THE HOTELS NETWORK

Combating Price Disparities on Your Hotel's Website

Effective strategies to retain visitors and boost direct bookings

It's time to take back control

Controlling the price of your hotel's rooms online is a vital part of growing your direct channel performance. If potential guests can find lower rates on OTAs or other third party channels, chances are they will leave your website to book there instead.

To avoid having users leave your website, it is crucial to reassure them you are offering the best available rate, right from the moment they land on your site.

By providing clear communication about your rates and taking relevant action when your rates are indeed being undercut, you will be able to better combat price disparities and convince more visitors to book directly with you.

Keeping track of your hotel's competitiveness

Price Disparities Analytics & Benchmarking

Understand How Your Brand's Price Disparities Compare

Benchmarking is key

To regain control of your hotel rates online, the first step is to understand how your brand compares in terms of price disparities. Using BenchDirect, you can easily benchmark your performance against the market and your competitors.

By looking at how often your hotel has price disparities (**Frequency**) as well as the difference in price (**Amount**) and comparing your results to relevant compsets, you will be able to identify where you are under or overperforming.

Drill down using filters such as source market or stay dates to pinpoint opportunities for growth. It's also useful to take a closer look at specific behavior for each of the OTAs.
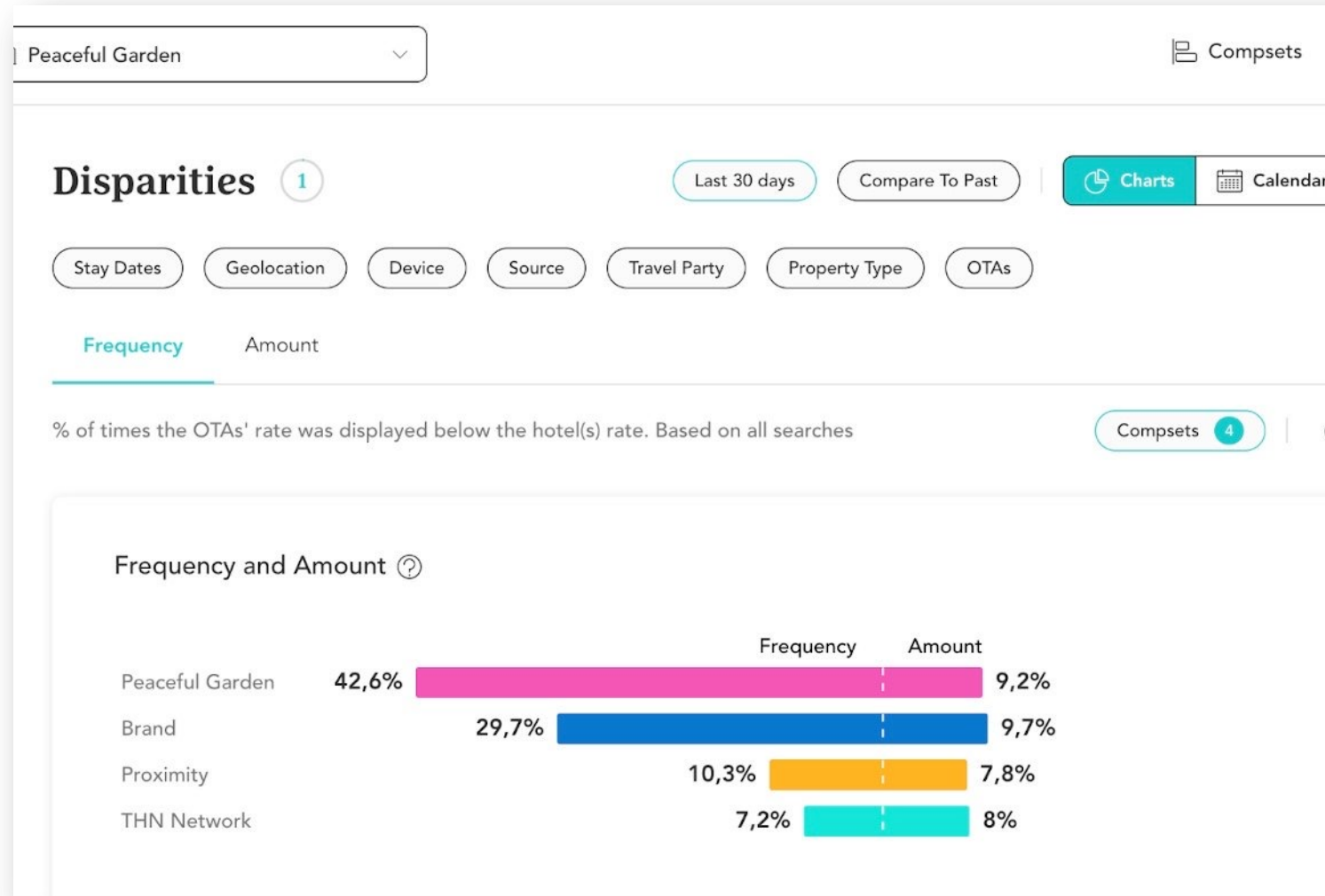
Track OTA Disparities in Real Time

DISPARITY FREQUENCY ?
⚠ 28.1%

Price Disparity   Download as CSV

OTA	Below Hotel Price	Parity	Above Hotel Price	Number Of Queries
Agoda	38.5%	55.3%	6.3%	208
Booking	20.9%	0.0%	79.1%	211
Expedia	26.3%	64.4%	9.3%	205
Hotelscom	26.6%	65.0%	8.4%	203

Screenshots ?

OTA Screenshot

| | Total | Desktop | Mobile | Tablet |

Download as CSV

Search 🔍 ▾

Price Difference	Check In	Check Out	Guests	Rooms	Country	Hotel Price	OTA Price	Search Date	Page	Device	Disparity Cause	Screenshots ?
-14.5%	Thu, 18/03/2021	Sun, 21/03/2021	2 adults	1	Germany	$96.86	$82.85 Captured: 69€	Thu, 18/03/2021, 00:13 a month ago	Rooms and Rates	Mobile	OTA Undercut Hotel Rate	OTA Screenshot
-10.3%	Thu, 18/03/2021	Sun, 21/03/2021	2 adults	1	Germany	$96.86	$86.85 Captured: 73€	Thu, 18/03/2021, 00:13 a month ago	Rooms and Rates	Mobile	OTA Undercut Hotel Rate	

Learn and act

Keeping track and understanding your hotel's price disparities is essential to effectively combat any third-party rates tempting users away from your website.

Using a disparities analytics tool, you will be able to track OTA price disparities in real time, down to the exact user search query. Automated reports are especially useful for alerting your team of any issues. To enable you to contact OTAs who are undercutting your rates, you can download screenshots of the disparity directly within the tool.

Don't Forget About Metasearch Engines

Taking back control

Within today's complex distribution landscape, it's no longer enough to only be monitoring OTAs. Your rates can just as well be undercut on metasearch engines.

Be sure to track price disparities on sites such as Trivago and Tripadvisor as well as on Google Hotel Ads. Choose the right reporting tool so you can see all the relevant information in real time, down to the exact user query.

Making sure you offer the best available rate, always

Price Comparison & Price Match
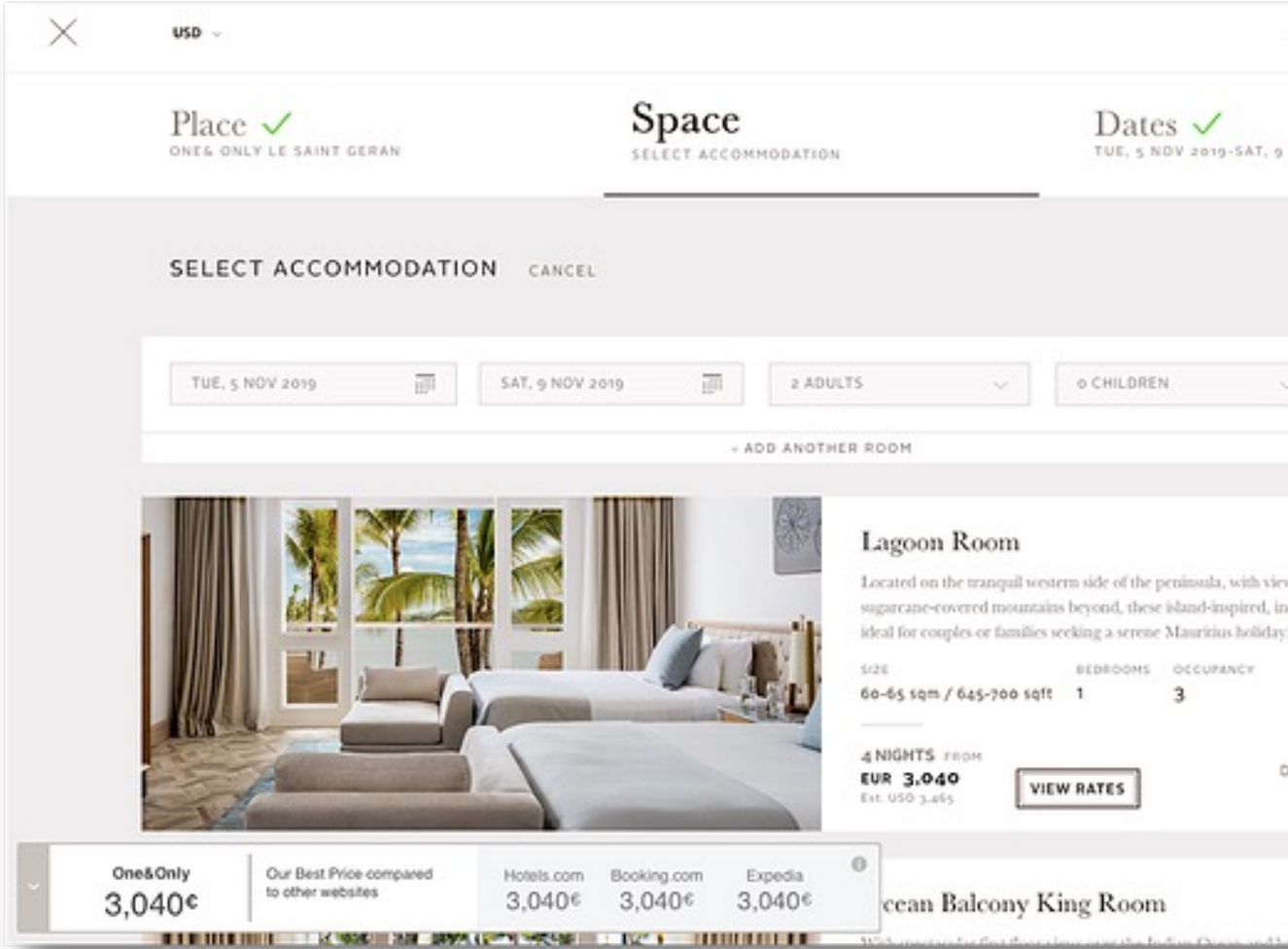
Reassure Guests You Are Offering the Best Rate

Real-time Price Comparison

Users leaving a hotel website to search for a lower price on other sites is one of the most common reasons for losing direct bookings. It makes sense; no one wants to pay more than they have to, even luxury travelers.

With Price Comparison, you can let visitors compare prices without leaving your website and make sure they know that they will not find a cheaper rate elsewhere. To ensure 100% accuracy, it's essential that the comparison is based on real-time searches.

To give an extra nudge, you can also showcase any additional benefits of booking direct, such as a welcome drink, or even adapt your offer based on new users and loyalty customers.

Adapt the Price Comparison Display for Mobile

Think mobile first

Today, with mobile users representing such a high percentage of a hotel's website traffic, you should communicate clearly to mobile visitors too that you offer the best available rate.

Price Comparison is available in multiple display formats. Select the one that best adapts to your website and the mobile experience you want to provide. For example, the Inliner format integrates seamlessly into your website, providing a pleasantly smooth user experience.
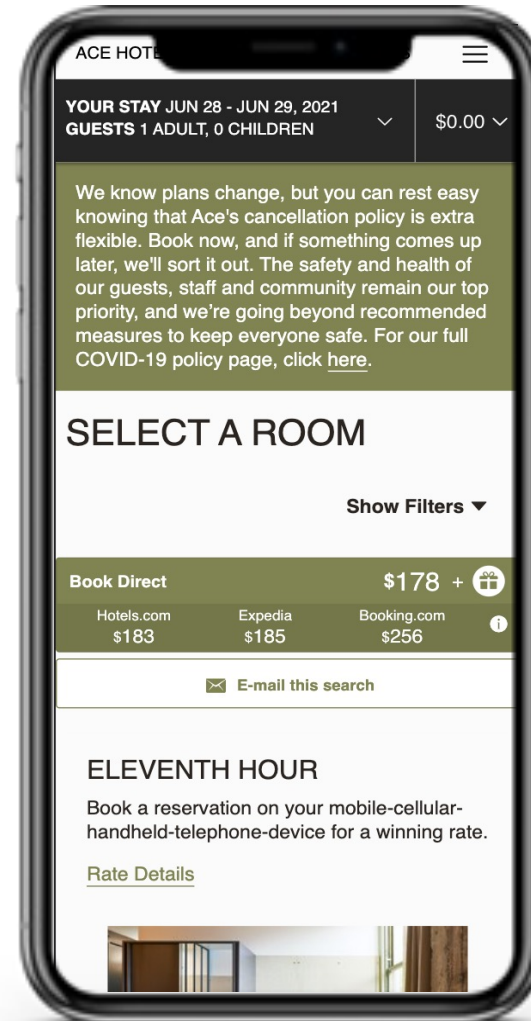
Inliner
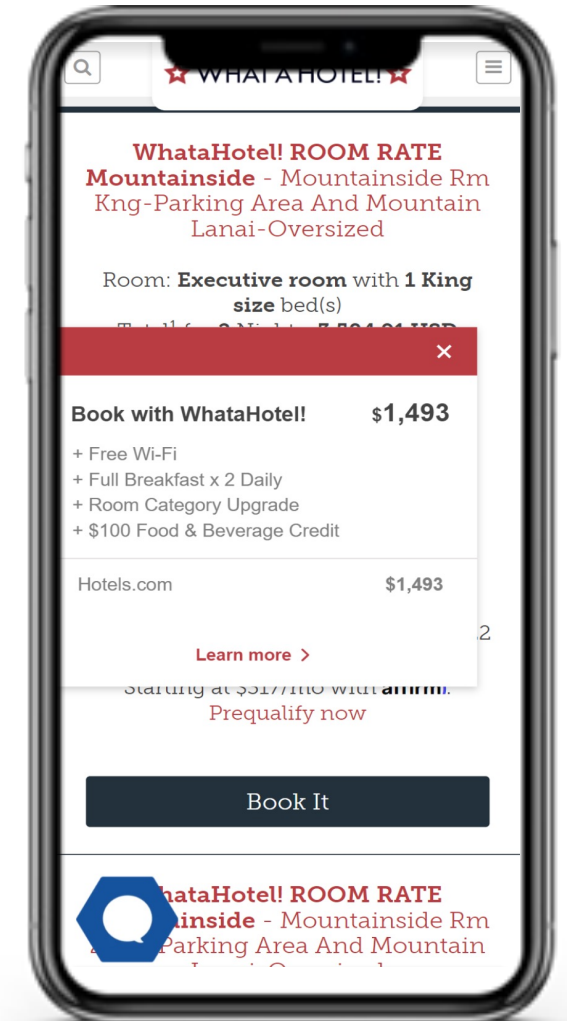
Floating

Include Perks Within the Price Comparison

An extra nudge

Encourage reservations from your website visitors by personalizing the message within your Price Comparison tool.

Clearly communicate your direct booking benefits, helping to remove any hesitations potential guests may have.

You can also include your unique selling points, amenities, or even exclusive perks. It's all about giving guests that extra reason to book directly with you.

Encourage Membership Sign-ups

It's a win-win

What's more, you can leverage your Price Comparison tool to prompt visitors to take specific actions.

In this example, the brand is using messaging within the feature to encourage users to become members by offering a 10% discount to new registrants. It's a win-win: growing their membership base while boosting direct bookings.

Note the Inliner design which integrates seamlessly so it looks like native content on the website. This is ideal for luxury brands aiming to provide a sleek user experience.

Combat Price Disparities in Real Time

Price Match

If OTAs are undercutting your rates, reach out and see if they are breaking your parity clause. In parallel, activate Price Match so you can automatically fight disparities in real time.

How does it work? Whenever a price disparity is detected, the tool shows visitors an offer to match it to stop them from booking a cheaper rate elsewhere. With just one click on the special offer link, the discount is automatically applied to combat the lower rate.

You are always in control as you can configure restrictions and apply targeting rules to decide what offer to display, when and to whom. Simple.
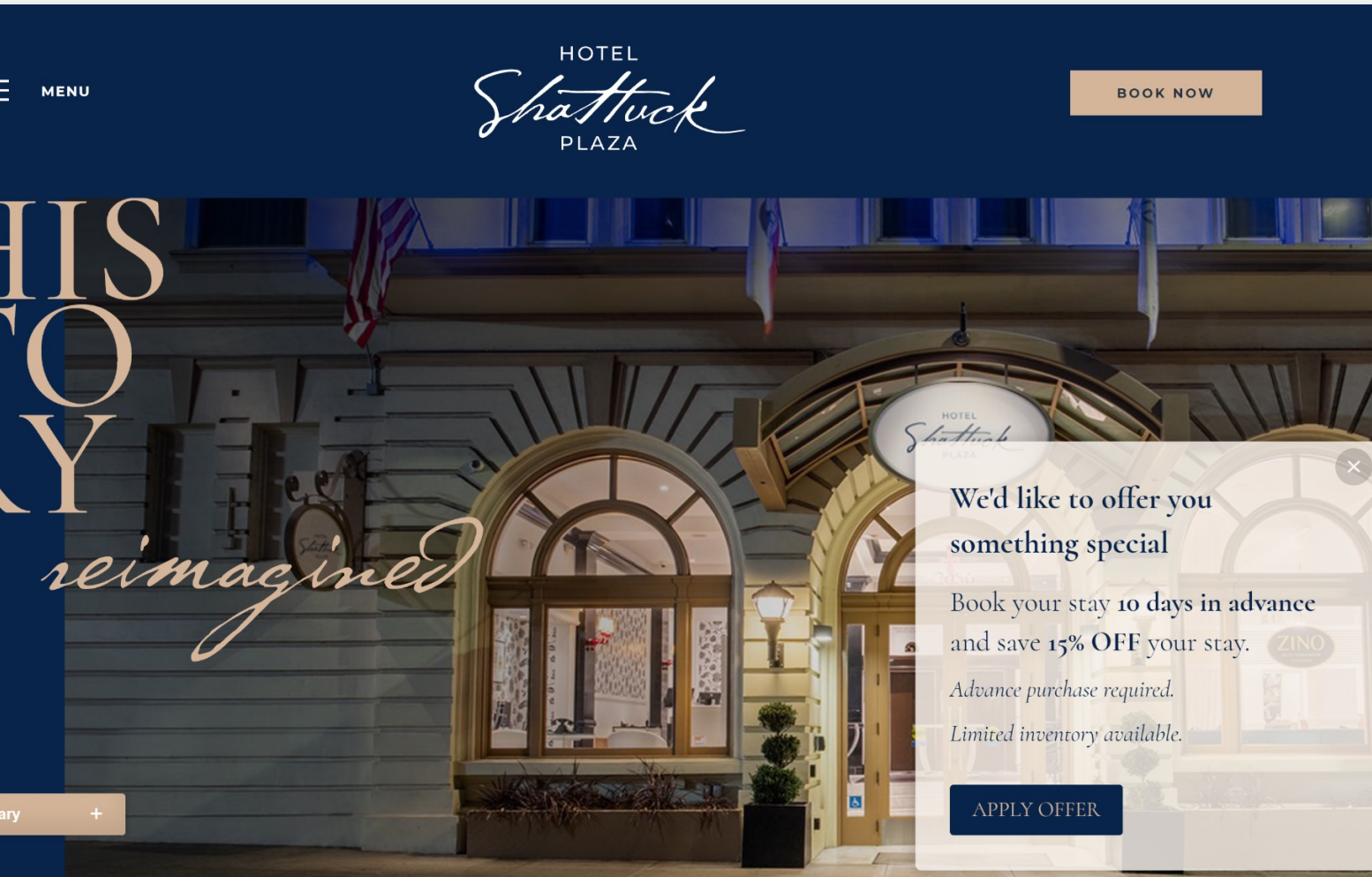
Showing Relevant Messages Throughout the Booking Funnel

Personalized website messages using advanced targeting

Highlight Exclusive Rates Right From the First Moment

Direct is best

Be sure to reassure your guests about your fantastic rates from the moment they land on your website. Clearly communicate that you are offering the best available rate, as well as exclusive direct booking benefits that they won't be able to find elsewhere.

One option is to include a personalized message offering an exclusive discount or perk on the homepage. This will help to reduce bounce rates and guide users to the booking engine to book direct. Use targeting rules so you can tailor the message and offer for different audiences.

Target Low-Intent Users With a Special Offer

Reduce promotional costs

One way of maximizing your revenue and protecting your margins is by offering discounts only to those guests who need an extra incentive to book.

Predictive personalization uses machine learning to identify low-intent users (those who are less likely to book) and automatically displays the best offer to get additional reservations from users that would otherwise have left the website without booking.

This technique is highly effectively for driving more direct bookings without cannibalizing revenue from high-intent users (who don't need a discount to tempt them to book).

Grab the Attention of Users About to Leave Your Website

Final reminder

Don't let potential guests leave your website without giving them a final reminder of your exclusive rates.

With Exits, you can automatically display messages to those visitors who are about to abandon your site. Use an eye-catching visual and remind them that they'll get the best rates and perks when booking directly.

These types of messages are highly effective at getting visitors to re-engage and complete their reservation. Using targeting rules to make the message more personal will boost conversion rates even further.

Key Takeaways

- ✓ **Keep track of your price disparities** to detect any patterns and opportunities for improvement.

- ✓ Reassure your website visitors that you are offering the best available rate using Price Comparison.

- ✓ When OTAs or metasearch engines are undercutting your rates, price match their offers automatically.

- ✓ Don't forget about mobile – activate Price Comparison and Price Match for mobile searches.

- ✓ Offer exclusivity - include your direct booking perks within your messaging to encourage more reservations on your website.

Effective Tactics to Combat Price Disparities

Disparities Analytics

Price Comparison

Price Match

Personalization
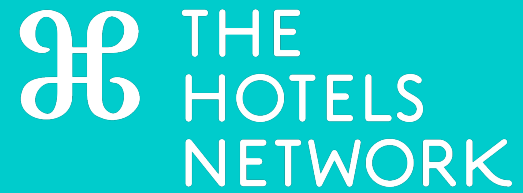
About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 hotels around the globe. The company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary and a full suite of personalization options, THN's Predictive Personalization product harnesses machine learning techniques to predict user behavior and then automatically personalizes both the message and the offer for each user. The company's benchmarking product, BenchDirect, is the first of its kind for the direct channel, providing hotels with never-before-seen competitive data.

Contact us today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the second year in a row, most recently named the Best Direct Booking Tool for 2024 in the prestigious HotelTechAwards.

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BEST DIRECT BOOKING TOOL
HotelTechAwards
2024

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THE HOTELS NETWORK

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