

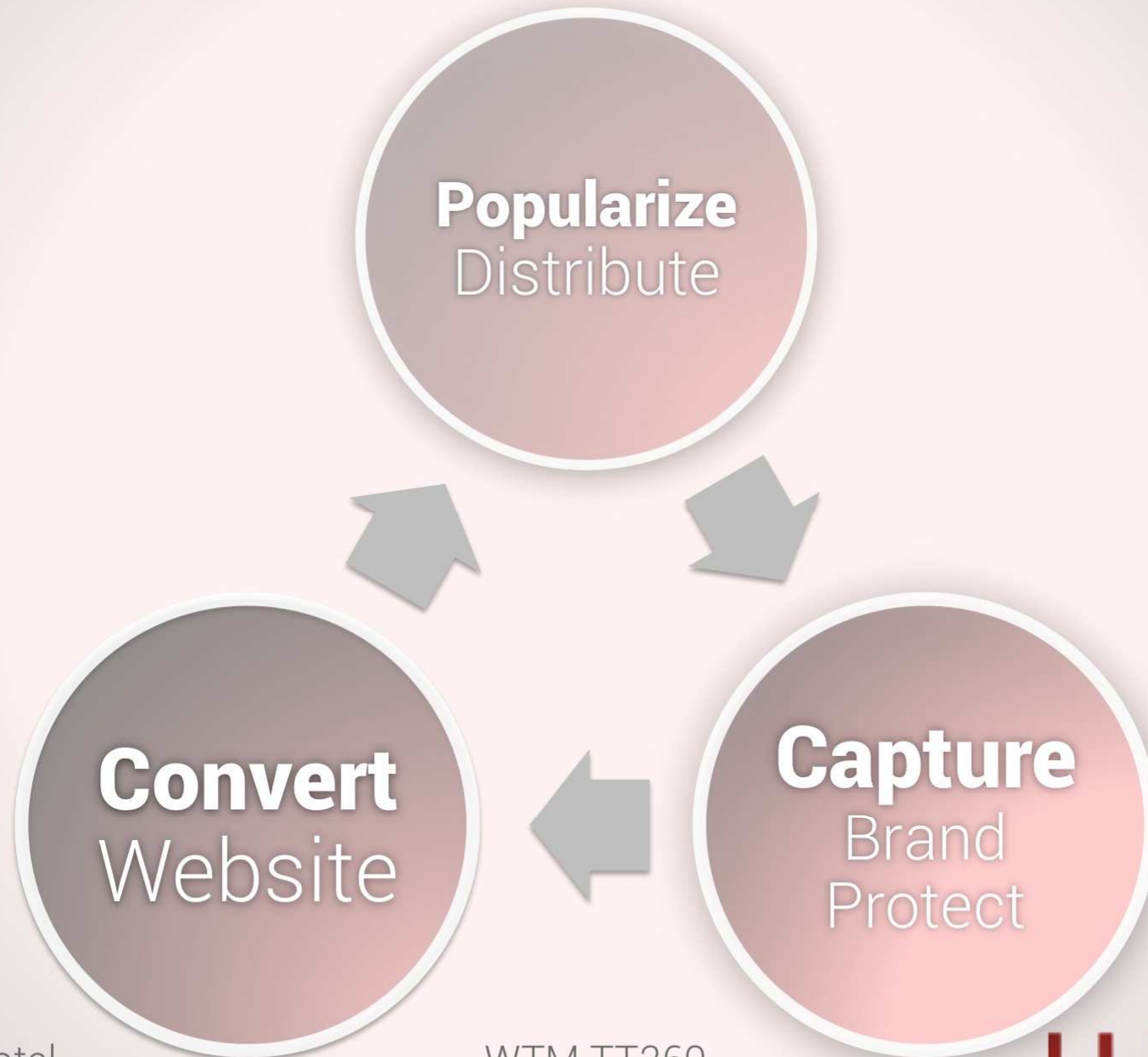
Distribution and Direct bookings

Martin Soler, WIHP


@wihphotel

WTM TT260



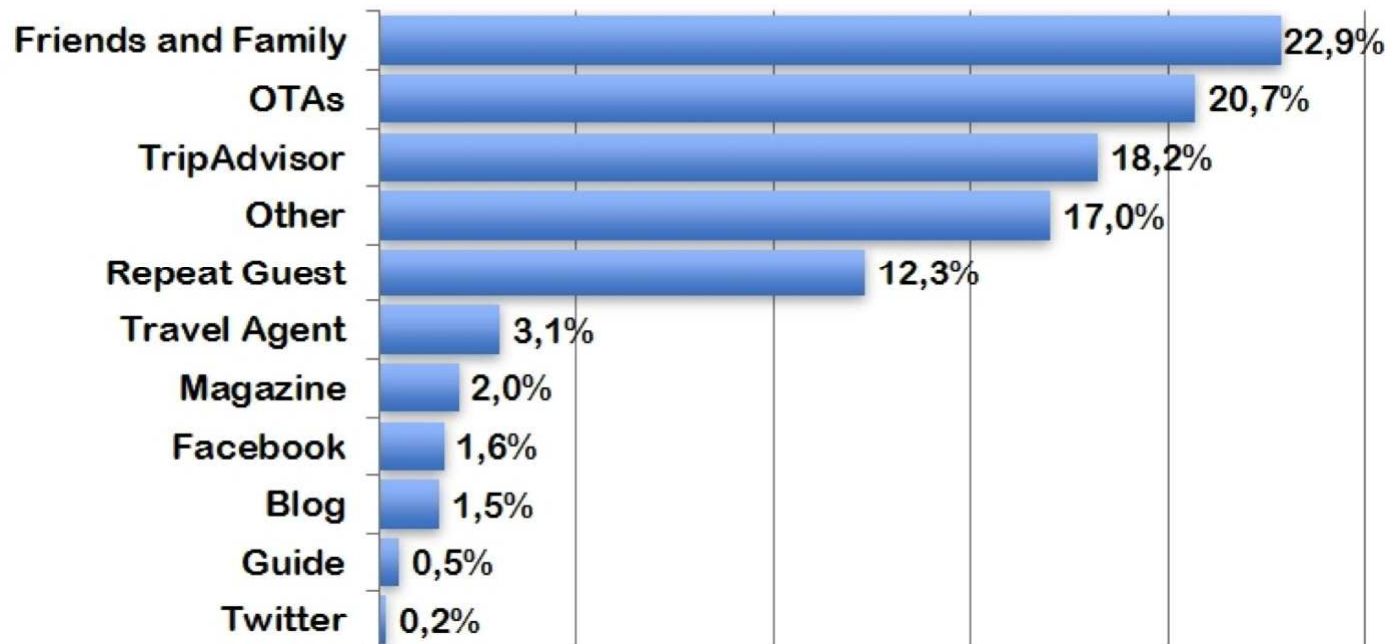


OTAs (Expedia, Booking.com etc)



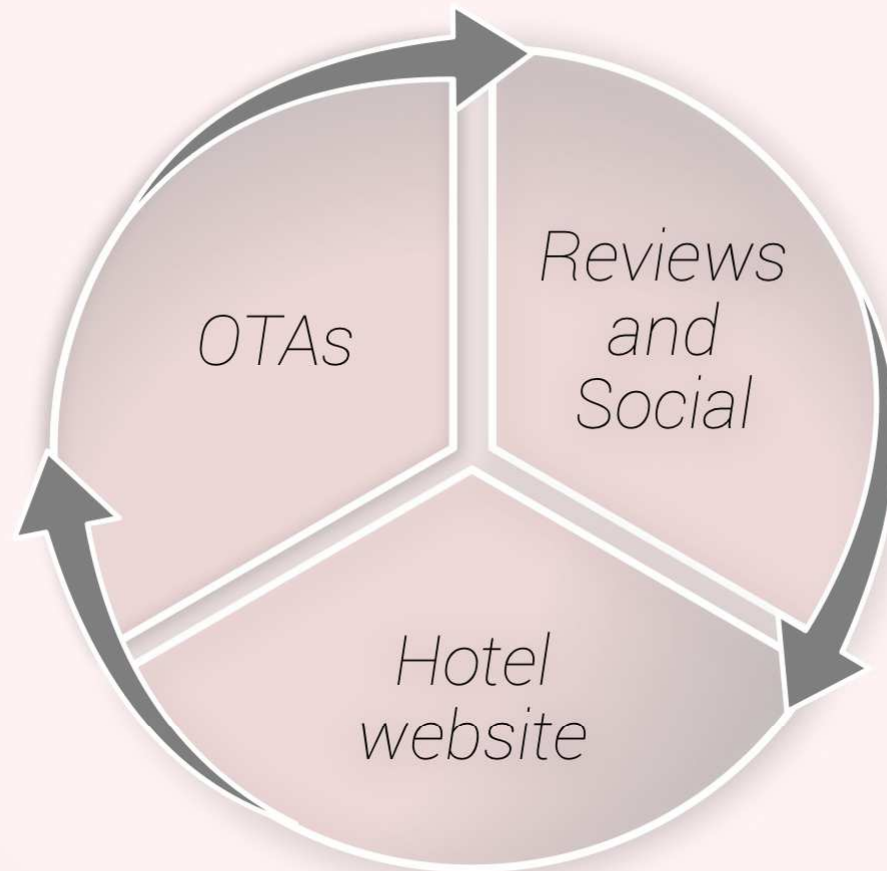
20% of direct bookings
come from guest
who first heard of
the hotel on an OTA.

How did you find the hotel?

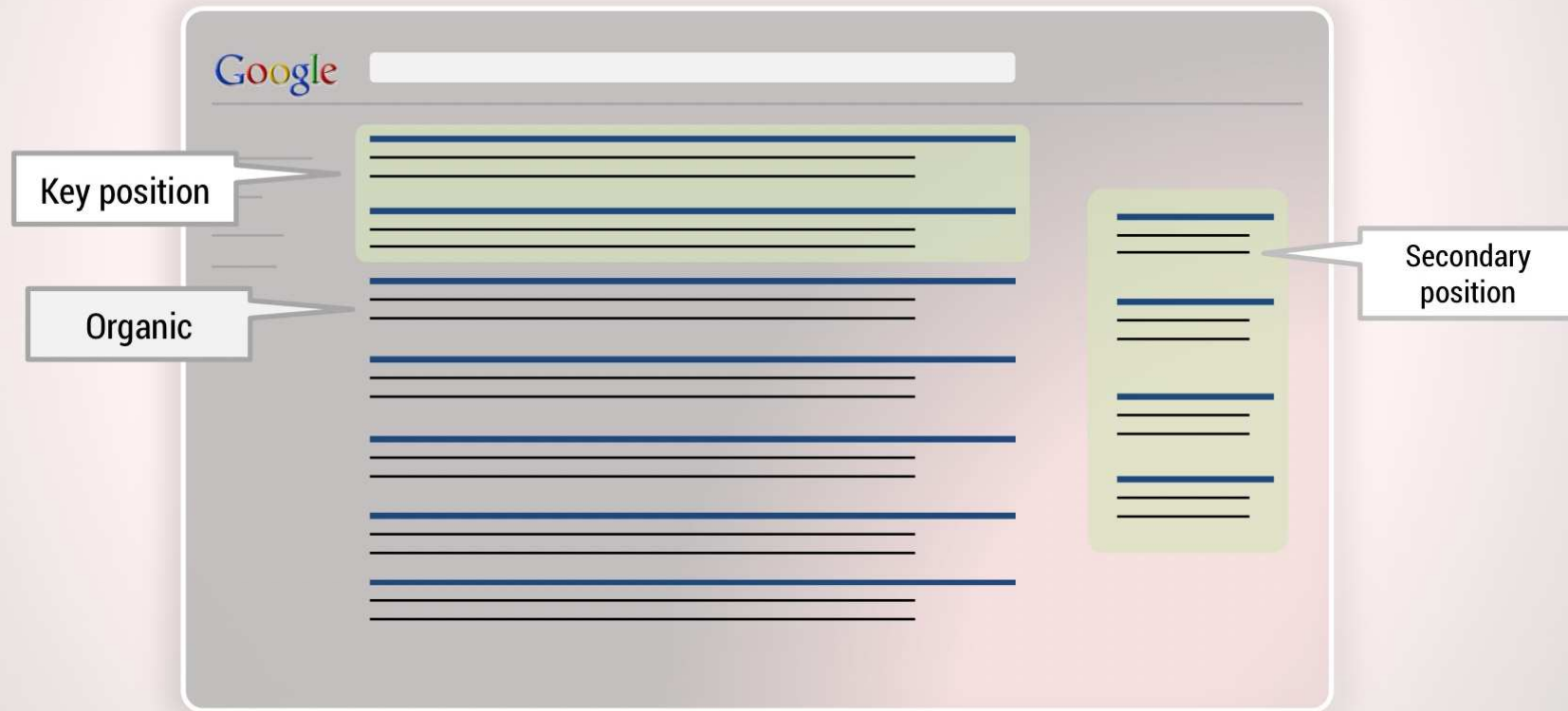


Source: wihphotel.com on a survey of 20,000 hotel guests done in 2012

The Billboard Effect



Protecting your brand



Protecting your brand

The image displays two overlapping screenshots of travel websites. The background screenshot is TripAdvisor, showing a search for 'The Pierre, A Taj Hotel, New York'. The foreground screenshot is Trivago, showing search results for 'New York City' with 'The Pierre - A Taj Hotel' as the top result. A white callout box with the text 'Key position' points to the top listing in both search results, highlighting the importance of brand placement in search engines.

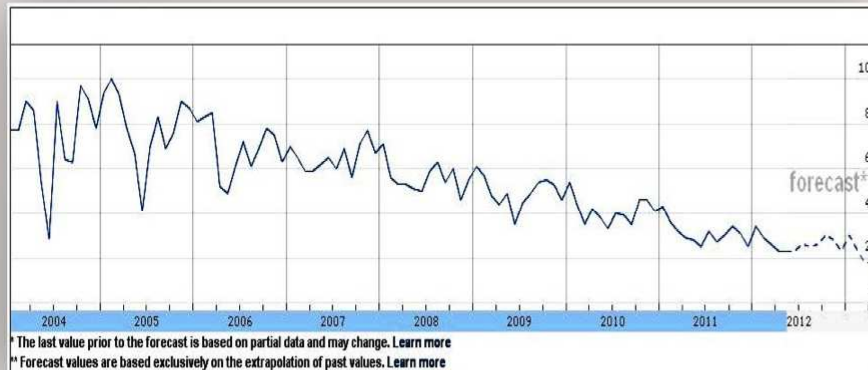
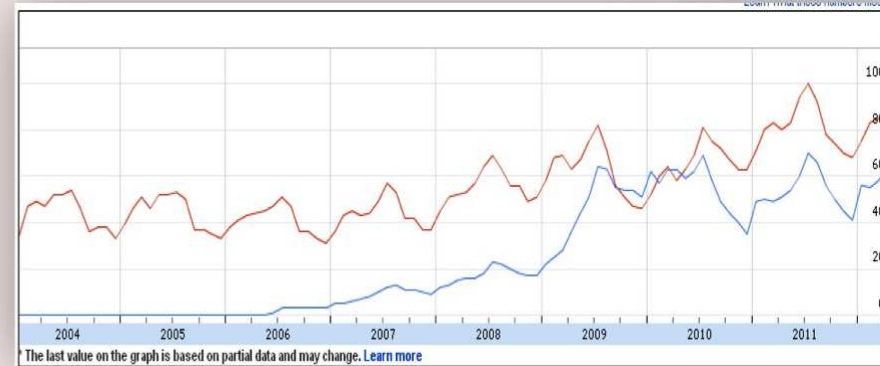
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The pie in the sky

Search volume for
booking.com and **Priceline** on



Search volume for
 "Hotels in London"

Cheat sheet:

Popularize:

"Distribution is how you popularize and it's about being everywhere and anywhere to take advantage of the billboard effect."

Capture:

"Less is more, you want the visitors that will book. Protect your brand at all costs."

Convert:

"Build sites for guests, not Google. Emotion sells and speed stuns."