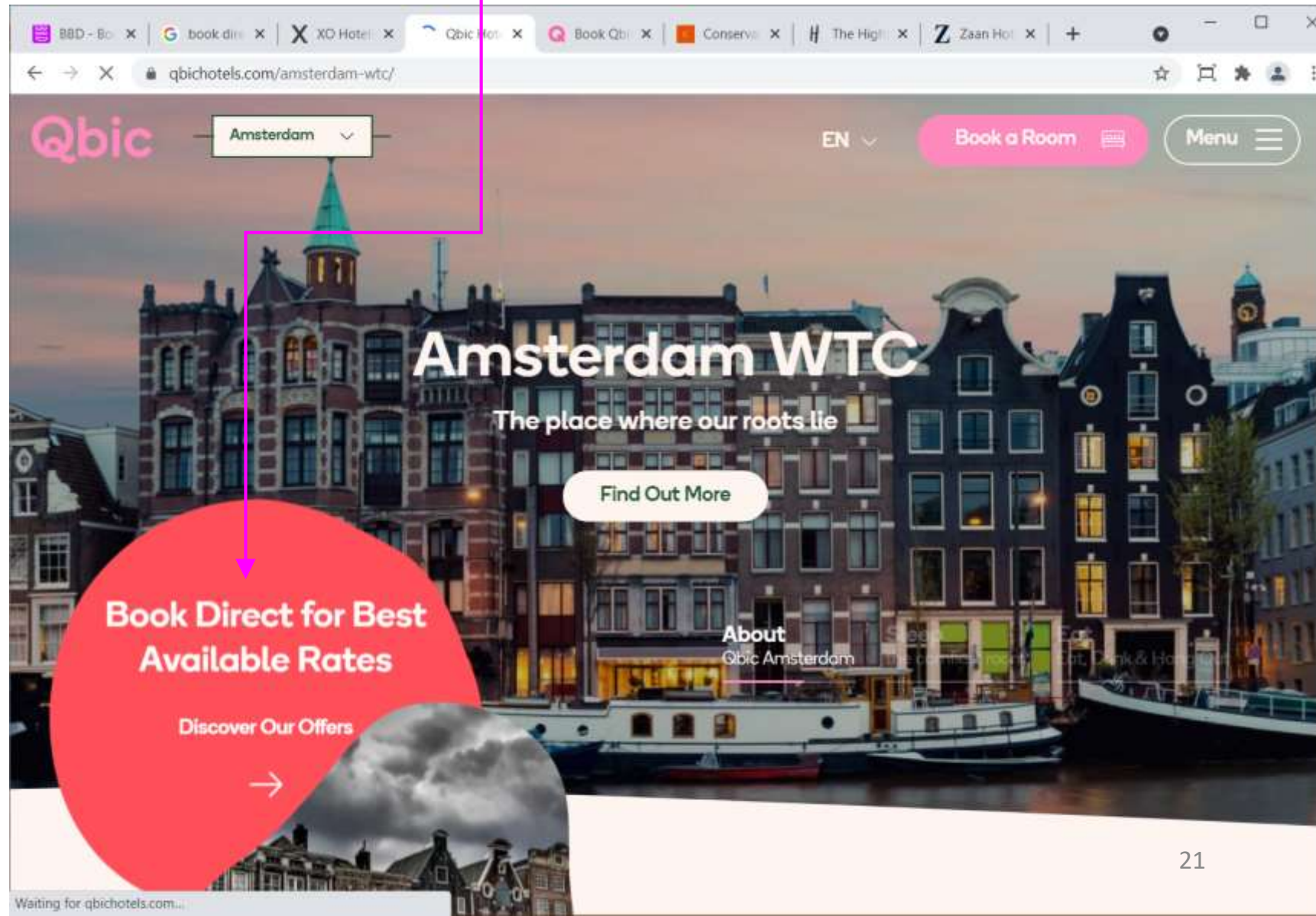
Why it is so good!

If you are not bound by rate parity (like Italy), and you add commission cost to your room prices on OTAs, you can easily offer a 10% discount.



7. Qbic, Amsterdam, Netherlands

Best Available Rates



Why Book Better Direct?

- ✓ Best Rates Direct

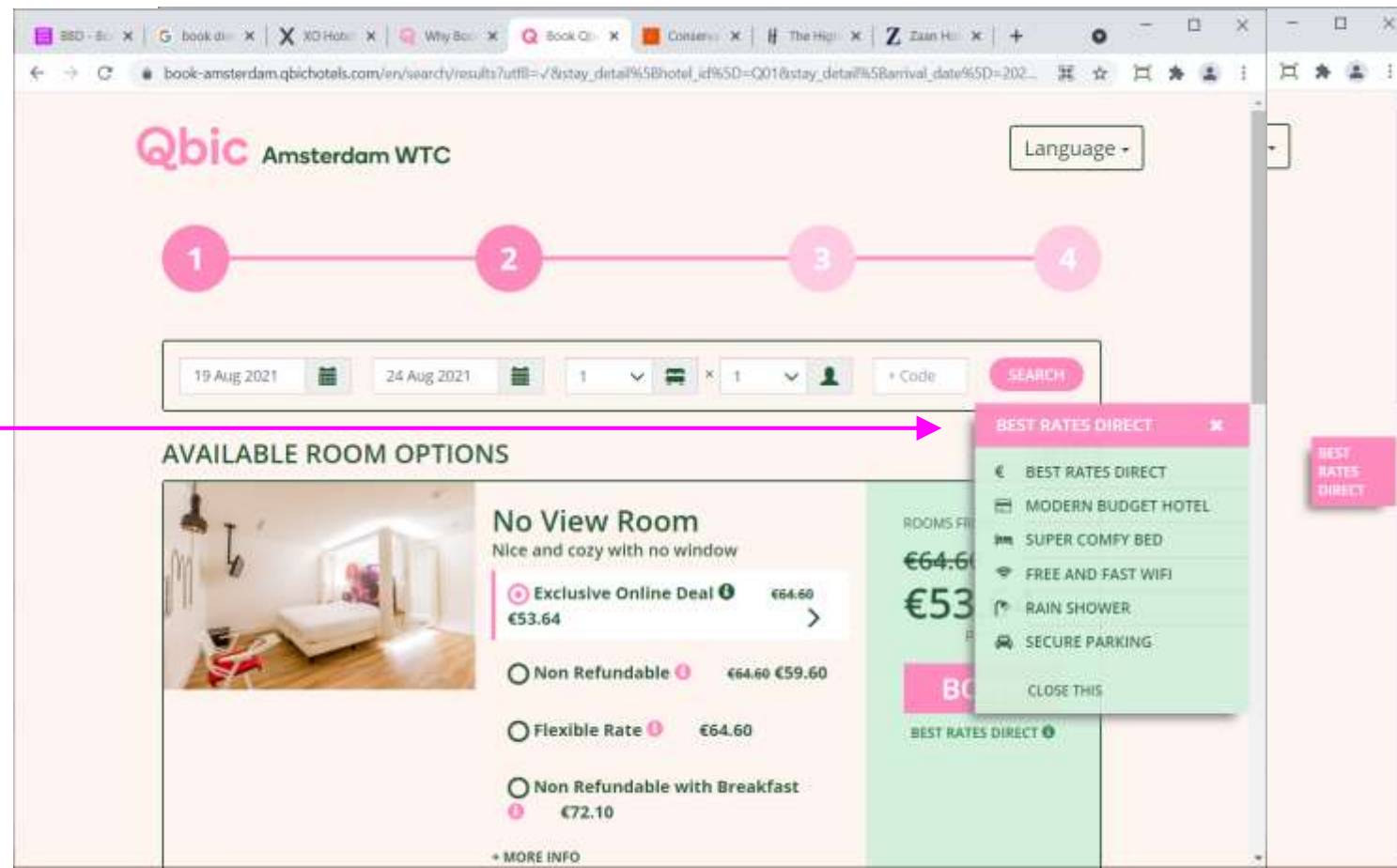
Template Text for your Accommodation

Why it is so good!

Your front page, is your shopping window!

Qbic hotel boldly lets you know that you should “Book Direct for Best Available Rates.”

On the booking site, best rated direct, confirms with a list of special amenities. Here's the free Wi-Fi again.



8. Doria Palace, Rome, Italy

Price Compared

The screenshot displays the website for Doria Palace Boutique Hotel. The header includes navigation links: HOME, ROOMS, SERVICES, LOCATION, DORIA PALACE BOUTIQUE HOTEL, GALLERY, BOOK NOW, OFFERS, and a language selector (EN). The main content area features a large image of a hotel room with a bed and a lamp. Overlaid on the right side is a 'BEST RATE' widget showing a regular rate of €773.41 and a booking rate of €872, with a 'Book now' button. Below this is a chatbot icon and a search bar. At the bottom, there is a booking summary bar with fields for dates (17 Aug 2021), duration (1 Night), number of adults (2 Adults), and children (0 children), along with a 'Discount Code' field and a 'CHECK NOW' button. A 'SPECIAL OFFER' banner is visible at the bottom right.

Best Rate

Regular rate €773.41

Booking €872

Book now

Powered by RateParity

Hi there 🍌 How can I help you?

17 Aug 2021 1 Night 2 Adults 0 children Discount Code CHECK NOW

SPECIAL OFFER

Why Book Better Direct?

- ✓ Prices are compared with OTAs
- ✓ Best Price Guarantee

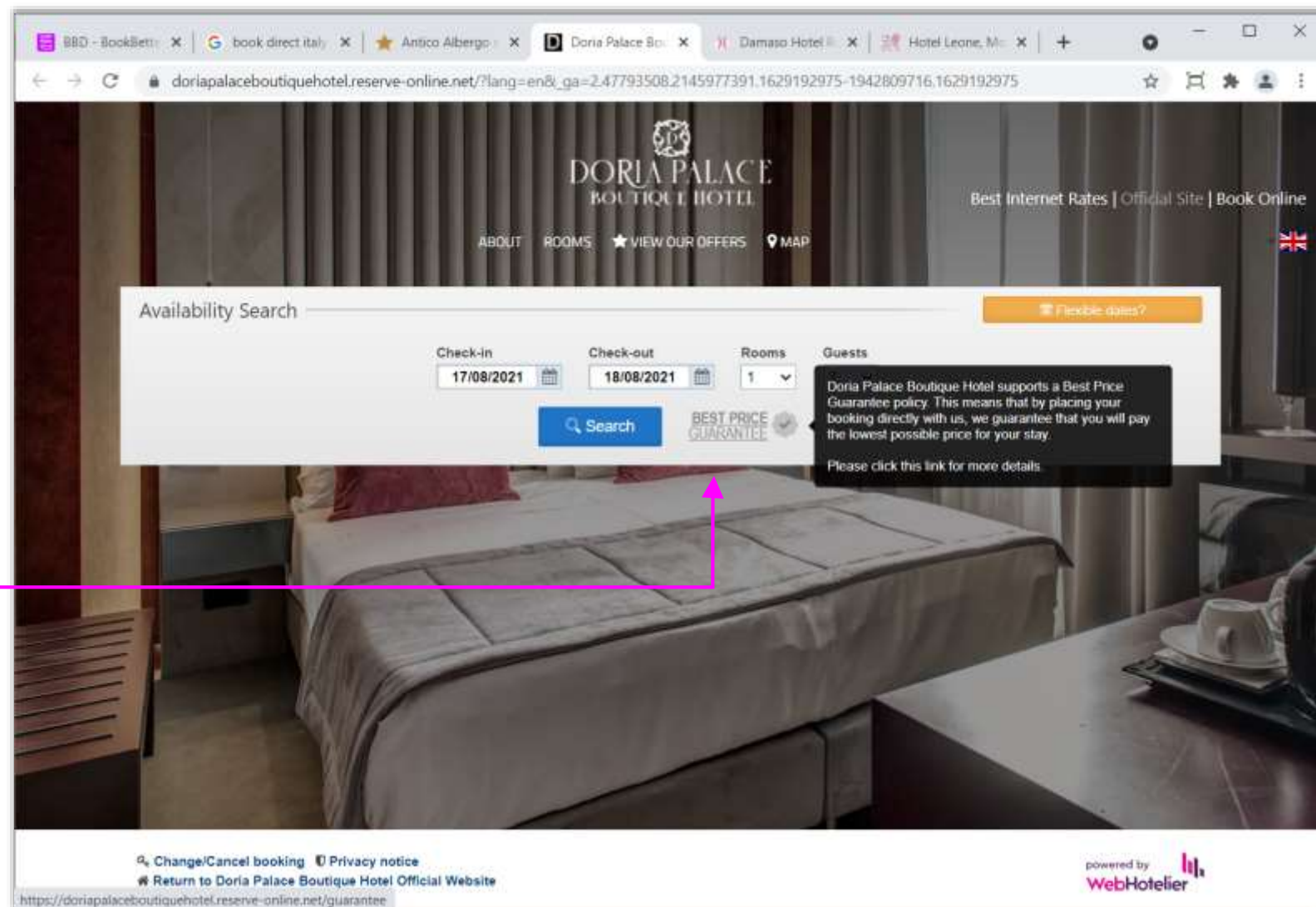
Template Text for your Accommodation

Our Hotel supports a Best Price Guarantee policy. This means that by placing your booking directly with us, we guarantee that you will pay the lowest possible price for your stay. Please click this link for more details.

Why it is so good!

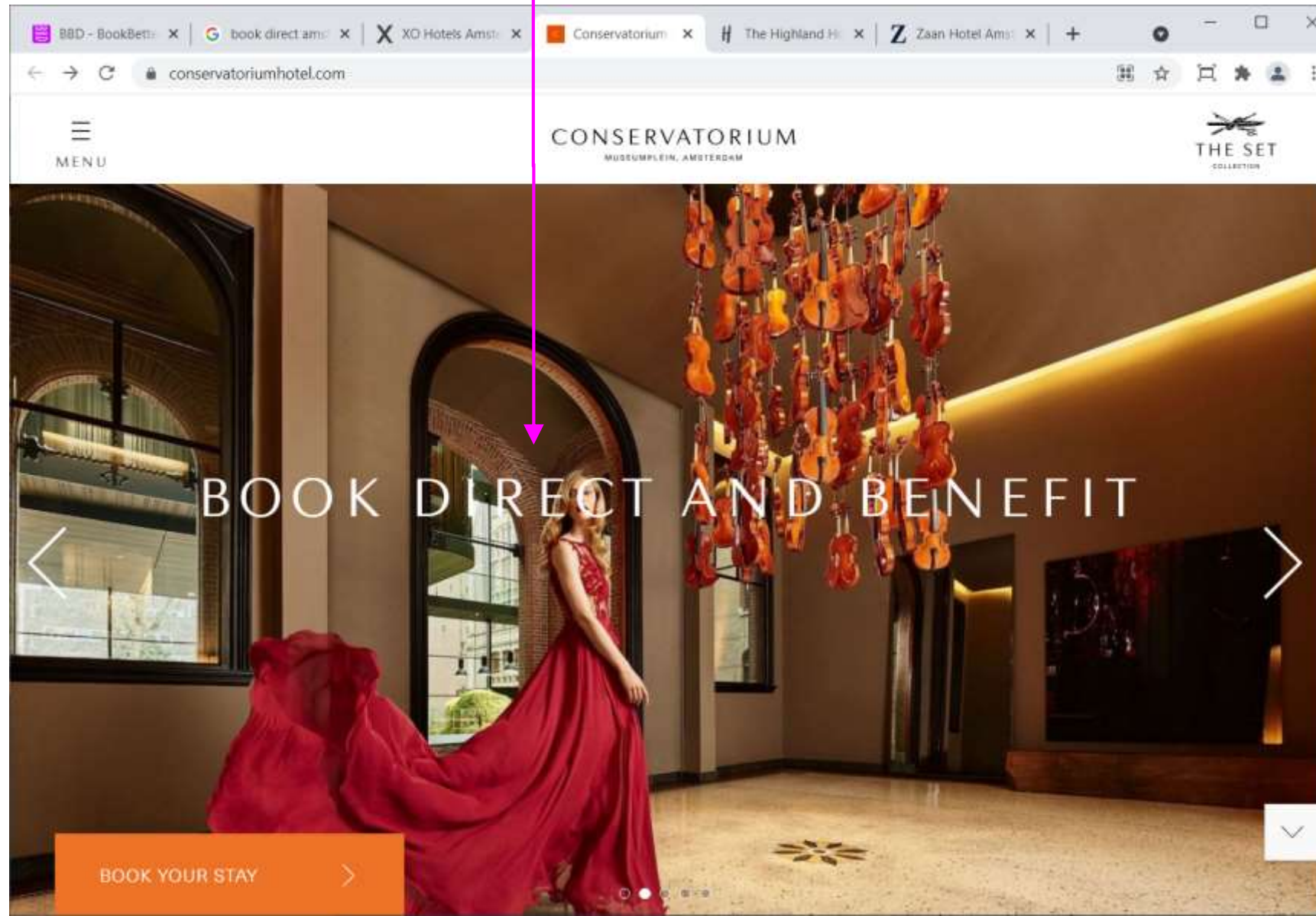
If you have an online booking integrated you should definitely do this. On the front page, room prices are directly compared with booking.com!

The “Best Price Guarantee” Button is placed right in the availability search. When you hover over it, it explains the policy.



9. Conservatorium, Amsterdam, Netherlands

€30 to Spend in Hotel



Why Book Better Direct?

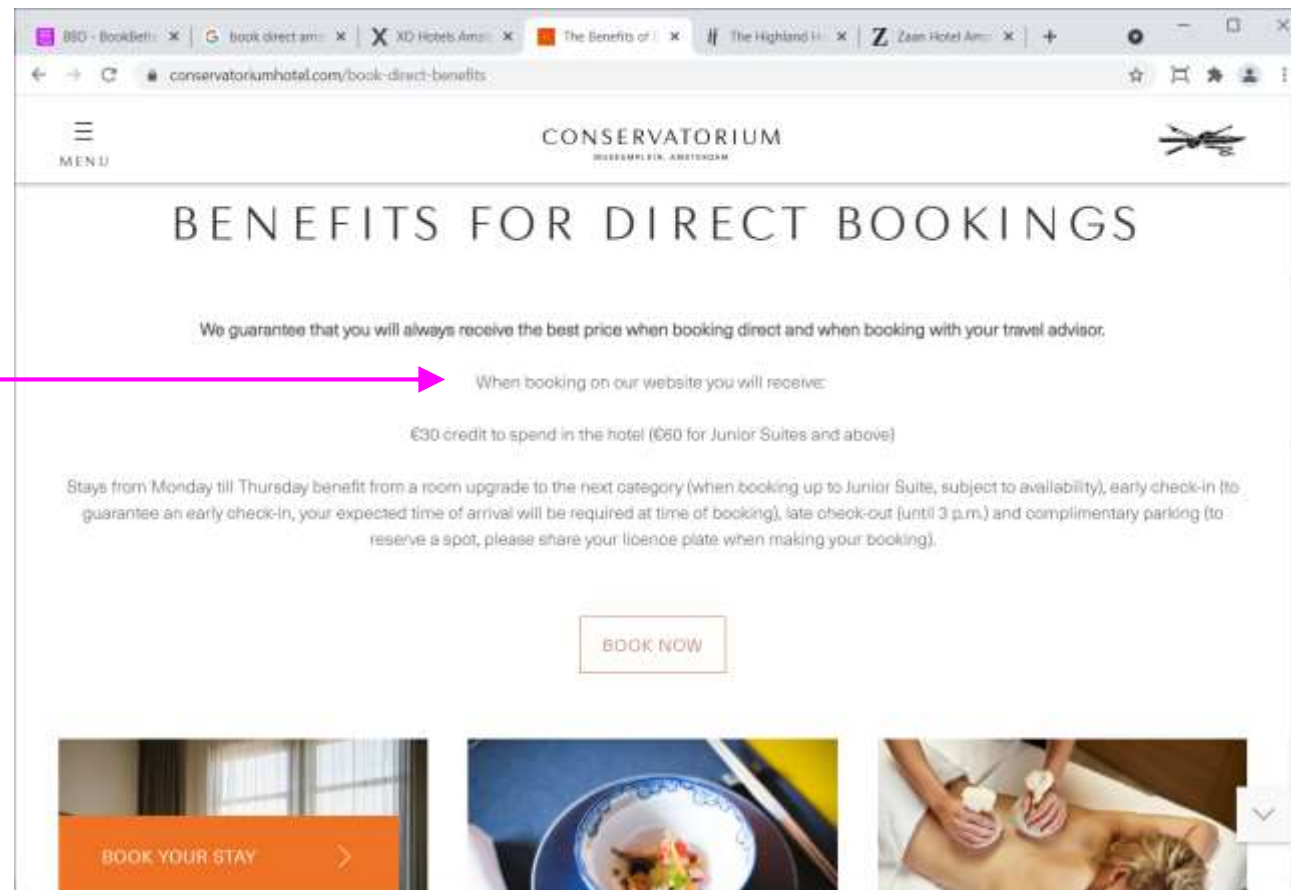
- ✓ Best Price Guarantee
- ✓ €30 / €60 credit to spend in the hotel.
- ✓ Mo-Thu free room upgrade
- ✓ Early check-in
- ✓ Late check-out
- ✓ Complimentary parking

Template Text for your Accommodation

- ✓ We love treats - who doesn't? Book your stay with us directly or via your preferred travel advisor and we'll treat you to a €XX hotel credit (or €XX for suite bookings) to enjoy in our restaurants or spa.
- ✓ Stays from Monday till Thursday benefit from a room upgrade to the next category (when booking up to Junior Suite, subject to availability), early check-in (to guarantee an early check-in, your expected time of arrival will be required at time of booking), late check-out (until 3 p.m.) and complimentary parking (to reserve a spot, please share your licence plate when making your booking). The best offer you will find, guaranteed. Terms & Conditions apply.

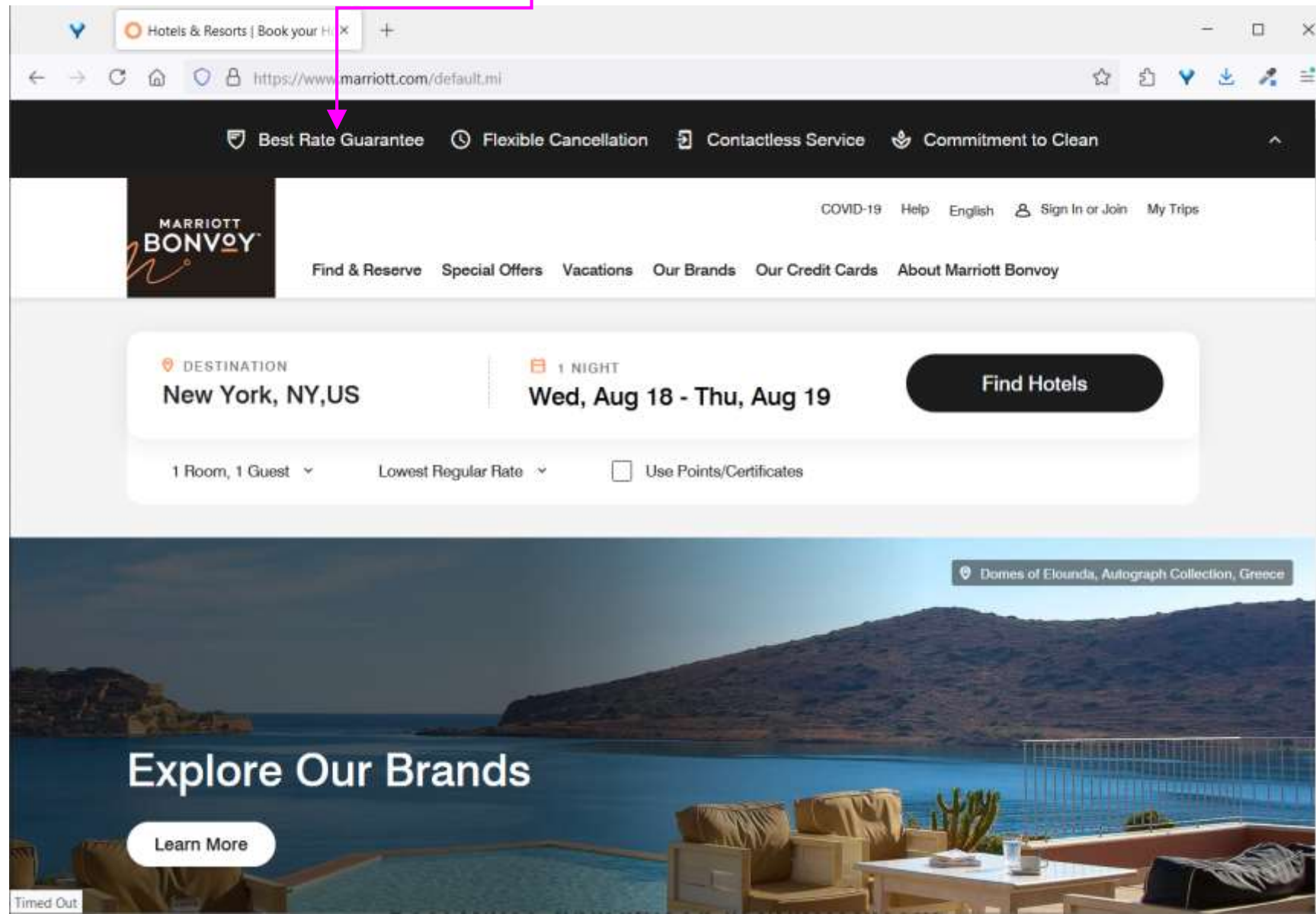
Why it is so good!

The €30 credit is not a cash back, but needs to be spend in the hotel's restaurant or spa. Which could lead to additional spending....



10. Marriott Bonvoy, International

Best Price Guaranteed



Why Book Better Direct?

- ✓ Best Rate Guarantee

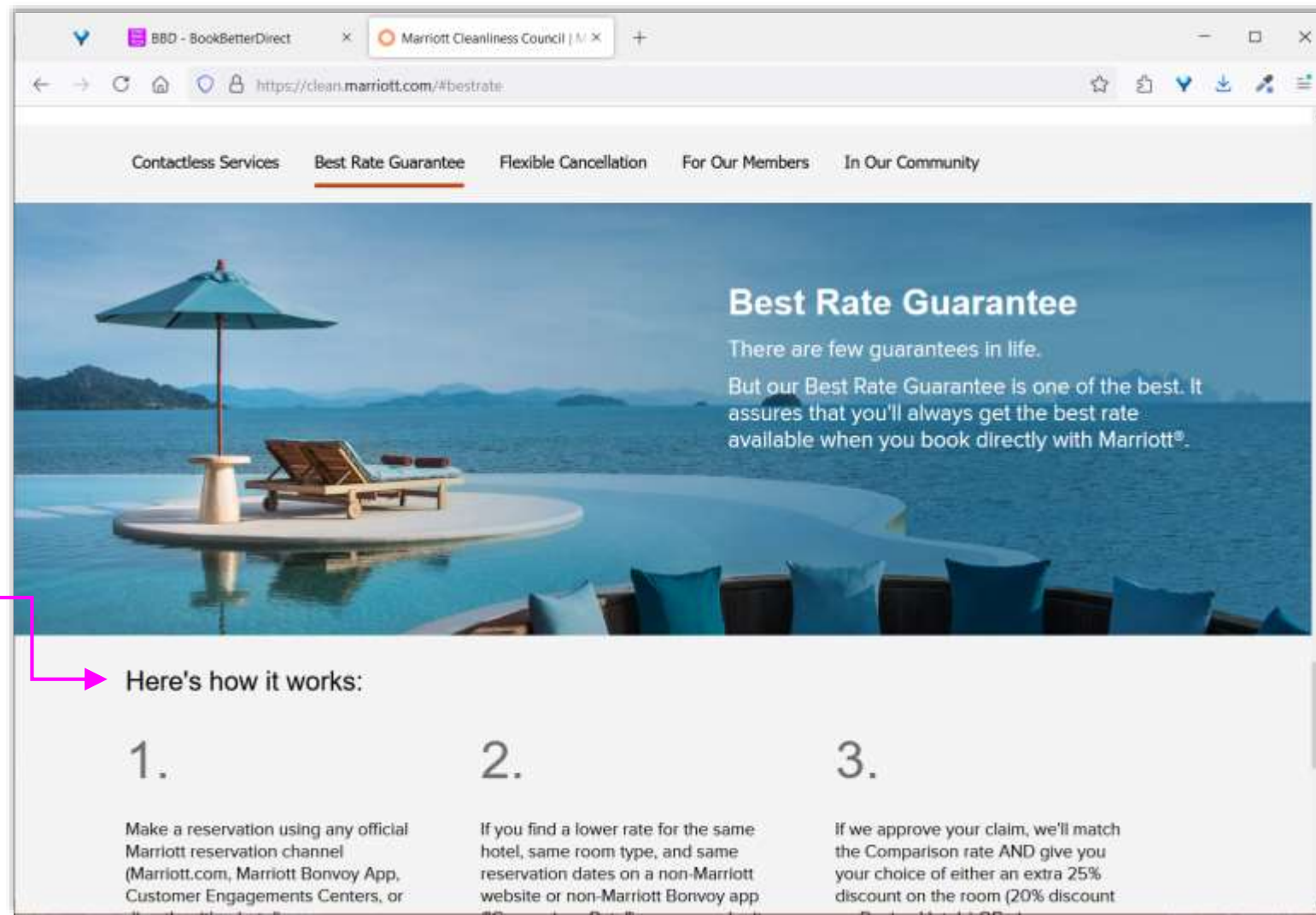
Template Text for your Accommodation

Our Best Rate Guarantee assures that you'll always get the best rate available when you book directly with our Hotel.

Why it is so good!

It's Simple. First thing you see on the website is the Best Rate Guarantee promise.

A dedicated page for Best Rate Guarantee. With a clear explanation exactly how it works. [see bonus tip at the end of this eBook for a template text]



11. More Ideas

Electric Bike for 1 day

20% off Ski Rental

Free Parking

Early Check-In

Late Check-Out

Better Cancellation Policy

Free laundry

1 Minibar Filling Free

Insider Travel Tips

Free Room Upgrade

10% Discount on Meals

Receive 5% off your travel sum as voucher for beverages

There are so many excellent Direct Booking Incentives out there, but we can't list them all. Here are a few more Ideas.

Why are they so good? Because **they are simple and easy to implement.**

WHY BOOK DIRECT? HIGHLIGHTS:

Flexibility if you need to change your reservation
No upfront billing – pay when you depart
12 noon check-out
Express check-out
Best price guaranteed
Upgrades subject to availability
Free Wi-Fi
No booking fees

- ✓ **Optional Extra's**
book directly online
- ✓ **Exclusive Offers and Deals**
only with the hotel direct
- ✓ **Better Cancellation Policy**
compared to Online Booking Platforms
- ✓ **Insider Travel Tipps**
per email before you arrive
- ✓ **Best-Price-Guarantee**
with at least 5% price difference

Get 1 minibar filling fee

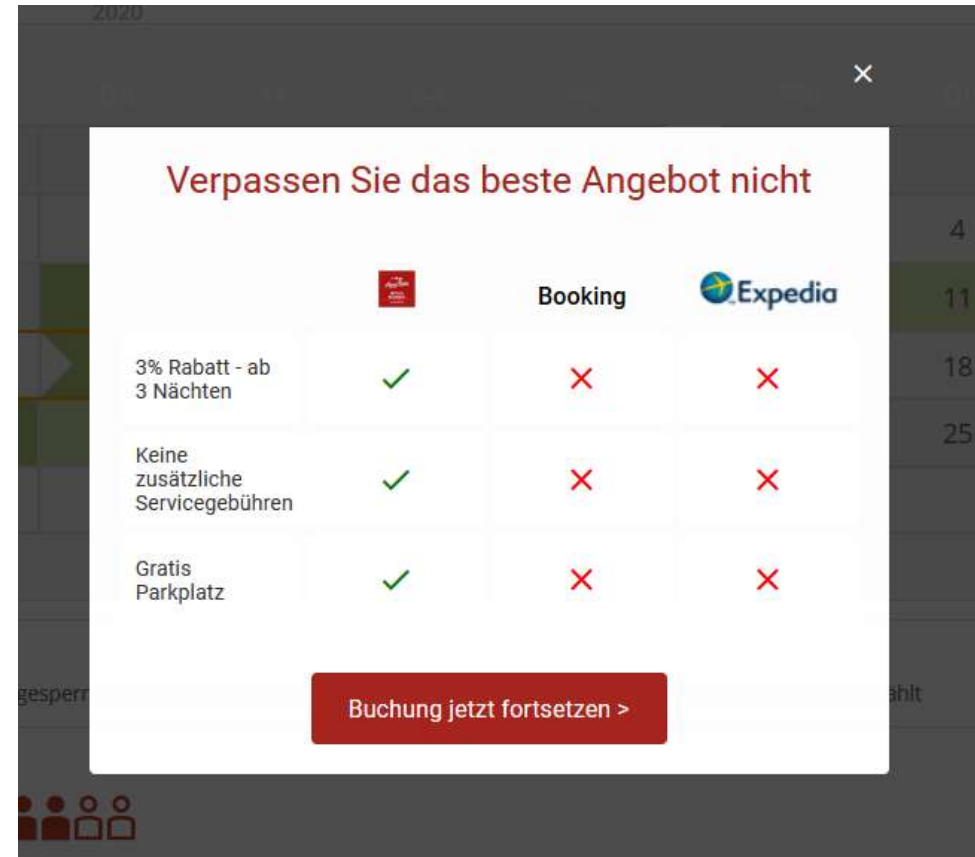
Book at least 3 nights and get 1 free mini-bar refill! Valid for direct bookings on our homepage, via telephone or e-mail.

Bonus Tip #1: Compare direct with the OTA's


Guests really want to know why they should book direct with the hotel.

So why not compare your direct booking incentive directly with the big Online Travel Agents?

This hotel puts it nicely in a table.



A screenshot of a hotel booking interface showing a comparison table. The table compares direct booking with Booking.com and Expedia. The direct booking column shows three benefits: 3% discount, no additional service fees, and free parking. Both Booking.com and Expedia show 'X' marks for all three categories, indicating they do not offer these benefits. A red button at the bottom says 'Buchung jetzt fortsetzen >'.

		Booking	Expedia
3% Rabatt - ab 3 Nächten	✓	✗	✗
Keine zusätzliche Servicegebühren	✓	✗	✗
Gratis Parkplatz	✓	✗	✗

[Buchung jetzt fortsetzen >](#)

Bonus Tip #2: Best Price Guarantee Policy

If you choose for a Best Price Guarantee, it's time to let Guests know what happens if they find your offer elsewhere cheaper!

You can put your policy in a simple pop up or an extra webpage.

It doesn't have to be a lengthy document.

One or two paragraphs should be more than sufficient as you see in our example.

Our Best Price Guarantee Policy*

We guarantee that by booking directly with <your hotel name> you are getting the lowest possible price for your stay. In the rare case that you find your rooms online at a lower rate, we would be glad to match that rate if you contact us within 24 hours of placing your booking. On top of that we offer you <your incentive comes here>.

Please note:

The lower price must be bookable online and must be still available when we check, provided that there is a perfect match on the:

- Room type
- Check-in and check-out dates
- Booking conditions (breakfast included, advance purchase, non-refundable etc.)

Our best price guarantee policy excludes sites which sell rooms through or in combination with:

- Special membership rates
- Frequent stay programs
- Loyalty programs
- Other "reward" type of programs
- Special coupon/voucher code-based membership programs and/or seasonal or last-minute flash sales promotions
- Holiday Packages

*Courtesy of Doria Palace Boutique Hotel

Bonus Tip #3: Earn **Trust** with an independent organisation.

It's nice to promise Best Price Guarantees all day long. But **how do guest know you can be trusted?**

It's not for nothing that accommodations all over the world show trusted brands on their website of companies like TripAdvisor.

Big independent organisations count!

To give your book better direct promise more substance and cloud, and show **that you can be trusted**, you should [list and certify your property](#) with BookBetterDirect. Our sole purpose it is to help you get more direct bookings.

When you sign up you use the BookBetterDirect Trustmark on your website and publications.



[List Property, It's FREE](#)

BookBetterDirect™

Key takeaways

Implementing Direct Booking Incentives is easier as you thought. The winner is clearly the **Best Price Guarantee**.

Most hosts stick with the classics:

- ✓ Best Price Guarantee
- ✓ Free drink, parking, Wi-Fi
- ✓ XX % money discount
- ✓ Voucher for drink, food, amenities

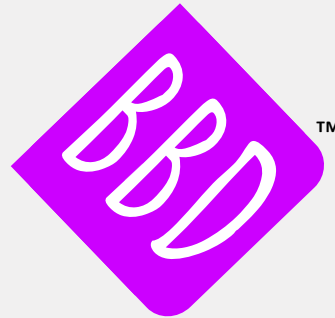
We hope you enjoyed these direct booking incentives examples which were so kindly provided by all the hosts.

We think we have answered your questions.

- ✓ You are now sure what to offer your guests to make them book direct.
- ✓ You know that direct booking incentives are inexpensive and easy to implement.
- ✓ With a direct booking policy in place you can easily handle the rare situation that your guest find a room cheaper elsewhere

If you have more questions or remarks, please contact us at hello@bookbetterdirect.com.

All the best and good luck with your direct bookings,
~Sabine, Founder of BookBetterDirect™



BookBetterDirect
Smart Extension for Easy Direct Bookings

Contact

Find out more about us:

Internet: www.bookbetterdirect.com

List your Property: www.bookbetterdirect.com/add-listing/

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Youtube: www.youtube.com/bookbetterdirect/

Instagram: www.instagram.com/bookbetterdirect/



Available for Chrome & Firefox Desktop Browser