

BookBetterDirect
Smart Extension for Easy Direct Bookings

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.

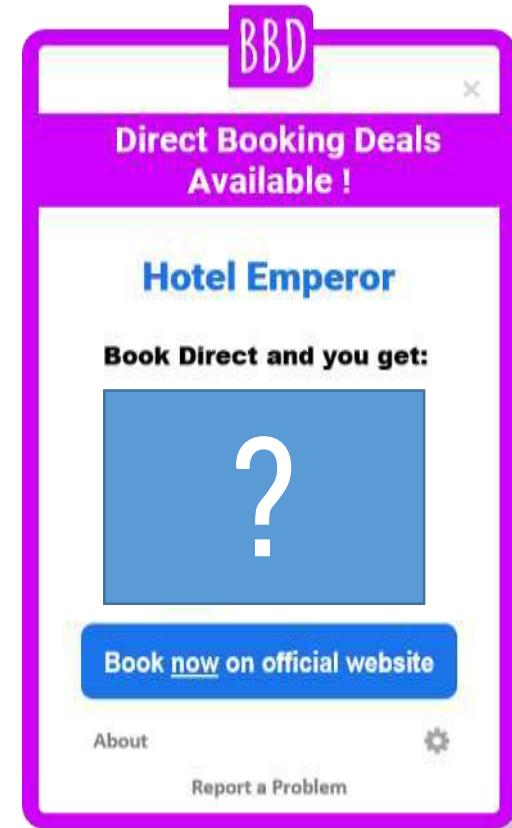
For whom is this eBook?

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

The screenshot shows the website for The Rembrandt hotel in London. The main image is a night photograph of the hotel's exterior, a large, multi-story building with many lit windows. A pink rectangular box highlights the top right corner of the image, and a pink arrow points from this box to a promotional text on the right side of the page. The promotional text reads: "Free drink when you book direct". Below this, there are buttons for "Check in" and "Check out", a "MORE OPTIONS" button, and a large "BOOK NOW" button. The page also features a "CHECK ROOMS AND RATES" section, a "CONTACT" link, a "MAKE AN ENQUIRY" link, and a "SEARCH" icon. At the bottom right, there is a quote: "The free drink at the bar was a nice touch." followed by a "Tripadvisor Review" link and the text "Exclusive to guests who book on sarova.com". A "Discover" button with a downward arrow is located at the bottom center. A circular badge in the bottom left corner says "WE'RE GOOD TO GO" and "VISIT ENGLAND".

Why Book Better Direct?

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

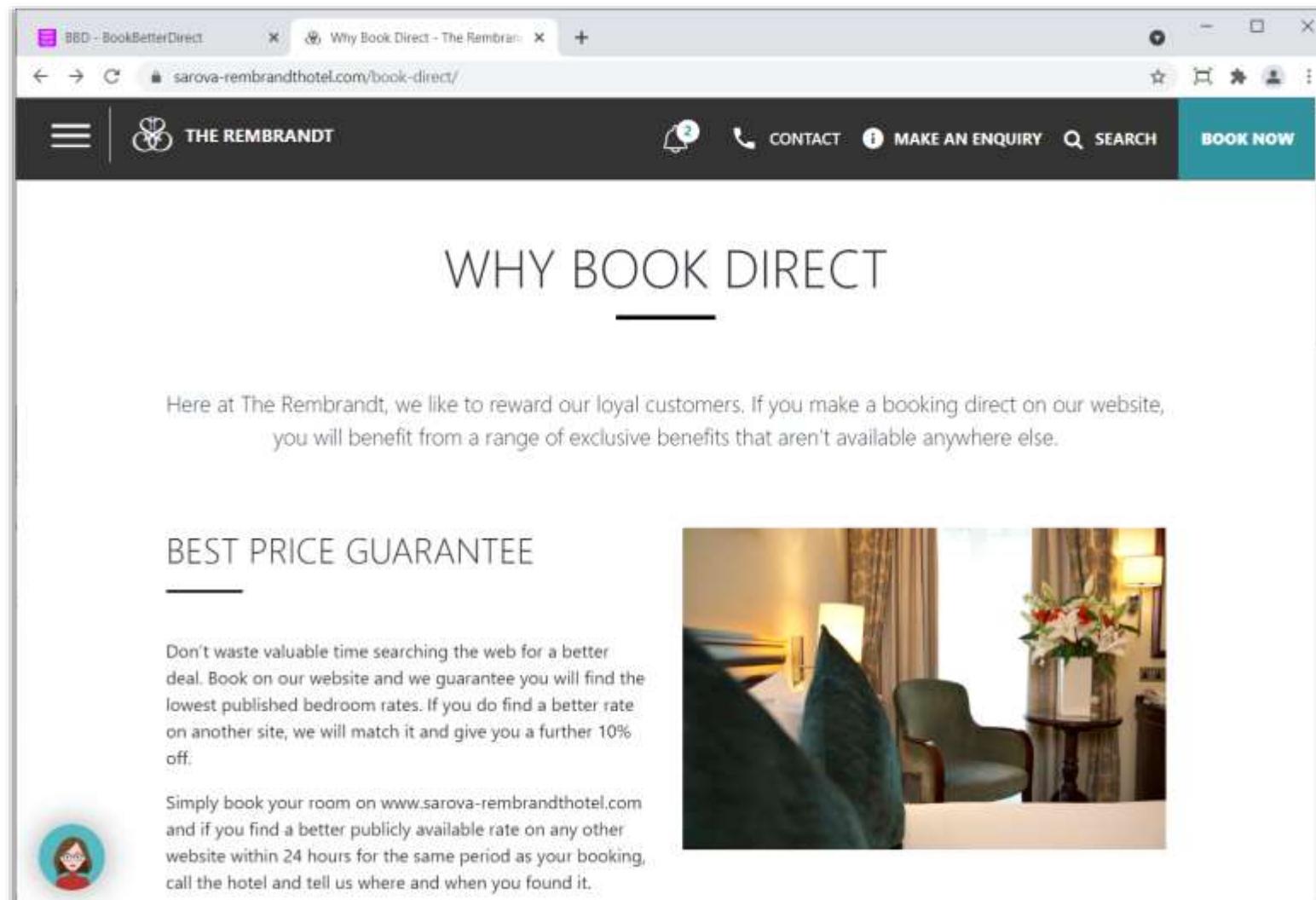
Template Text for your Accommodation

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.



The screenshot shows a web browser window with the title 'BBD - BookBetterDirect' and 'Why Book Direct - The Rembrandt'. The URL is 'sarova-rembrandthotel.com/book-direct/'. The page features a dark header with the hotel's logo and name 'THE REMBRANDT'. Below the header, a large section is titled 'WHY BOOK DIRECT' with a sub-section titled 'BEST PRICE GUARANTEE'. A paragraph explains the guarantee, and a small circular icon with a woman's face is visible. To the right, there is a photograph of a hotel room interior.

Here at The Rembrandt, we like to reward our loyal customers. If you make a booking direct on our website, you will benefit from a range of exclusive benefits that aren't available anywhere else.

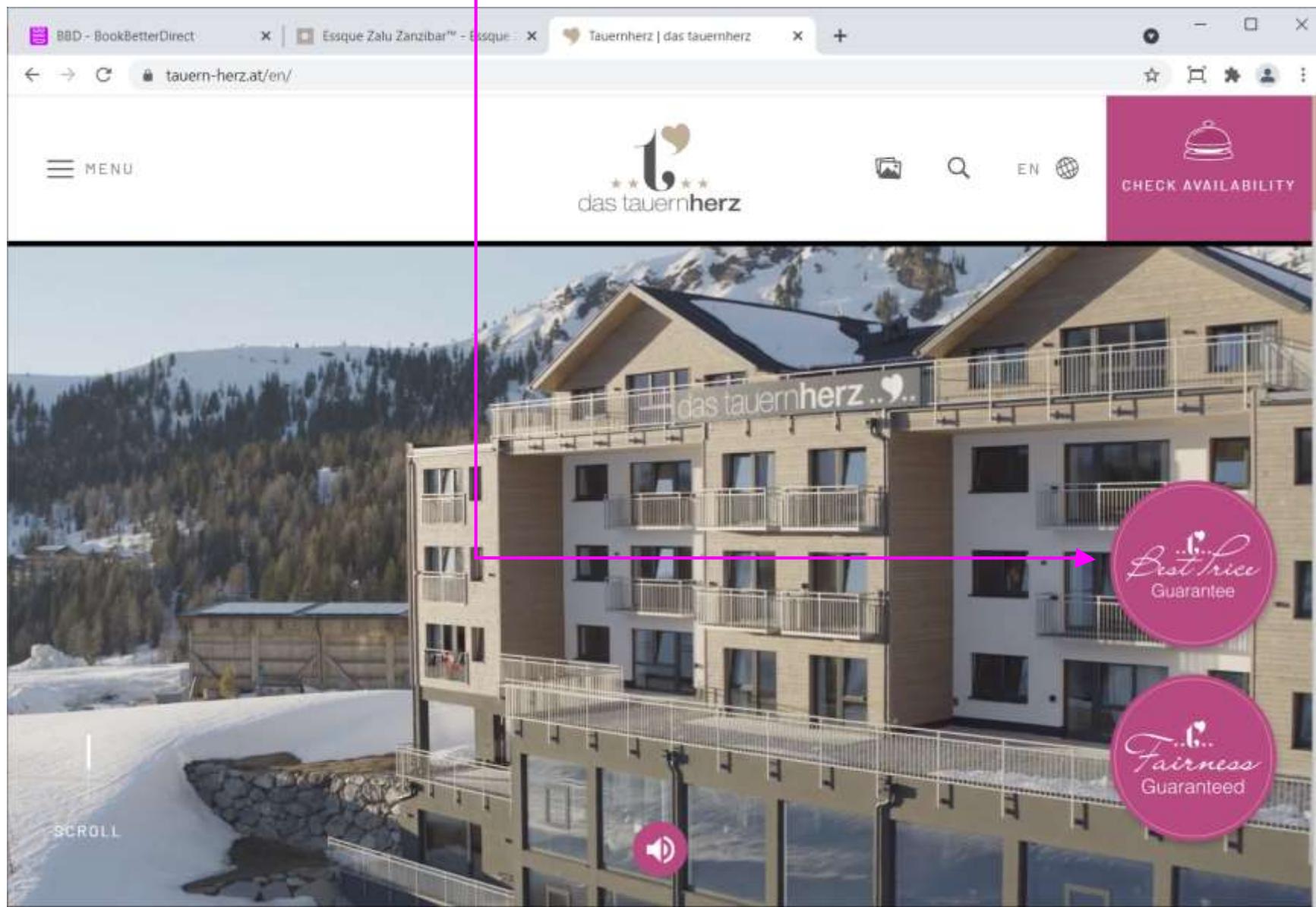
BEST PRICE GUARANTEE

Don't waste valuable time searching the web for a better deal. Book on our website and we guarantee you will find the lowest published bedroom rates. If you do find a better rate on another site, we will match it and give you a further 10% off.

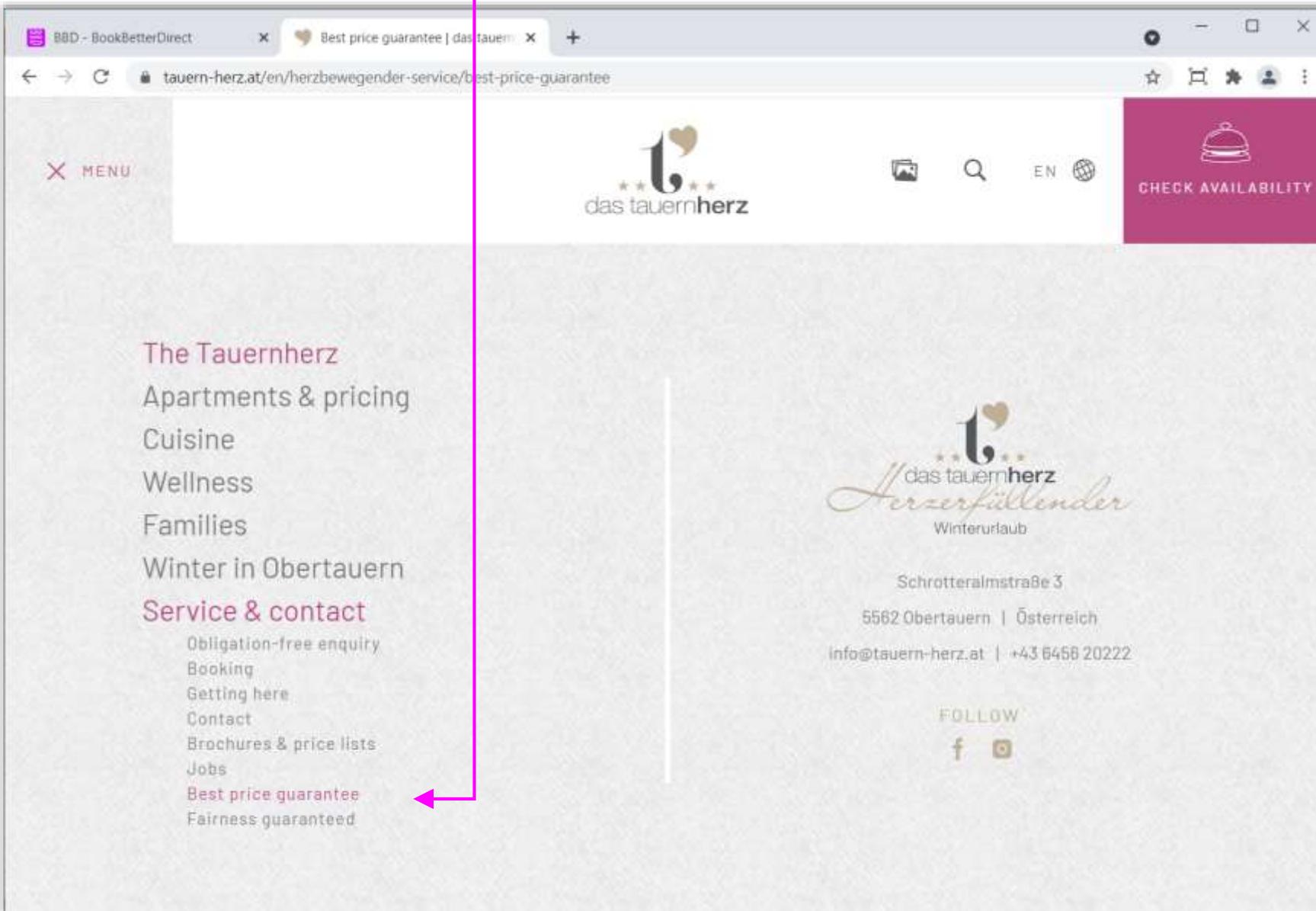
Simply book your room on www.sarova-rembrandthotel.com and if you find a better publicly available rate on any other website within 24 hours for the same period as your booking, call the hotel and tell us where and when you found it.

2. Das Tauernherz, Obertauern, Austria

Best Price Guarantee



Das Tauernherz, Obertauern, Austria



The screenshot shows a website for 'das tauernherz' in Obertauern, Austria. The page is displayed in a browser window with a pink border.

Header: The header features the 'das tauernherz' logo with a stylized 't' and a heart, followed by the text 'das tauernherz'. There are also links for 'EN' (English), a search icon, and a 'CHECK AVAILABILITY' button.

Left Sidebar (Menu): A pink sidebar on the left contains the following links:

- X MENU
- The Tauernherz
- Apartments & pricing
- Cuisine
- Wellness
- Families
- Winter in Obertauern
- Service & contact**
- Obligation-free enquiry
- Booking
- Getting here
- Contact
- Brochures & price lists
- Jobs
- Best price guarantee**
- Fairness guaranteed

Right Content Area: The main content area features the 'das tauernherz' logo again, followed by the text 'Herzerfüllender Winterurlaub'. Below this, the address 'Schrotteralmstraße 3, 5562 Obertauern | Österreich' and contact information 'info@tauern-herz.at | +43 6458 20222' are provided. At the bottom, there are social media links for 'FOLLOW' with icons for Facebook and YouTube.

Why Book Better Direct?

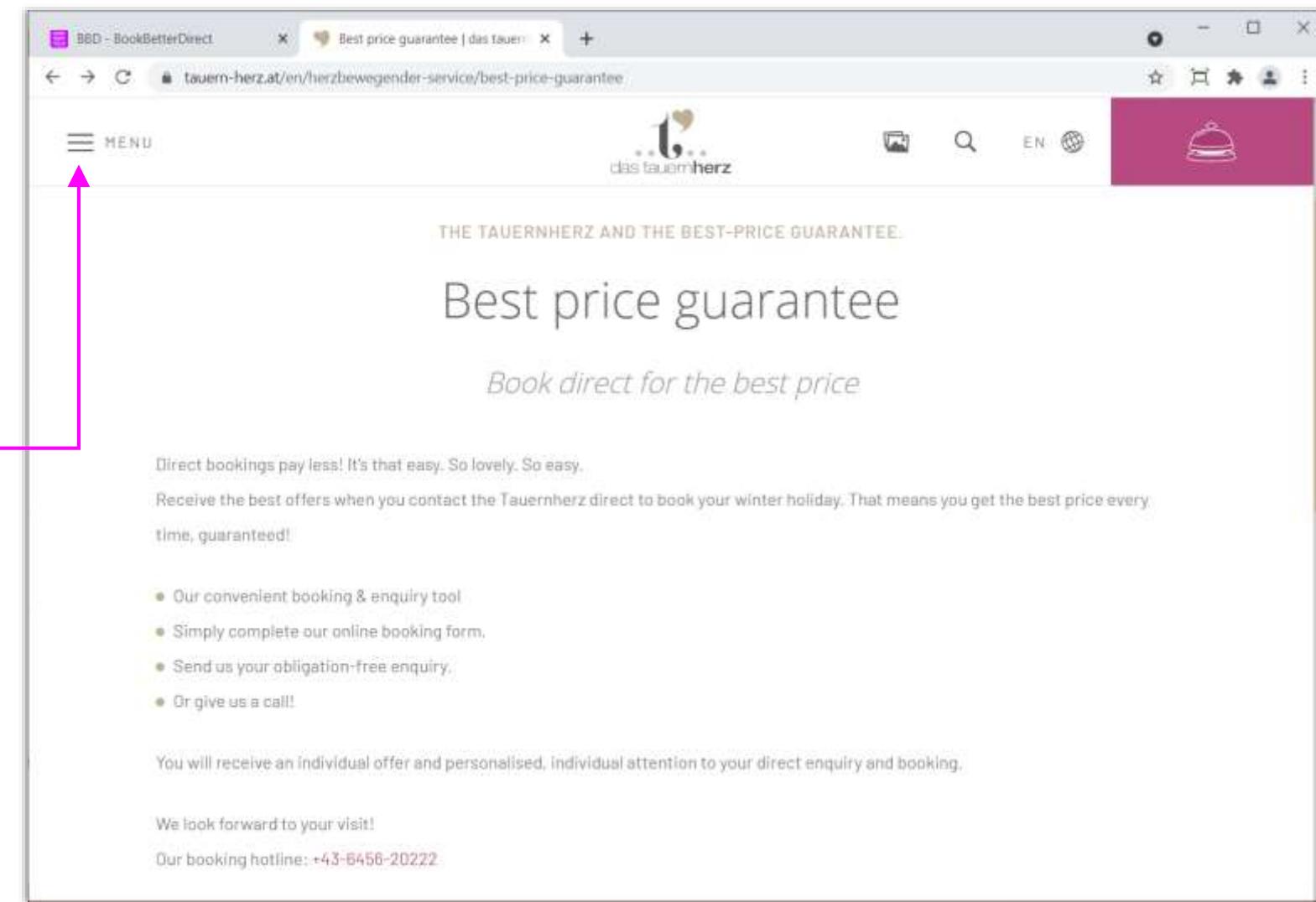
- ✓ Best Price Guarantee

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.

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!



The screenshot shows a web browser window with the URL tauern-herz.at/en/herzbewegender-service/best-price-guarantee. The page title is "Best price guarantee | das tauernherz". The header includes the "das tauernherz" logo, a search icon, and language links for EN and DE. A pink arrow points from the "Why it is so good!" text in the previous slide to the "MENU" button in the top left of the browser window. The main content features a large heading "Best price guarantee" and the subtext "Book direct for the best price". Below this, there is a paragraph about direct bookings and a bulleted list of four ways to book. At the bottom, there is a note about receiving an individual offer and a contact message.

Best price guarantee

Book direct for the best price

Direct bookings pay less! It's that easy. So lovely. So easy.

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

- Our convenient booking & enquiry tool
- Simply complete our online booking form.
- Send us your obligation-free enquiry.
- Or give us a call!

You will receive an individual offer and personalised, individual attention to your direct enquiry and booking.

We look forward to your visit!

Our booking hotline: +43-6456-20222

3. Hilton, Worldwide, Worldwide

Price Match

The screenshot shows a web browser with three tabs open:

- BBD - BookBetterDirect
- Price Match Guarantee
- Hotels by Hilton - Book the Best

The main content area is the Hilton website. At the top, there is a navigation bar with the Hilton logo, a search bar labeled "Where to?", and buttons for "Locations", "Offers", "Meetings & Events", "Credit Cards", "Join", and "Sign In".

Below the navigation, there are date selection fields showing "16 AUG MON" and "17 AUG TUE", along with buttons for "1 Room, 1 Guest", "Special Rates", and "Find a Hotel".

A prominent blue banner at the bottom of the page reads: "Join Hilton Honors and get 5,000 Bonus Points on your next two stays. [Join for Free](#)".

The main visual is a scenic photograph of a coastal resort town built on a hillside overlooking the ocean.

At the bottom of the page, a status bar says "Waiting for www.hilton.com..."

Why Book Better Direct?

- ✓ Price Match Guarantee

Why it is so good!

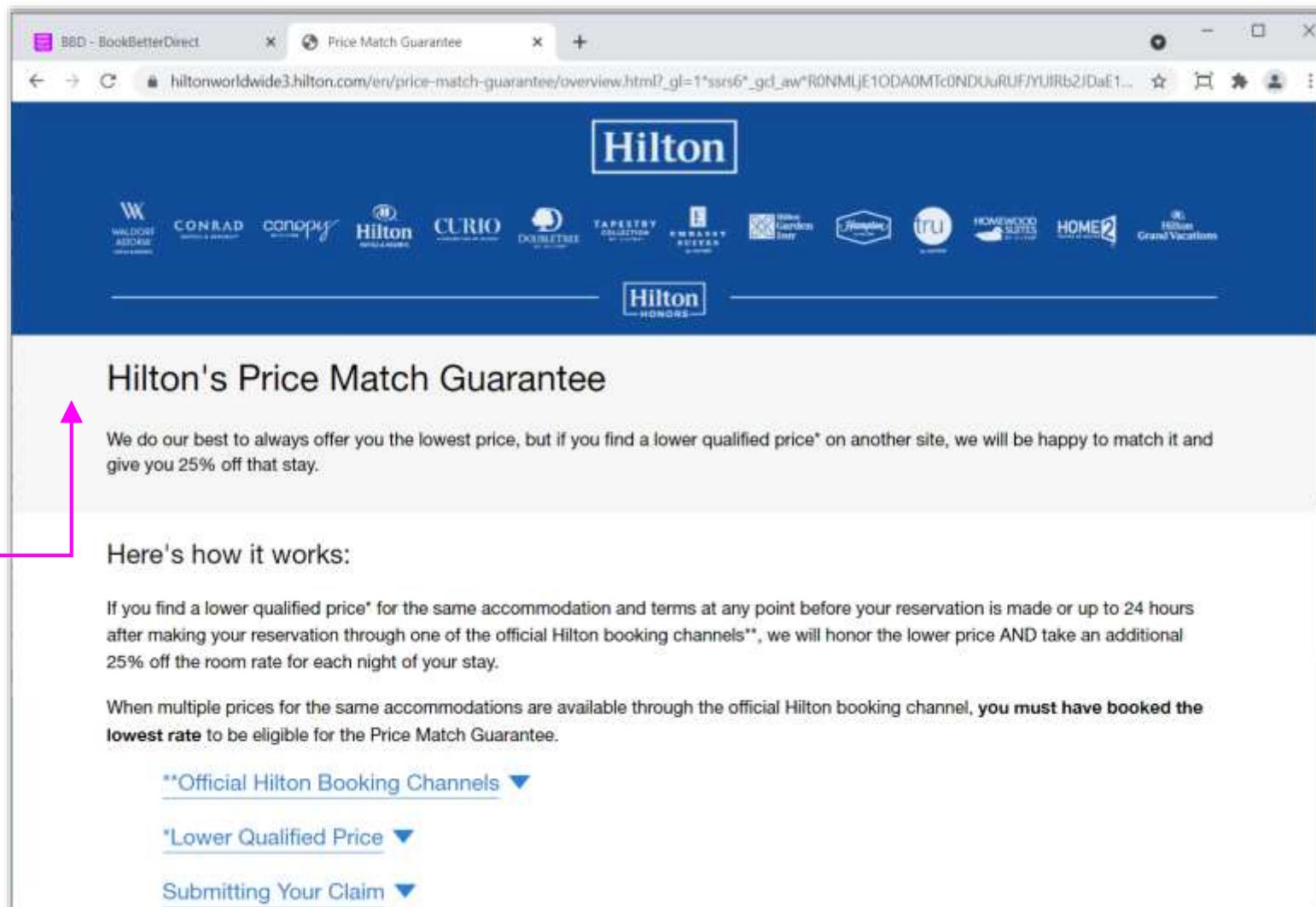
Again a best price guarantee.
This time with a twist.

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.

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.



The screenshot shows a web browser window with two tabs: "BBD - BookBetterDirect" and "Price Match Guarantee". The main content area displays the Hilton website's "Price Match Guarantee" page. At the top, the Hilton logo is prominently displayed, followed by a horizontal menu of brands: W (Waldorf Astoria), CONRAD, CONOPY, Hilton (with a registered trademark symbol), CURIO, TAPESTRY (with a registered trademark symbol), DOUBLETREE (with a registered trademark symbol), EMBASSY SUITES, Hilton Garden Inn, Hampton Inn, ITU, Homewood Suites by Hilton, HOME2 Suites by Hilton, and Hilton Grand Vacations. Below this, a large heading reads "Hilton's Price Match Guarantee". A text block states: "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." An arrow points from this text block to the template text above. Another arrow points from the "Price Match Guarantee" tab in the browser to the same template text.

Hilton's Price Match Guarantee

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.

Here's how it works:

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.

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.

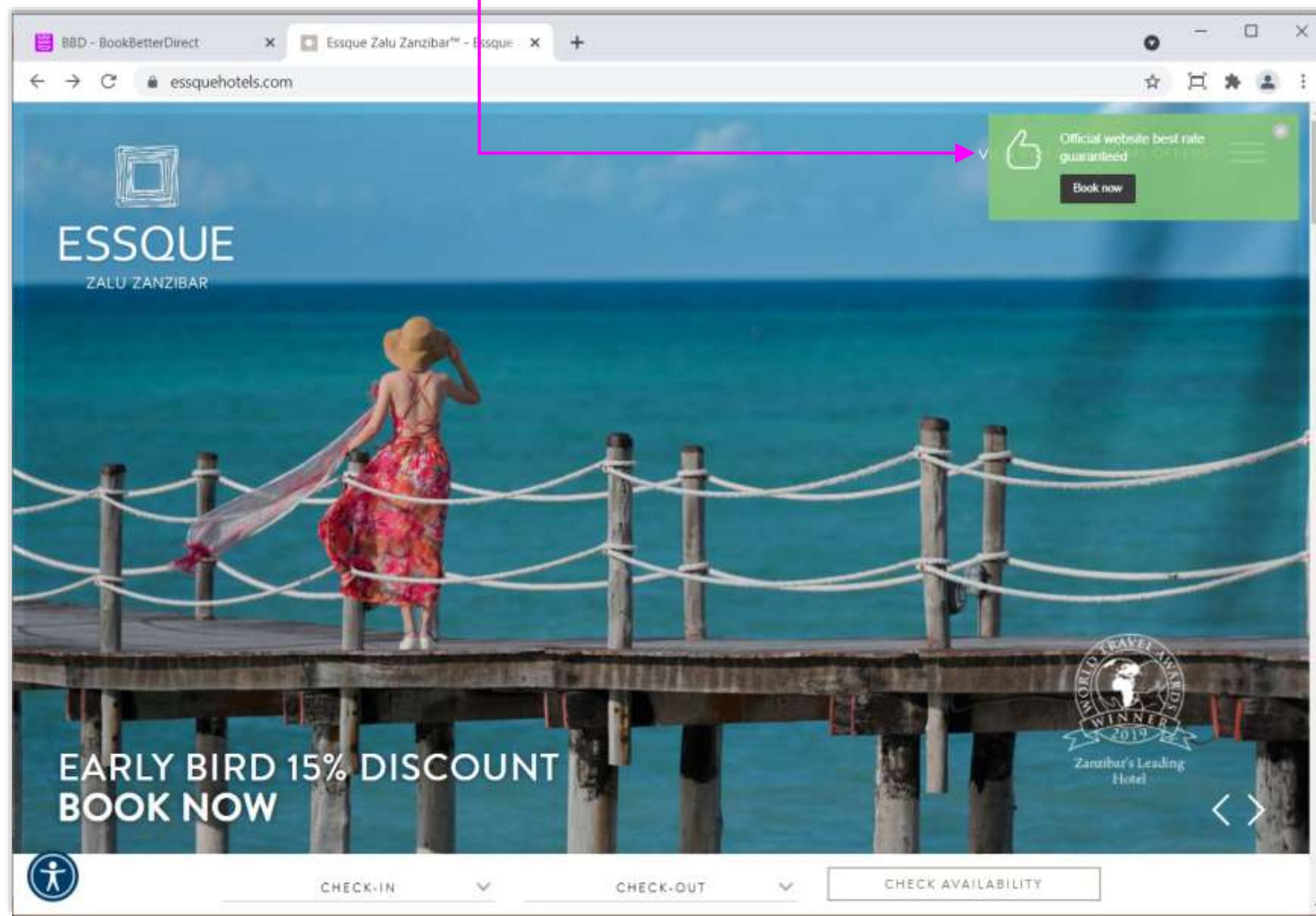
[**Official Hilton Booking Channels](#)

[*Lower Qualified Price](#)

[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

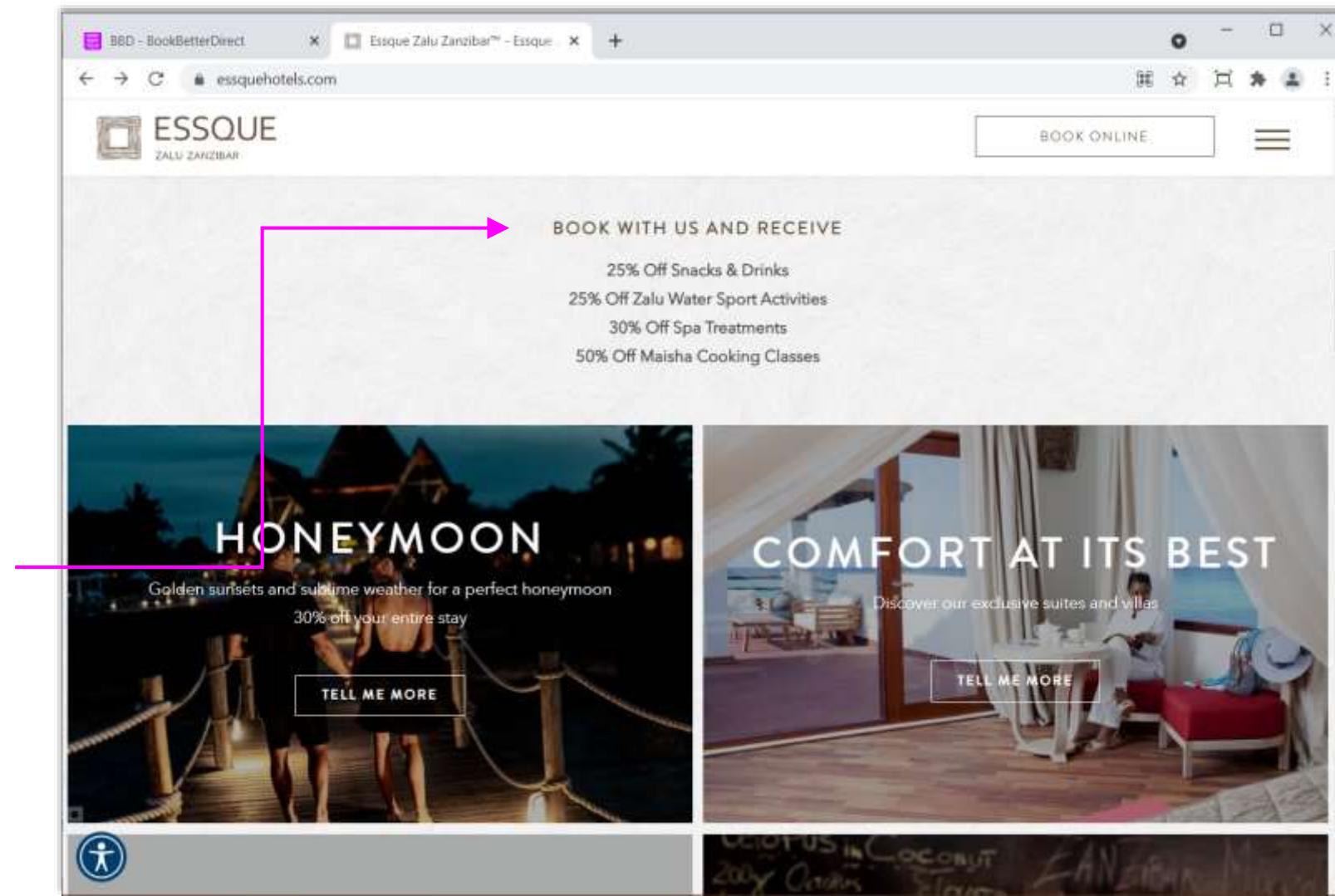
Why it is so good!

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.

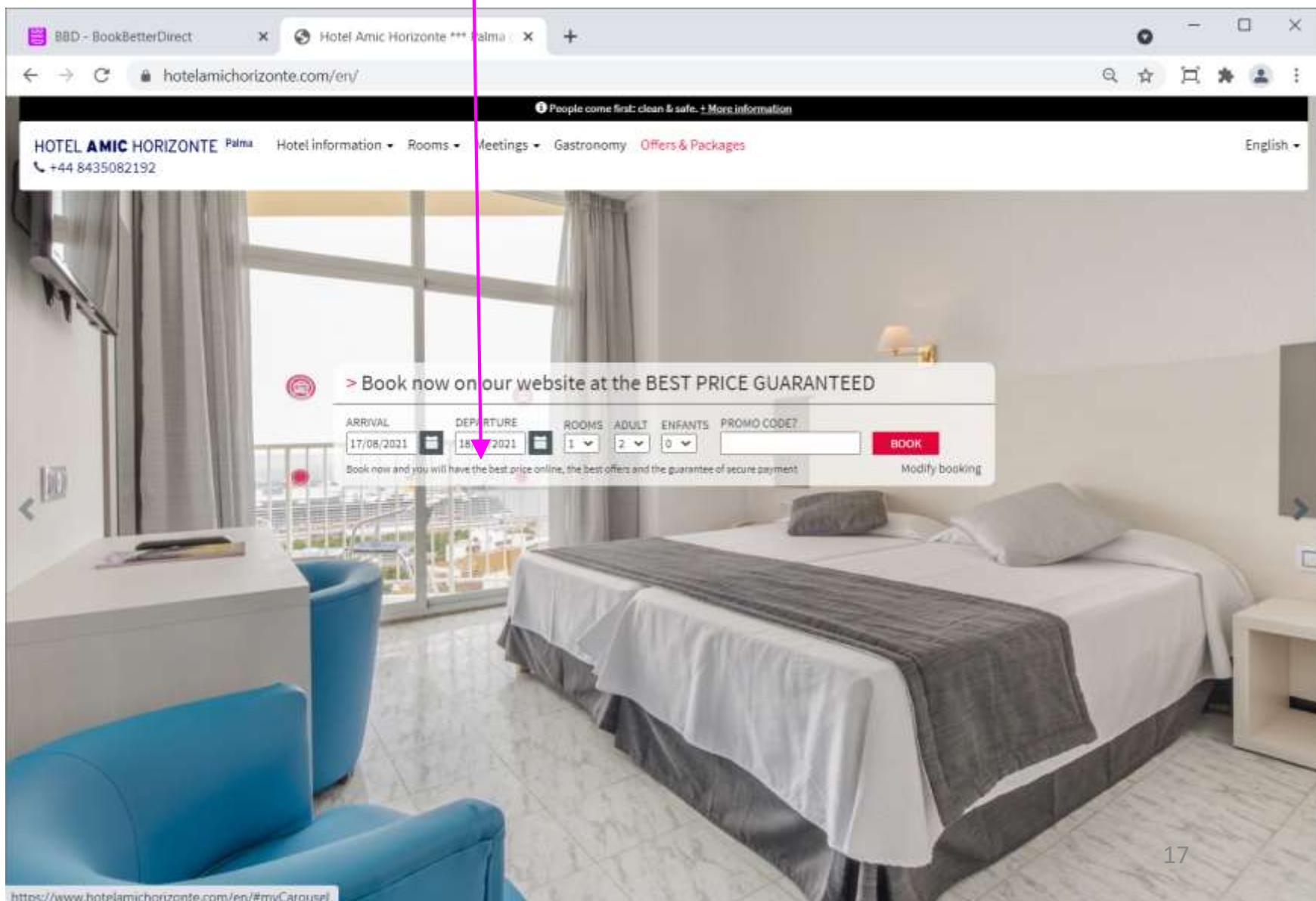
Template Text for your Accommodation

Book with us and receive



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 a web browser window for the Hotel Amic Horizonte website. The title bar says 'BBD - BookBetterDirect' and 'Hotel Amic Horizonte - Free wifi'. The URL in the address bar is 'hotelamichorizonte.com/en/rooms/our-rooms/'. The page content includes a header 'HOTEL AMIC HORIZONTE' with a 'BOOK NOW' button, and navigation links for 'Hotel information', 'Rooms', 'Meetings', 'Gastronomy', 'Offers & Packages', and a phone number '+44 8435082192'. The main visual is a large, scenic photograph of a coastal town with a marina full of boats and a large cruise ship in the background. Below the image, the text 'Choose your Room' is displayed. A pink box highlights the 'Our rooms' section, which contains the following text: '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.' A pink arrow points to the 'Book now' button, which is located at the bottom right of this section. The button is blue with white text. The footer of the page includes social media links for Facebook, Twitter, Instagram, Contact, Whatsapp, Telegram, and a phone number '+34 971 400 661'.

6. La Scaletta, Florence, Italy

10% Discount on New Bookings

The screenshot shows a web browser with three tabs open. The active tab is the Hotel La Scaletta Official Website, featuring a large banner with a sunset over Florence rooftops and the text 'A City to Discover...'. A call-to-action button 'BOOK ONLINE' is visible. A sub-menu button in the top right corner is highlighted with a pink arrow pointing to the text 'Why Book Here' on a button in the top left corner of the banner. The URL 'hotellascaletta.it' is visible in the address bar. The browser interface includes standard controls like back, forward, and search.

Why Book
Here

Hotel La Scaletta Official Website - Charming 3 stars hotel in historical centre of Florence, Italy

SPECIALS OFFERS

BOOK ONLINE

A City to Discover...

Read More

17 AUGUST 2021 Tuesday

18 AUGUST 2021 Wednesday

2

ADULTS: Rooms: 1

Check Availability

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.

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

Check Availability and Book Now

7. Qbic, Amsterdam, Netherlands

Best Available Rates

The screenshot shows the homepage of qbichotels.com/amsterdam-wtc/. The page features a large background image of a canal in Amsterdam with traditional buildings. At the top left, the Qbic logo is displayed. A dropdown menu is open, showing 'Amsterdam' as the selected location. On the right side, there is a 'Book a Room' button and a 'Menu' button. The main headline reads 'Amsterdam WTC' with the tagline 'The place where our roots lie'. A red circular overlay on the left side contains the text 'Book Direct for Best Available Rates' and 'Discover Our Offers' with an arrow pointing to the right. A pink arrow points from the 'Best Available Rates' text in the top left to this red overlay. The bottom of the page has a footer with the text 'Waiting for qbichotels.com...'.

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.

The screenshot shows a web browser window for the Qbic Amsterdam WTC booking page. At the top, there is a navigation bar with various tabs. Below the navigation bar, the hotel's logo 'Qbic Amsterdam WTC' is displayed. A horizontal line with four numbered circles (1, 2, 3, 4) runs across the page. Below this line is a search bar with date inputs (19 Aug 2021 to 24 Aug 2021), guest counts (1), and a 'SEARCH' button. To the right of the search bar is a 'BEST RATES DIRECT' button. A green sidebar on the right lists amenities: 'BEST RATES DIRECT', 'MODERN BUDGET HOTEL', 'SUPER COMFY BED', 'FREE AND FAST WIFI', 'RAIN SHOWER', and 'SECURE PARKING'. The main content area is titled 'AVAILABLE ROOM OPTIONS' and shows a photograph of a room with a double bed and a window. Below the photo, a section for 'No View Room' is shown with a description: 'Nice and cozy with no window'. It lists four room types with their prices: 'Exclusive Online Deal' (€53.64), 'Non Refundable' (€64.60/€59.60), 'Flexible Rate' (€64.60), and 'Non Refundable with Breakfast' (€72.10). A 'CLOSE THIS' button is at the bottom of the sidebar.

8. Doria Palace, Rome, Italy

Price Compared

The screenshot shows the homepage of the Doria Palace Boutique Hotel website. The header features the hotel's name and a "WELCOME TO THE DORIA PALACE BOUTIQUE HOTEL" message. A prominent call-to-action button on the right side of the screen displays a price of €773.41 for a "Regular rate" and a "Booking" link. Below this, a "Book now" button and a "Powered by RateParity" logo are visible. A chatbot icon with a red notification badge (1) is located in the bottom right corner. At the bottom of the page, there are date and guest selection fields (17 Aug 2021, 1 Night, 2 Adults, 0 children) and a "CHECK NOW" button. A "SPECIAL OFFER" badge is visible in the bottom right corner of the main image area.

Why Book Better Direct?

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

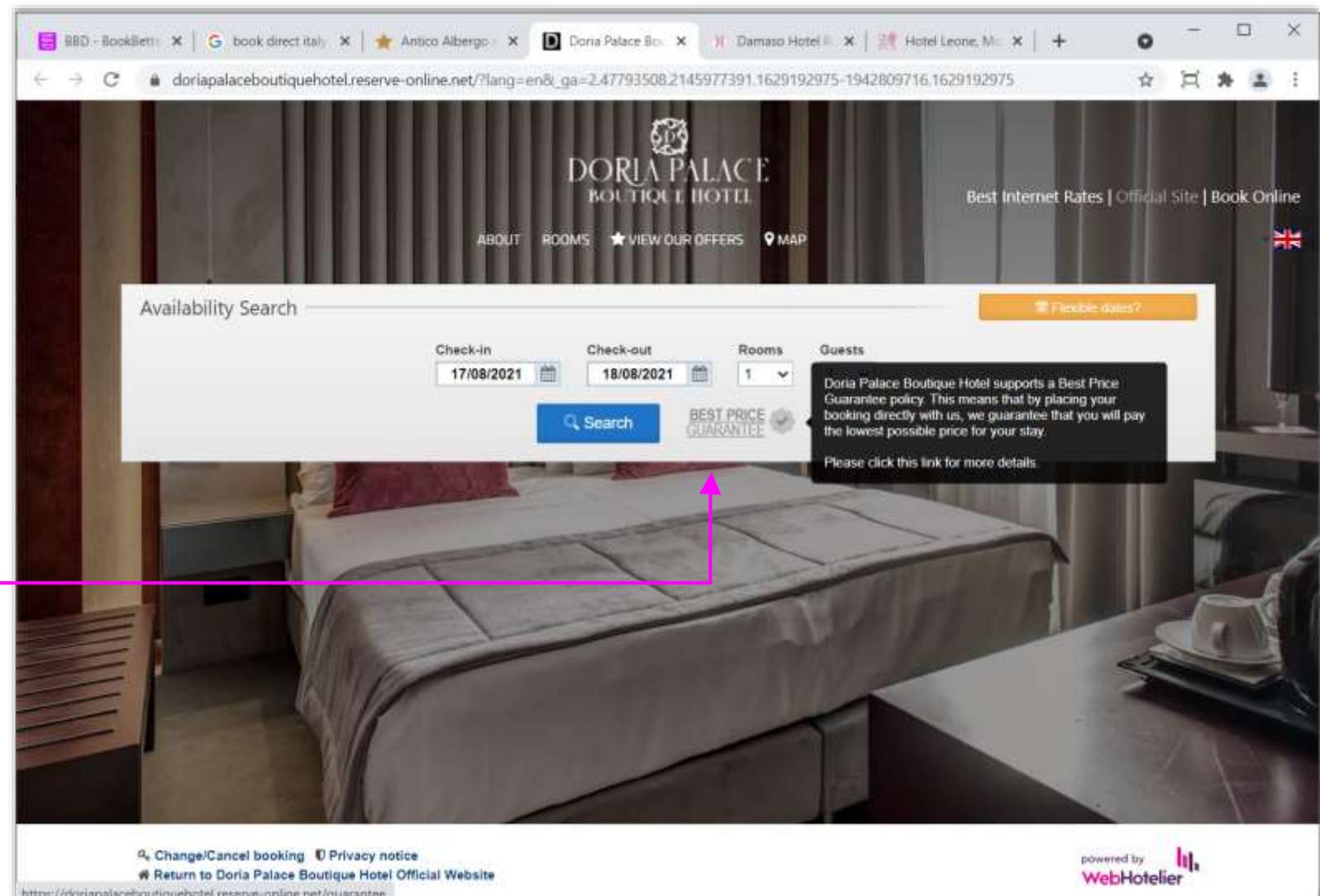
Template Text for your Accommodation

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!

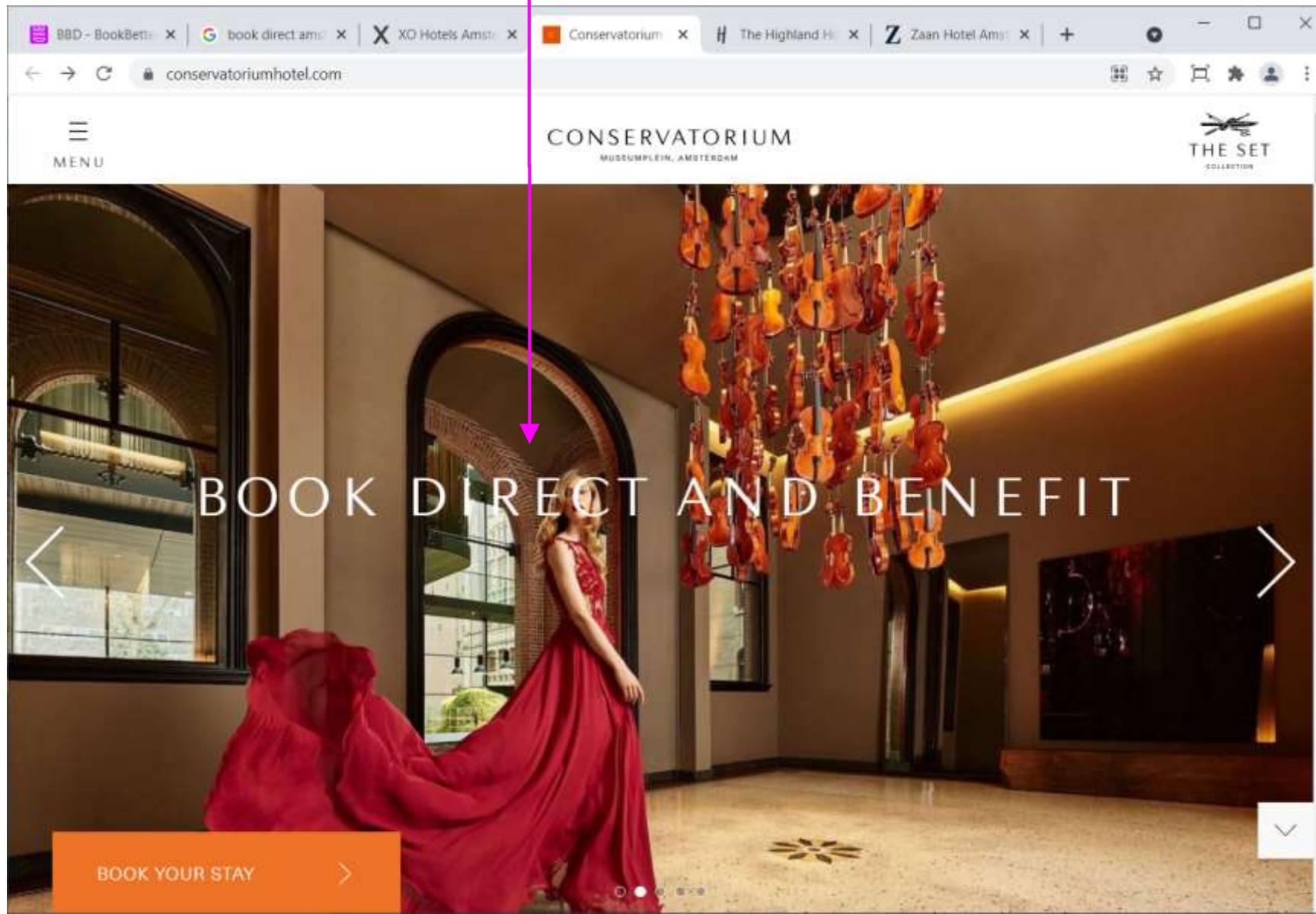
If you have an online booking integrated you should definitely do this. On the front page, room prices are directly compared with booking.com!

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

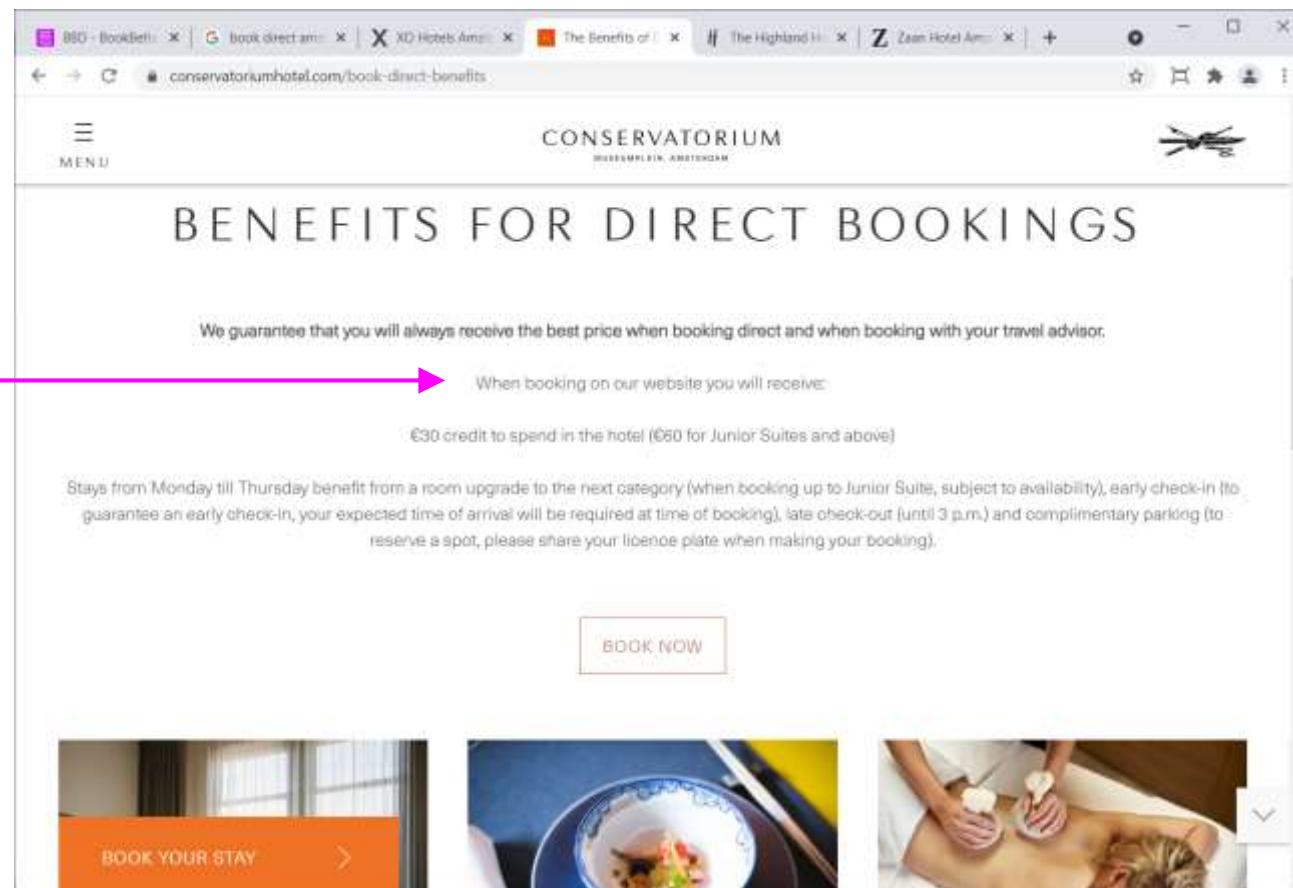
Why it is so good!

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

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.



The screenshot shows a web browser with multiple tabs open. The main content is a page titled 'BENEFITS FOR DIRECT BOOKINGS' from the Conservatorium Hotel website. The page features a heading, a guarantee statement, and a list of benefits. A pink arrow points from the 'Why it is so good!' text in the previous slide to the 'When booking on our website you will receive:' section. Another pink arrow points from the 'Complimentary parking' benefit in the previous slide to the 'complimentary parking (to reserve a spot, please share your licence plate when making your booking)' text on the website. The website also includes a 'BOOK NOW' button and images of a room and a spa treatment.

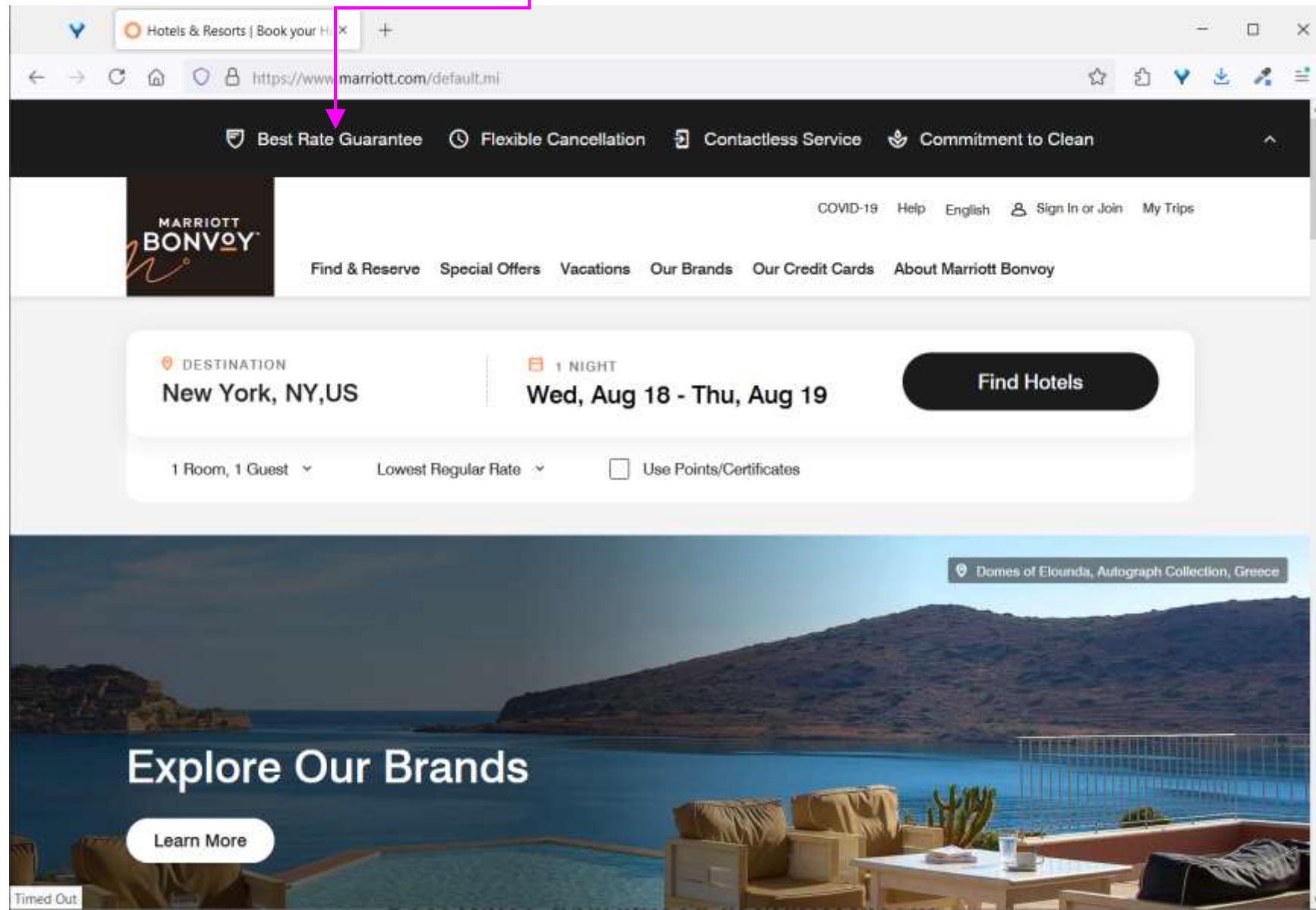
When booking on our website you will receive:

- €30 credit to spend in the hotel (€60 for Junior Suites and above)
- 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).

BOOK NOW

10. Marriott Bonvoy, International

Best Price Guaranteed



The screenshot shows the Marriott Bonvoy website homepage. At the top, there is a navigation bar with links for 'Best Rate Guarantee', 'Flexible Cancellation', 'Contactless Service', and 'Commitment to Clean'. Below the navigation bar, the Marriott Bonvoy logo is displayed. The main search area allows users to enter a destination ('New York, NY, US'), select a date ('Wed, Aug 18 - Thu, Aug 19'), and choose options for '1 Room, 1 Guest' and 'Lowest Regular Rate'. A 'Find Hotels' button is prominently displayed. The background features a scenic image of a coastal resort with a pool and mountains. A call-to-action button at the bottom left encourages users to 'Explore Our Brands'.

Hotels & Resorts | Book your Hotel

https://www.marriott.com/default.mi

Best Rate Guarantee Flexible Cancellation Contactless Service Commitment to Clean

MARRIOTT BONVOY

Find & Reserve Special Offers Vacations Our Brands Our Credit Cards About Marriott Bonvoy

COVID-19 Help English Sign In or Join My Trips

DESTINATION
New York, NY, US

1 NIGHT
Wed, Aug 18 - Thu, Aug 19

1 Room, 1 Guest Lowest Regular Rate Use Points/Certificates

Find Hotels

Domes of Elounda, Autograph Collection, Greece

Explore Our Brands

Learn More

Why Book Better Direct?

- ✓ Best Rate Guarantee

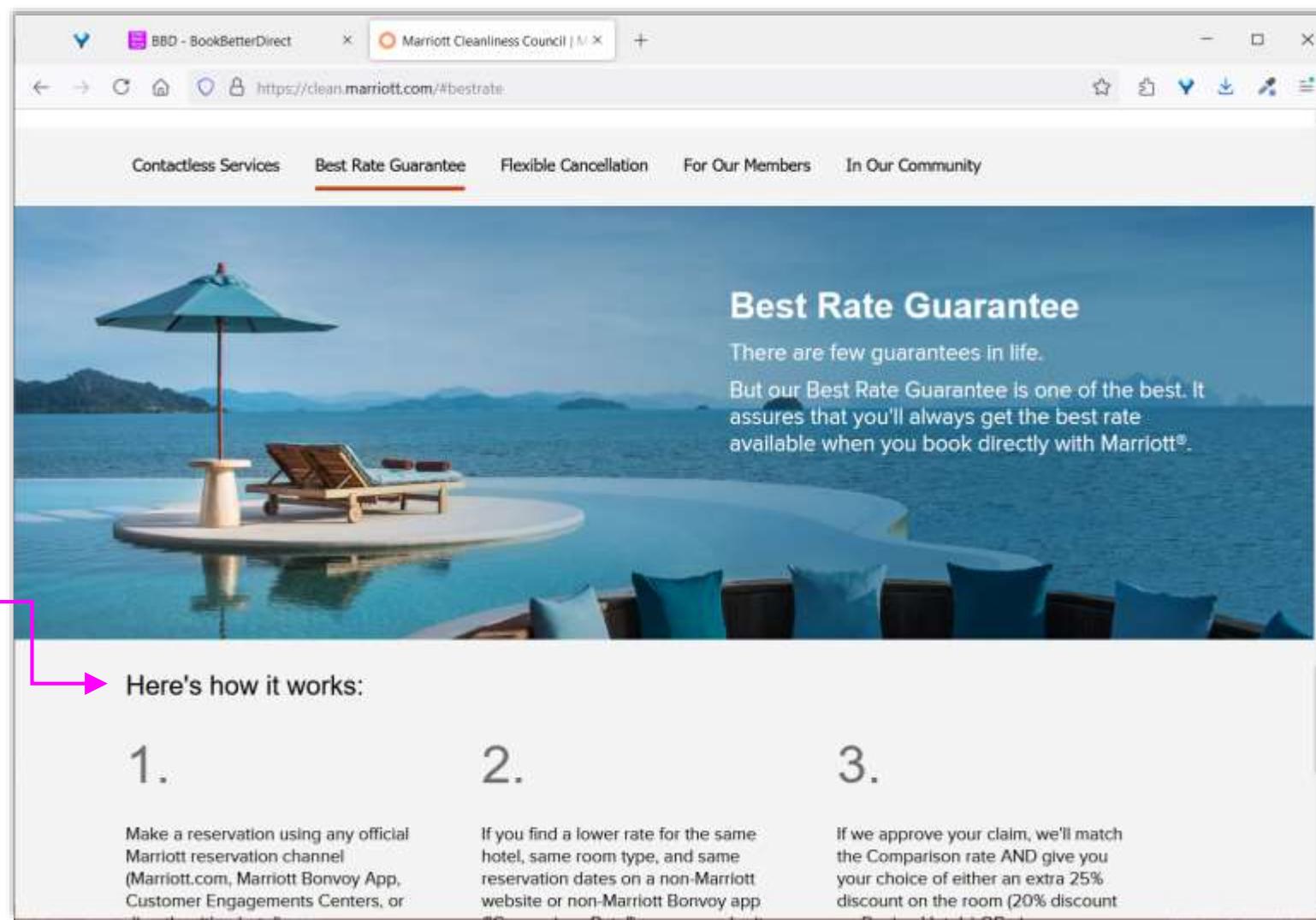
Why it is so good!

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]

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.



The screenshot shows a web browser window with the URL <https://clean.marriott.com/#bestrate>. The page is titled 'BBD - BookBetterDirect' and has a tab for 'Marriott Cleanliness Council'. The navigation menu includes 'Contactless Services', 'Best Rate Guarantee' (which is underlined in red), 'Flexible Cancellation', 'For Our Members', and 'In Our Community'. Below the menu is a large image of a poolside lounge chair under a blue umbrella. To the right of the image, the text 'Best Rate Guarantee' is bolded, followed by the subtext: 'There are few guarantees in life. But our Best Rate Guarantee is one of the best. It assures that you'll always get the best rate available when you book directly with Marriott®.' At the bottom, there is a section titled 'Here's how it works:' with three numbered steps: 1. Make a reservation using any official Marriott reservation channel (Marriott.com, Marriott Bonvoy App, Customer Engagements Centers, or Marriott Hotels). 2. If you find a lower rate for the same hotel, same room type, and same reservation dates on a non-Marriott website or non-Marriott Bonvoy app. 3. If we approve your claim, we'll match the Comparison rate AND give you your choice of either an extra 25% discount on the room (20% discount on the total bill).

11. More Ideas

Electric Bike for 1 day

20% off Ski Rental

Free Parking

Early Check-In

Late Check-Out

Better Cancelation 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 Cancelation 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

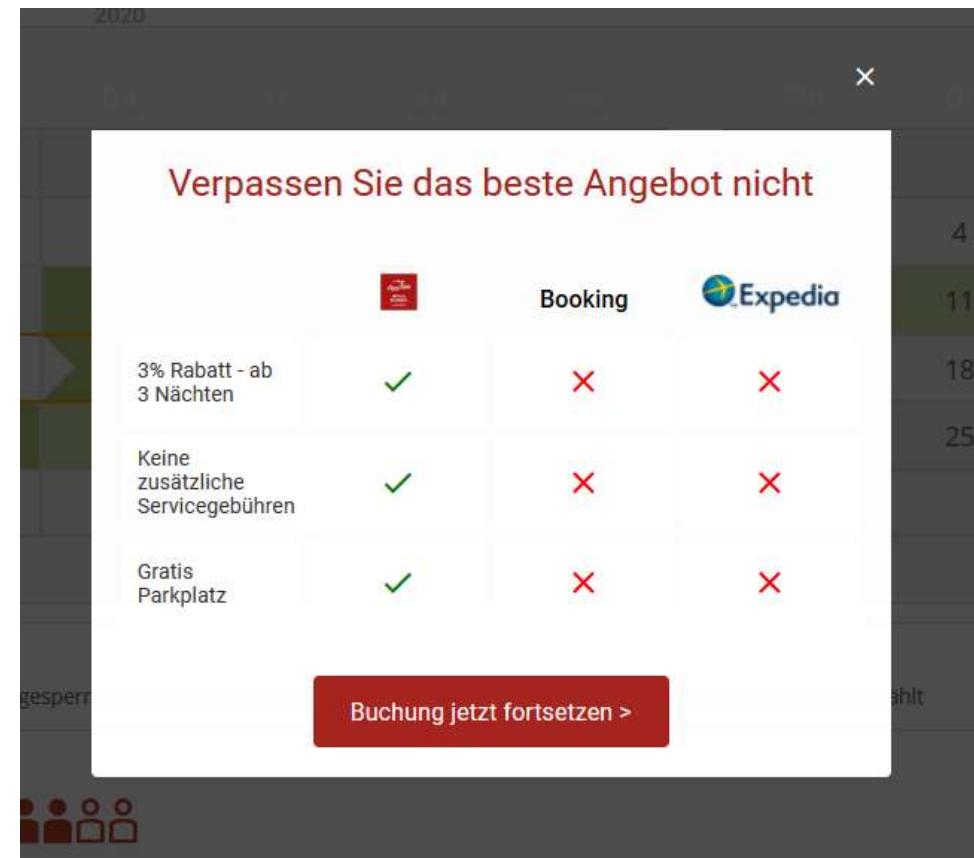
Book at least 3 nights and get 1 free mini-bar refill! Valid for direct bookings on our homepage, via telephone or e-mail.

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.



	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 then 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

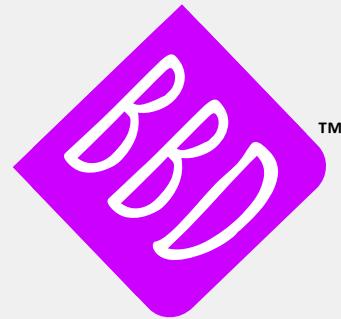
We hope you enjoyed these direct booking incentives examples which were so kindly provided by all the hosts.

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 look 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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