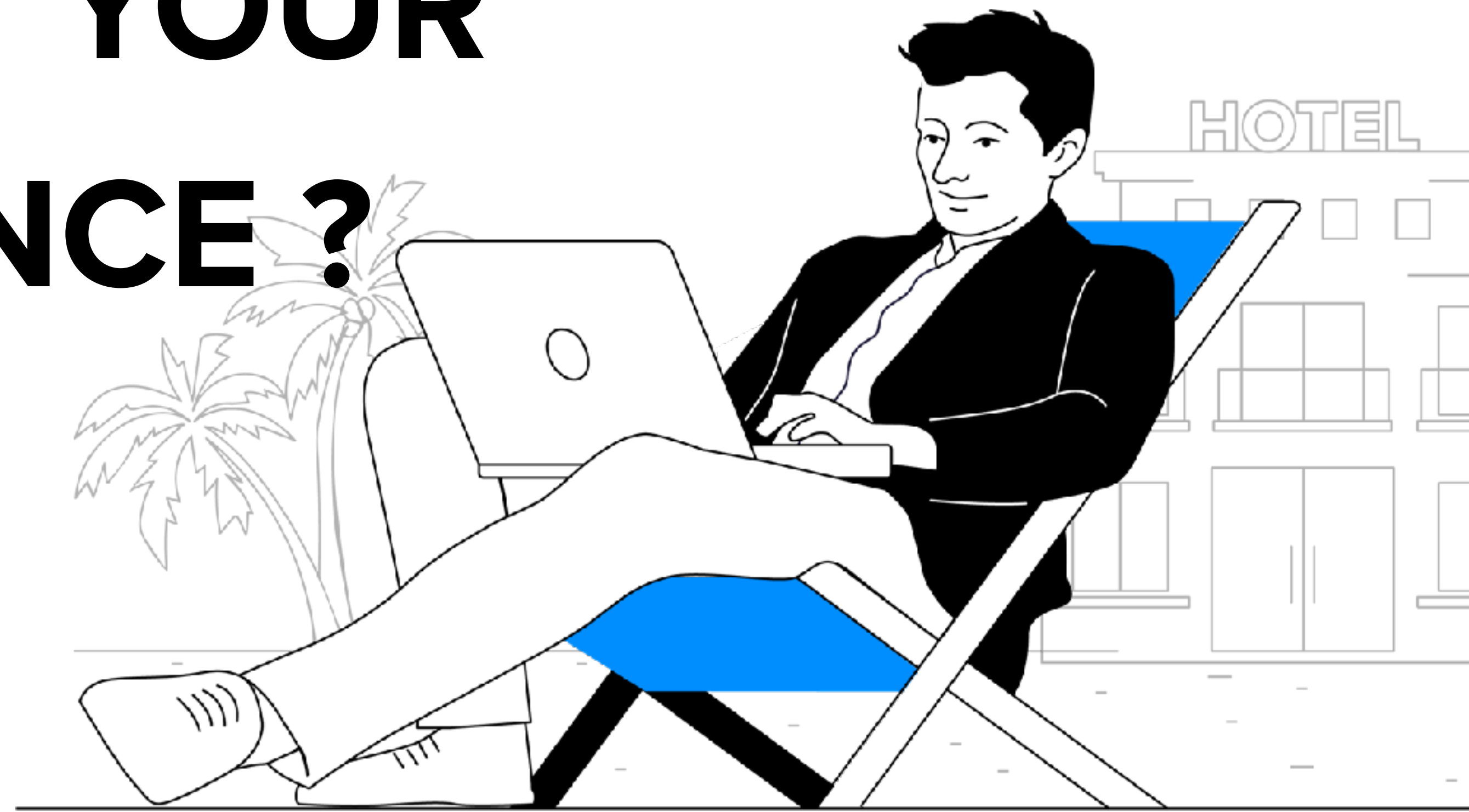


HOW TO **BOOST** YOUR IBE PERFORMANCE ?



*Internet Booking Engine



W E L C O M E

David Mate

Global Sales Manager at SabeeApp Cloud Hotel
Management System based in Budapest, Hungary.

INTRODUCTION

Agenda

1

01

IBE optimisation

Tips to convert more online visitors into direct bookers

02

Google Hotel Search statistics

Overview of the Free Booking Link results for our hotel partners

03

Google Hotel Ads

How to drive even more traffic from the Google ecosystem?

04

Q&A

Questions and answers



IB E

OPTIMISATION

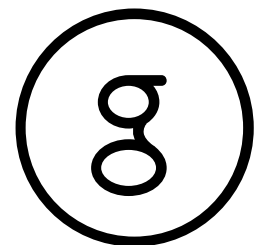
Why is IBE optimisation important?

2



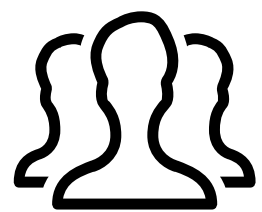
Direct reservations bring acquisition costs down and increase revenue.

Online travel agencies (OTAs) work with 15 - 20% commission as marketing distribution platform fee. With no middle man involved the relationship is direct between the hotel and the guests.



Google Hotel Search drives traffic directly to the hotel's IBE.

You still need to convince online visitors to make the buying decision by offering a smooth and secure booking experience.



The number of your prospective guests visiting your hotel's website is higher than you imagine.

According to a Google hotel website study, 52% of OTA visitors will visit the hotel website directly in order to collect more information (source: [PhocusWire](#), 2014).

How to optimise your IBE conversion rate?

3

01

Web-optimize images

02

Localise your content

03

Offer exclusive incentives

04

Engage with your guests

05

Guarantee best online rates

06

Offer online payment option

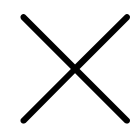
IBE OPTIMISATION

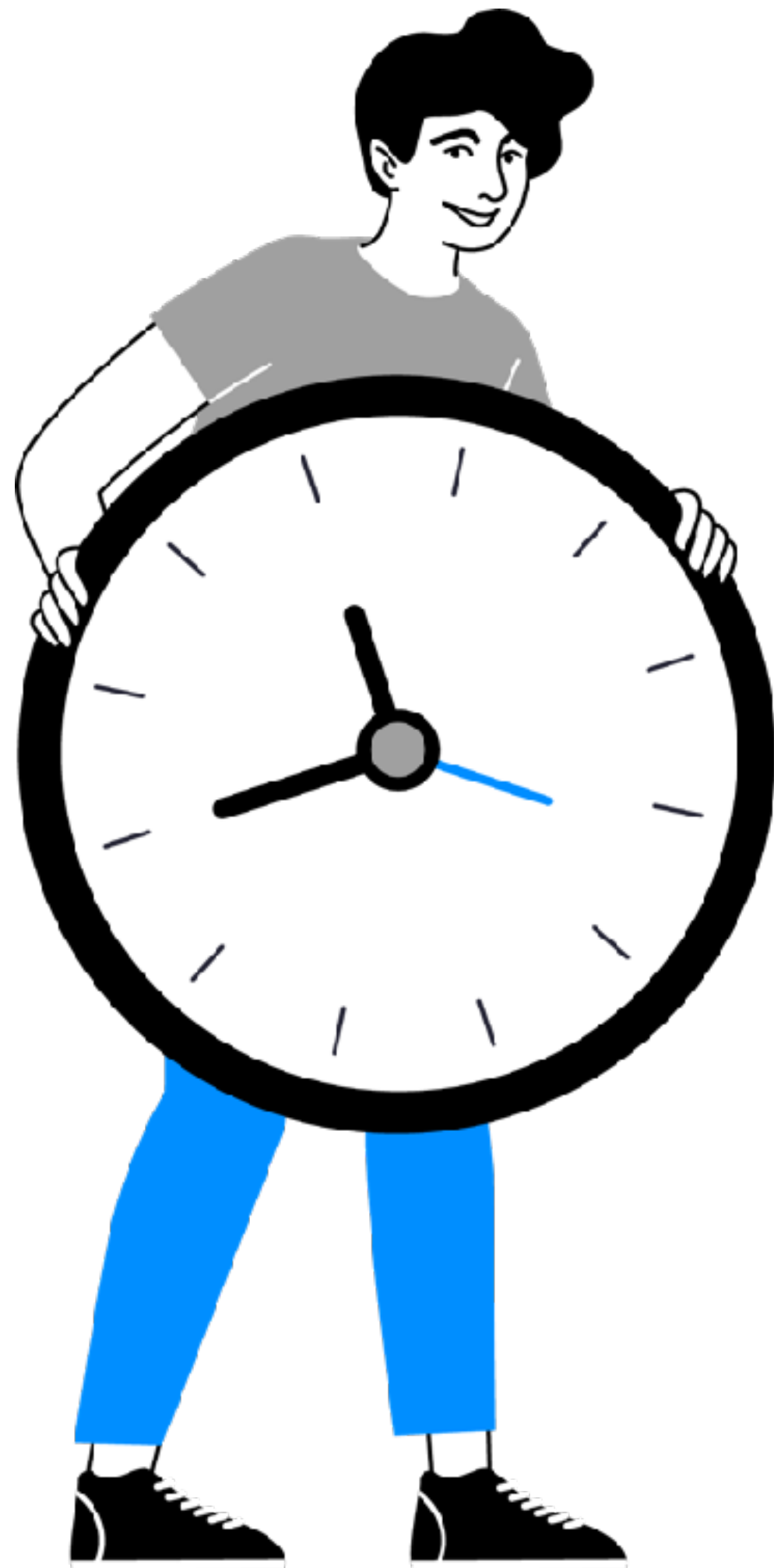
Web-optimise images

- Keep image size below 1 MB
- Use JPEG format with medium compression
- Use FHD images with a resolution of 1080p (1920 x 1080 pixels)
- Avoid blurry or pixelated photos
- Avoid photo collages
- Avoid watermarks or illustrations



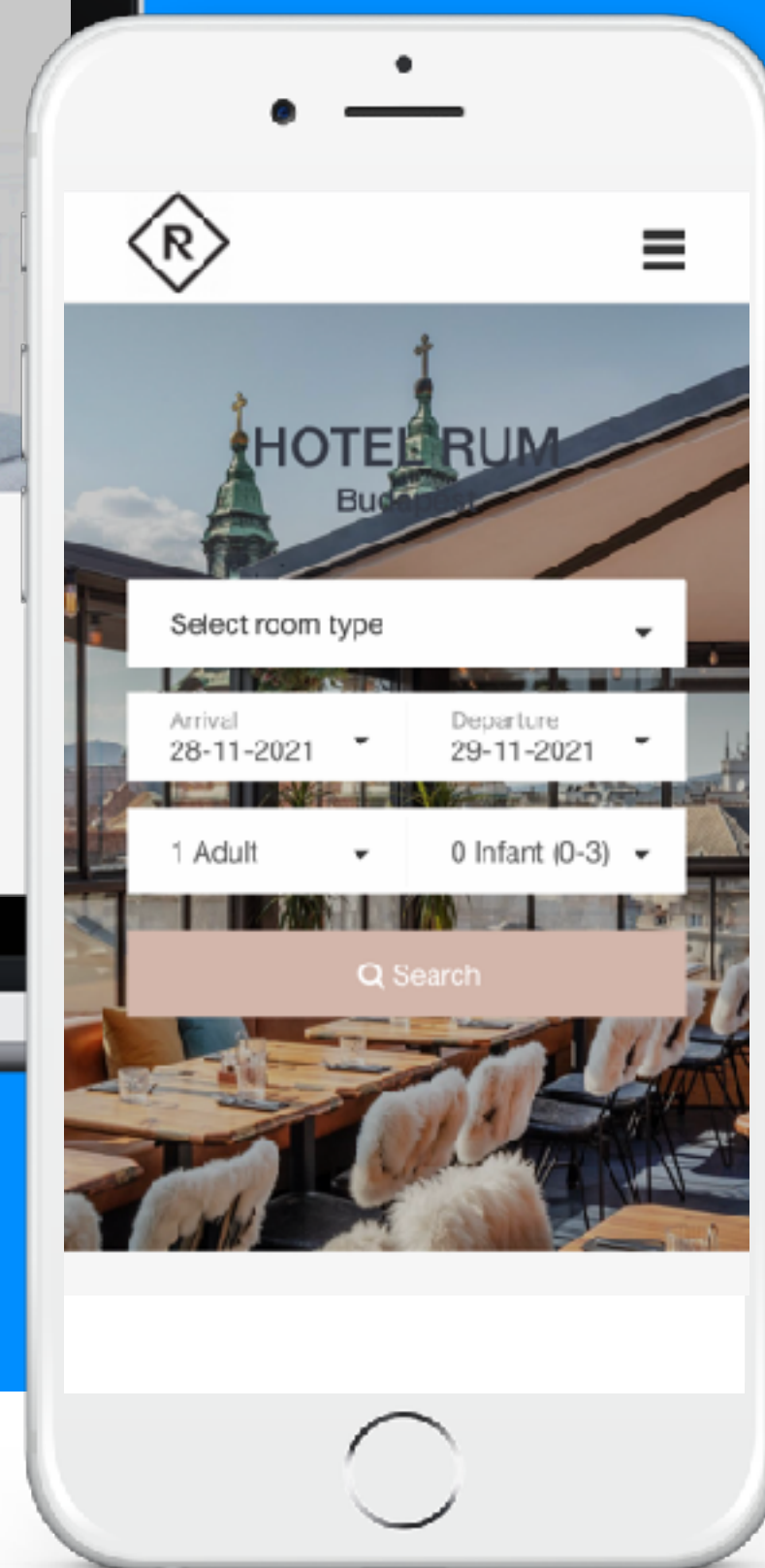
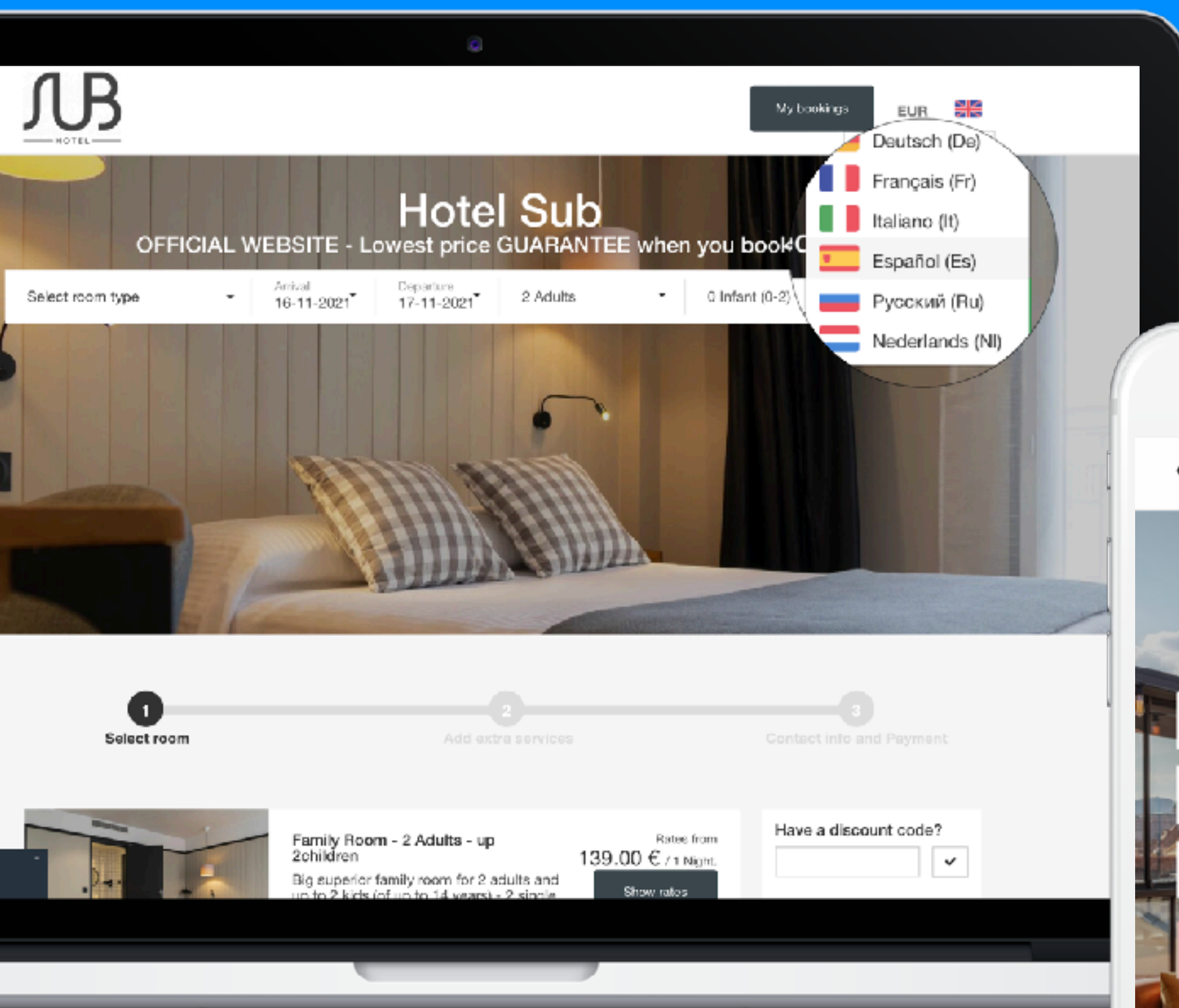
1080p resolution.JPEG format





“**53%** of visits are abandoned if a mobile site takes longer than **3 seconds** to load.”

—
THINK WITH GOOGLE
BENCHMARK DATA, 2016



IBE OPTIMISATION

Localise your content

- Know the geographic segmentation of your guests
- Display multiple languages for the most important countries of origin
- Be precise with payment and cancellation policies
- Enable IP based currency selection
- Be consistent with your hotel brand across website and IBE

Offer exclusive incentives

7



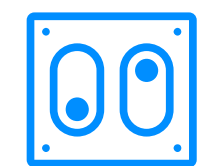
Room upgrade

Upgrading the guest to a higher category room than originally booked and paid for.



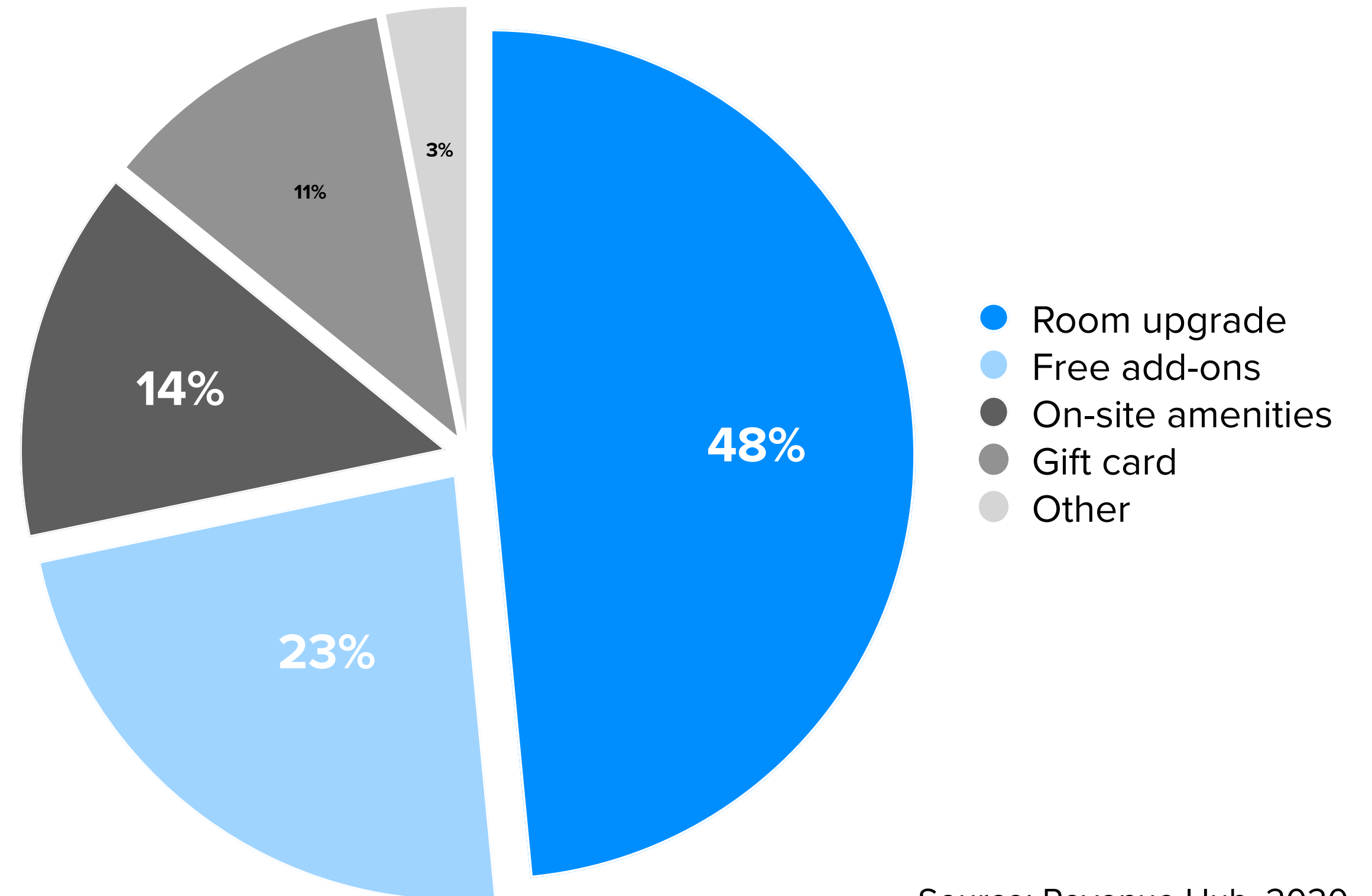
Free add-ons

Offering free add-ons as incentive such as welcome drink, meal option, early check-in or late check-out.



On-site amenities

Useful features (e.g. Wi-Fi network, toiletries, room service) and access to hotel facilities (parking, business center, gym, spa).



Source: [Revenue Hub](#), 2020

IBE OPTIMISATION

Engage with your guests

Remember, guest experience starts before arrival and continues after departure.

Instant confirmation

Instantly send out a personalised email confirmation for successful direct reservations.

Email and sms messages

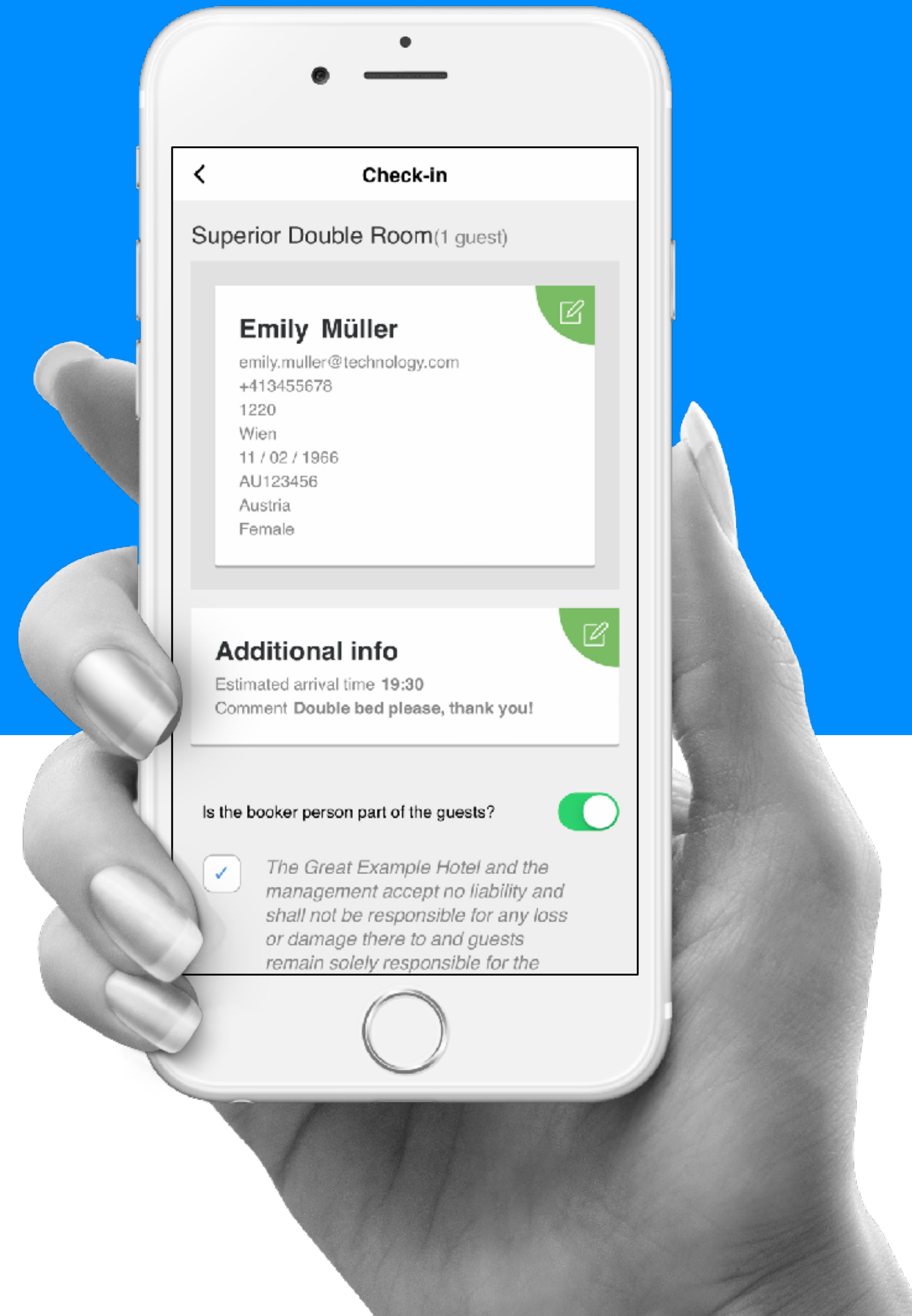
Use automated email and sms message templates to stay in touch with guests. Only enable chat if you actually mean it.

Online check-in and check-out

Allow guests to comfortably complete the check-in and check-out process.

Social media

Share your hotel brand's voice on social media sites such as Facebook and Instagram.



Guarantee best online rates

9



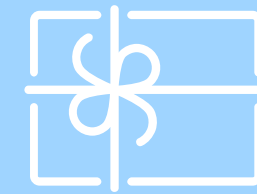
Rate parity

- OTAs require hotels to match BAR on their site
- Ensure that a lower price is not offered on OTAs publicly or via loyalty programs
- Rate parity clauses differ country by country



Flexible conditions

- Travel planning changed due to Covid-19 pandemic
- Shared risk is appealing for guests
- Mix semi-flexible, non ref and early bird rate plans



Promotions

- Discount codes for promoting direct and repeated sales
- Incentives exclusively available on your IBE
- Offer local experience via package deals



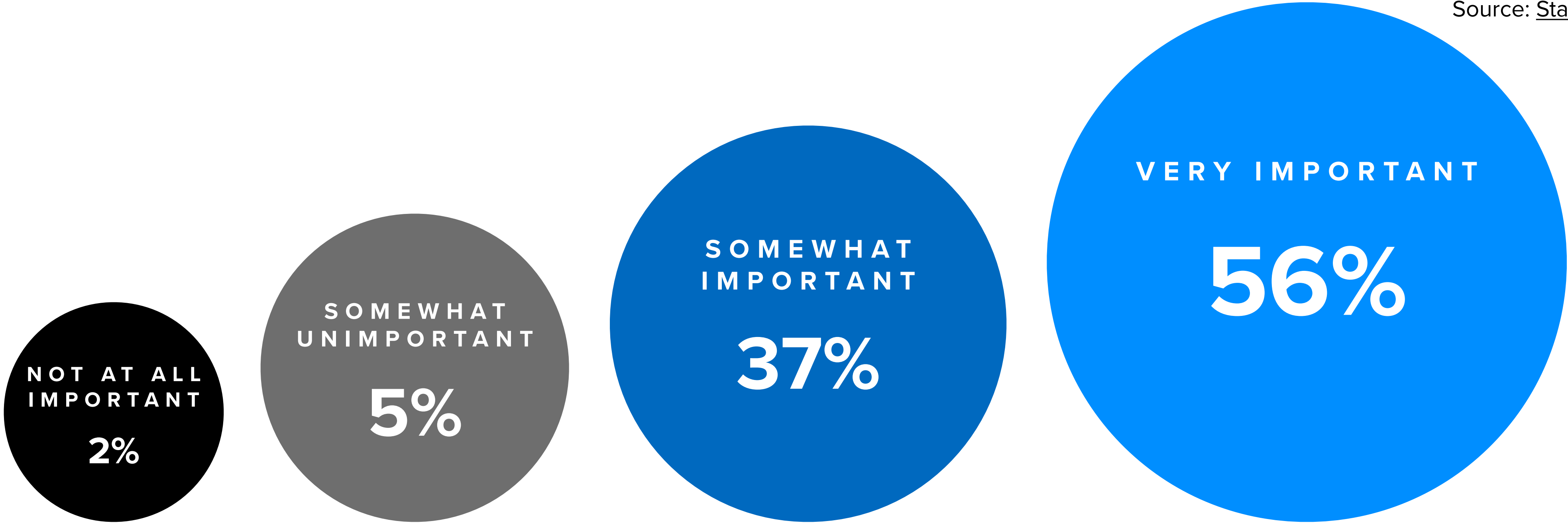
Dynamic pricing

- Dynamic vs Static pricing
- Adjust prices according to travel demand
- Market segmentation via rate plans
- Be consistent with prices on website and IBE
- Monitor market trends
- Compare prices with competitors

How important are flexible booking conditions when choosing a hotel?



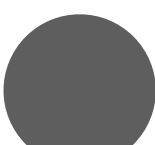
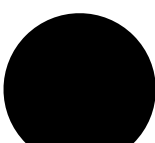
Source: Statista, 2017

10



Status of rate parity

11

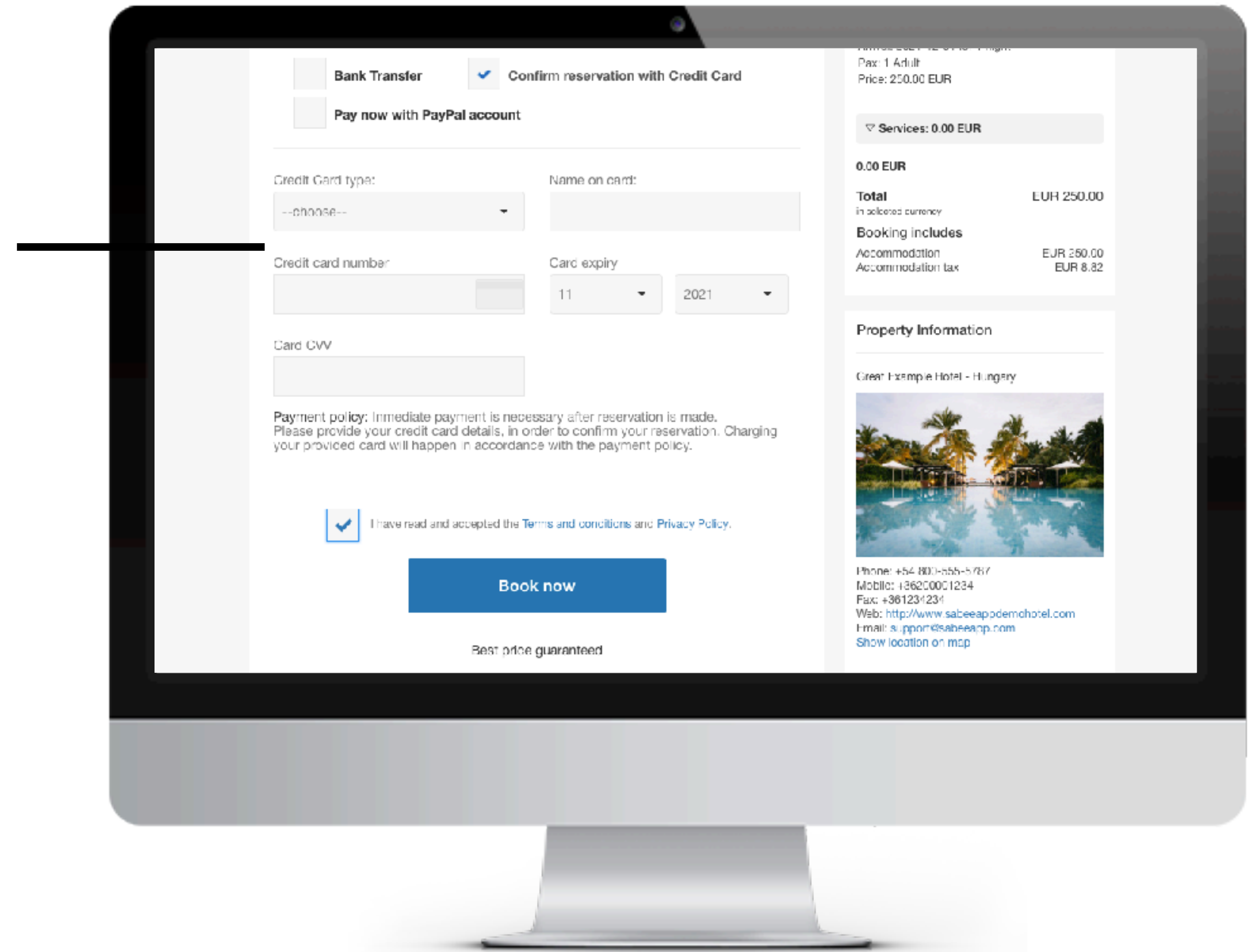
-  All rate parity clauses banned
-  Ban announced
-  Ban for some OTAs
-  Booking.com and Expedia no longer use wide rate parity clauses



Offer online payment option

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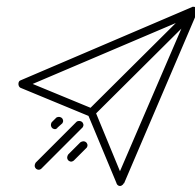
- Integrate an online payment gateway
- Offer a seamless payment flow
- Choose a PCI-DSS compliant provider
- Guaranteed reservations for better cash flow and reduced cancellation rate





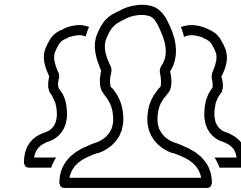
GOOGLE HOTEL SEARCH STATISTICS

Some facts about the connection



2021 Q2

The connection was launched in April 2021



34.2K

Total clicks in 2021 so far

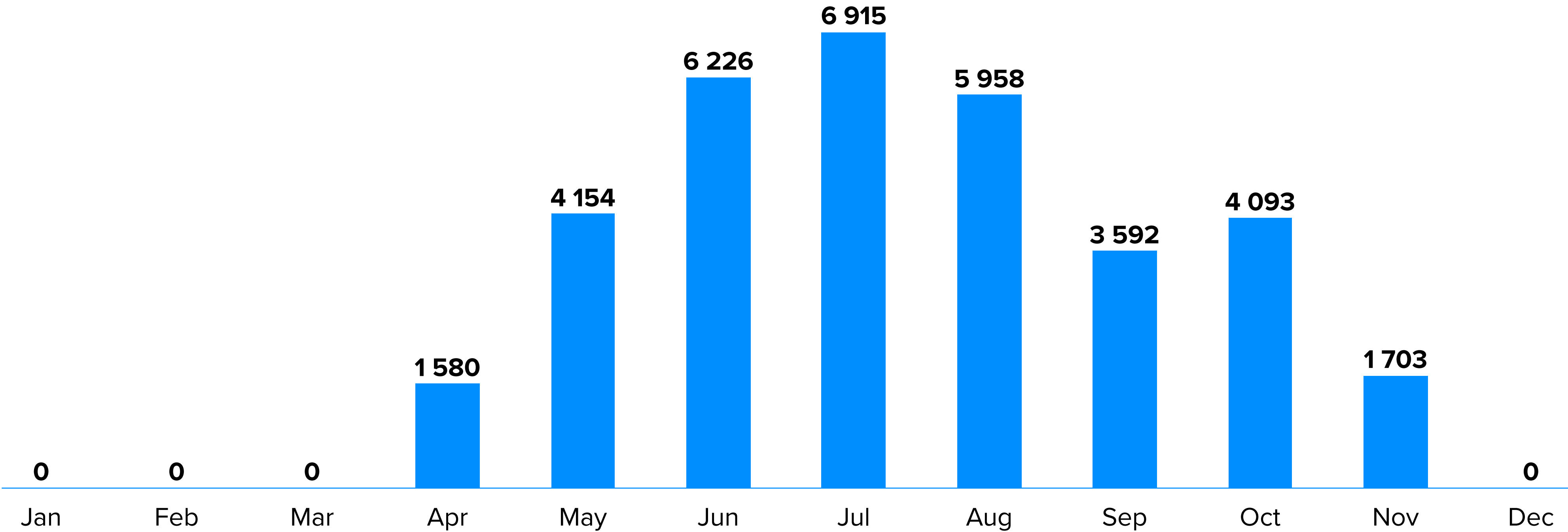


2.0K

Highest clicks for a single hotel partner

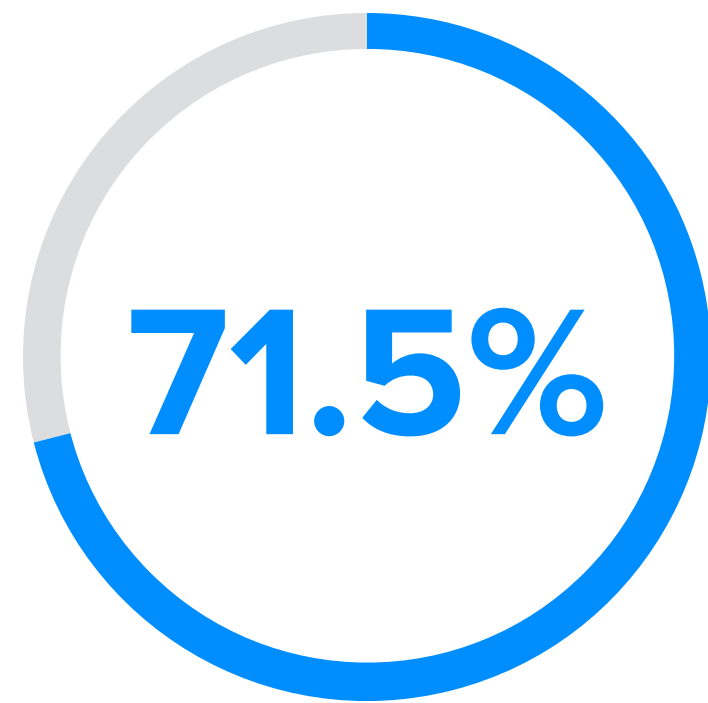
Google clicks to SabeeApp IBE in 2021 (YTD)

14



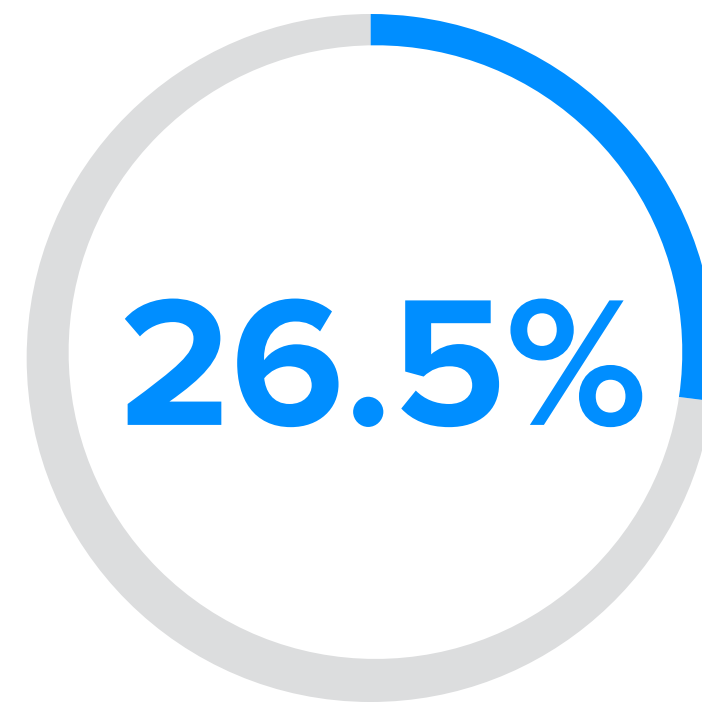
Traveler device breakdown

15



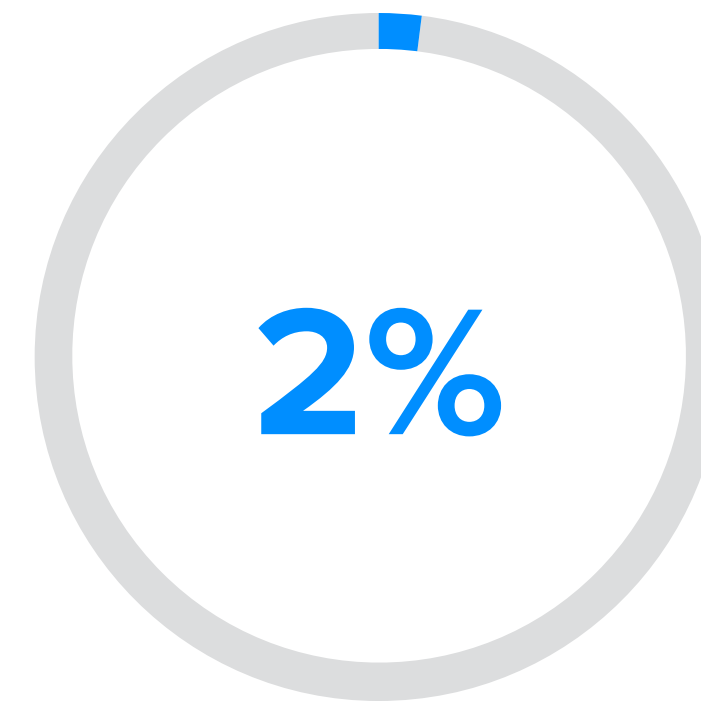
Mobile

Travellers browsing on smartphones



Desktop

Travellers browsing on laptops and desktop computers

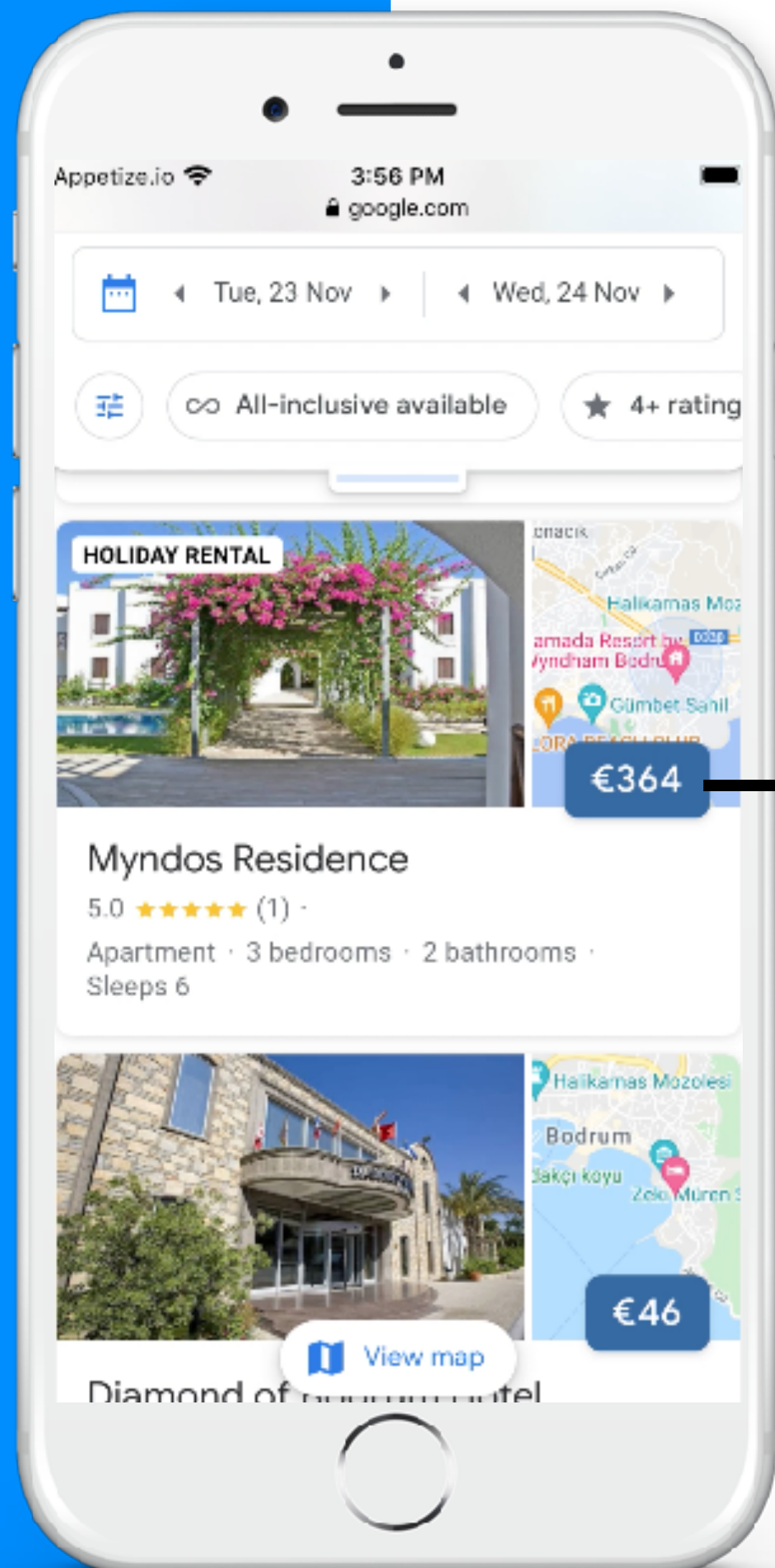


Tablet

Travellers browsing on tablets



**GOOGLE
HOTEL ADS**



GOOGLE HOTEL ADS

What does Google Hotel Ads offer?



Hotel campaigns

Allows you to bid for hotel ads that appear for traveller searches on Google Search and Maps



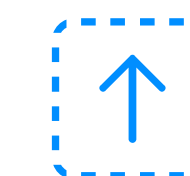
Content

Google shows travelers hotel name, location, photos, prices and deals.



Bidding

Commission (pay per conversion or pay-per-stay), maximum CPC bid (fixed or percent) or enhanced CPC.

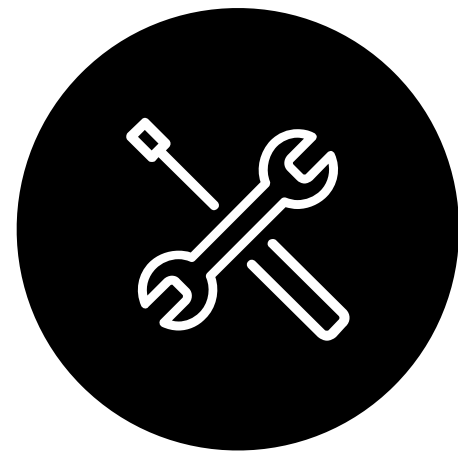


Ad ranking

Ranking is determined by an auction where Google considers hotel bids and ad quality.

Our managed GHA service

*Coming soon



Setup

Setting up Google Business Profile, Google Analytics, Google Tag Manager and Google Ads.



Management

Work together with you to set advertising campaign goals and find the best target audience.



Optimisation

We help you get the most out of your IBE for maximum conversion among online visitors.



Reporting

Data visualisation in Google Data Studio based on the data generated during campaigns.

sabeeapp™

**THANK YOU
FOR YOUR
ATTENTION!**



**Call
US:**

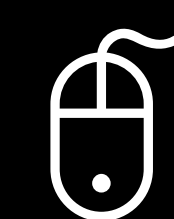
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**Now let's move on to
the Q&A**