



Activate Your Data

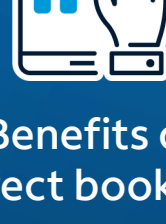
Create Better Messaging to Outperform Third-Party Booking Sites



Third-party booking sites or online travel agencies (OTAs) have become big competition for hotels and attractions. Around 38% of all travel bookings in 2021 were with third-party websites.¹

Hotels and attractions wanting to win back bookings from OTAs should focus their advertising on two things:

1



Benefits of direct booking

2



Personalized, customer-centric messages

38% of travelers booked with third-party or OTA websites in 2021.²



Promote the Benefits of Booking Direct

There are downsides to third-party booking. Missed loyalty points, fluctuations in price, and limited ability to reschedule are just a few. Use that to your advantage in your advertising to reinforce the benefits of direct booking.



Loyalty programs offer big benefits for **members**, plus they help keep them sticker to a brand.

54% of consumers say that they would consider doing more business with a company for loyalty rewards.⁴

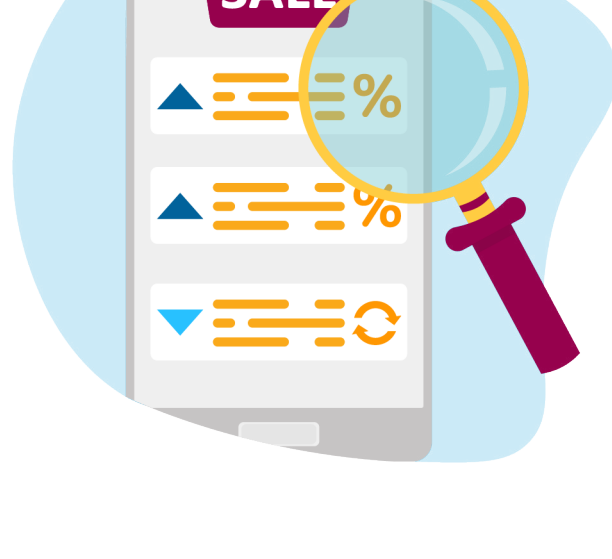
Take action: Remind guests those perks are for direct-bookers only.

Pricing clarity and value

are the top factors in a booking decision.⁴ Third-party booking sites fluctuate their rates, which can be frustrating for travelers.

60% of vacationers say that they always bargain hunt.⁵

Take action: Highlight a standard, discounted, or rate match for direct bookings.



Flexibility with cancellations and less risk of inventory errors are a big benefit of direct booking.

30% of travelers say a flexible cancellation policy is a top factor influencing bookings.⁶

Take action: Create messaging about 24-hour cancellation policies to entice guests.

Use Personalized, Customer-Centric Messaging

Capitalizing on first-party data to inform marketing decisions can make or break a business's advertising. With customer data, hotels and attractions can determine the perfect messaging for individual travelers, by demographic, seasonally, and more.

80% of consumers say that they want a personalized experience and are **MORE LIKELY** to do business with a company that offers one.⁷

Put your data to work

Look year round at first-party customer data and leverage it to send personalized messaging. For example, use traveler's birthdays to send special offers, or see who came to a property the same time last year. Thank and welcome them back with a promotion.



Forget the always be selling adage. Provide customer-centric information travelers want to help them plan.



38% of consumers say they would prefer messaging to recommend what time of year to book a particular destination.⁸



37% are looking to sample itineraries for short one- to three-night trips.⁹

Get Your Share of Bookings

Travel spending hit a new pandemic high of **\$101 billion** in May 2022.¹⁰ Get more share of overall bookings by promoting the unique benefits of direct booking and personalized messaging.

Spectrum Reach has helped hundreds of hotel and travel destinations grow their business. Stay ahead of the competition with our data-driven, multiscreen advertising solutions. And, with our precision targeting and measurement capabilities, our advertising gets results you need to grow your business.

Don't take our word for it. Read a success story from one of our travel clients.

Read the success story

SOURCES: 1. "Travel Booking: Direct vs OTAs – US – 2022" Mintel, January 2022. <https://reports.mintel.com/display/1100195/?fromSearch=%3Ffreetext%3Dtravel%2520booking&resultPosition=1>

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