

Yes

<https://yes.consulting>

BOOK DIRECT



**Direct Booking is a waste of time unless
you're a supermanager or superbrand**

*or ready to invest time, effort, money and education and risk financial failure, a
heart attack or a breakdown.*

CLARITY

NEW BOOKINGS FOR THE AVERAGE STR ACCOMMODATION FROM:

- Website Visits (also driven from sources below)
- Social Media (Calls or web visits or emails, whatsapp etc)
- Personal or DM web referrals (Calls or web visits or emails etc)
- Paid Advertising to your website
- Affiliate marketing to your website

THIS IS NOT A CONVERSATION ON THE LOW HANGING FRUIT

RETURN VISITORS



If you can't get this right, then all is lost





95% of all those who attend “Book Direct” shows are still using OTAs...

OTAs offer huge choices, consumer trust, and less friction in booking and payment systems.

It’s an Airbnb, after all!



Why not play to their strengths, put your feet up, de-staff, stop overthinking and keep the cleaners happy.

Make your life easier and make more money!



STRONG OPINIONS



We can help you
get direct
bookings!



- **OTA COMMISSIONS ARE EXPENSIVE**
- **THEY ARE STEALING OUR GUESTS**
- **THEY REMARKET TO OUR GUESTS**
- **THEY UPSELL TO OUR GUESTS**
- **THEY HIDE GUEST DETAILS**
- **THEY KEEP OUR MONEY**

The history of holiday rentals

Timeline



1700

The Apostolic Palace is constructed, serving for centuries as a vacation home for the pope.

1600

King Louis XIII builds a hunting lodge, which turns into the first vacation home in 1624.

1800

Europeans continue to stay in vacation rentals. Letters were exchanged to find availability.

It all started here



1850

Communication becomes quicker with the invention of the telegraph.



VRBO 1995

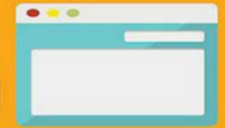
Vacation Rentals by Owner (VRBO), comes into existence with just one property, a Breckenridge condo.

1950



Vacation rentals make their way across the Atlantic to the U.S.

2000



Renters start using local websites, classifieds and real estate agents.



2003

Couchsurfing is founded!



2008

Airbnb is founded



2005



HomeAway becomes the first mammoth vacation rental site with 60000 listings.



2013

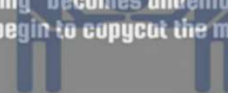


Sharing Economy boom. 14% of travelers book a private home, condo, or apartment rental - 6% increase



2014

The popularity of the "sharing economy" becomes undeniable, hotels begin to copycat the model.



2020 & beyond

Research will become a more personalized experience. Homes get smarter, stays become customized to personal preferences. Preferred temperature, favorite playlist etc.

2015 **85 billion**

The vacation rental industry is now worth \$85 billion. HomeAway has more rooms than the 4th largest hotel in the world. Uber and Gogobot supports.



IT'S BIG

MONEY

202

3



Booking - \$6.8bn

for just 15% of its traffic & 50% Direct

Expedia - \$6.9bn

90% Direct

Airbnb - \$1.8bn

\$257 per property mkt spend

\$10,000 GBV per property

\$680 Net contribution

- Airbnb has an estimated 265 million users,
- In 2023, 448 million booked nights were made
- There were 7.7 million listings on Airbnb
- Run by four million hosts

3%

URBAN DIRECT BOOKINGS

30%

LEISURE DIRECT BOOKINGS

A proportion of these are repeats!



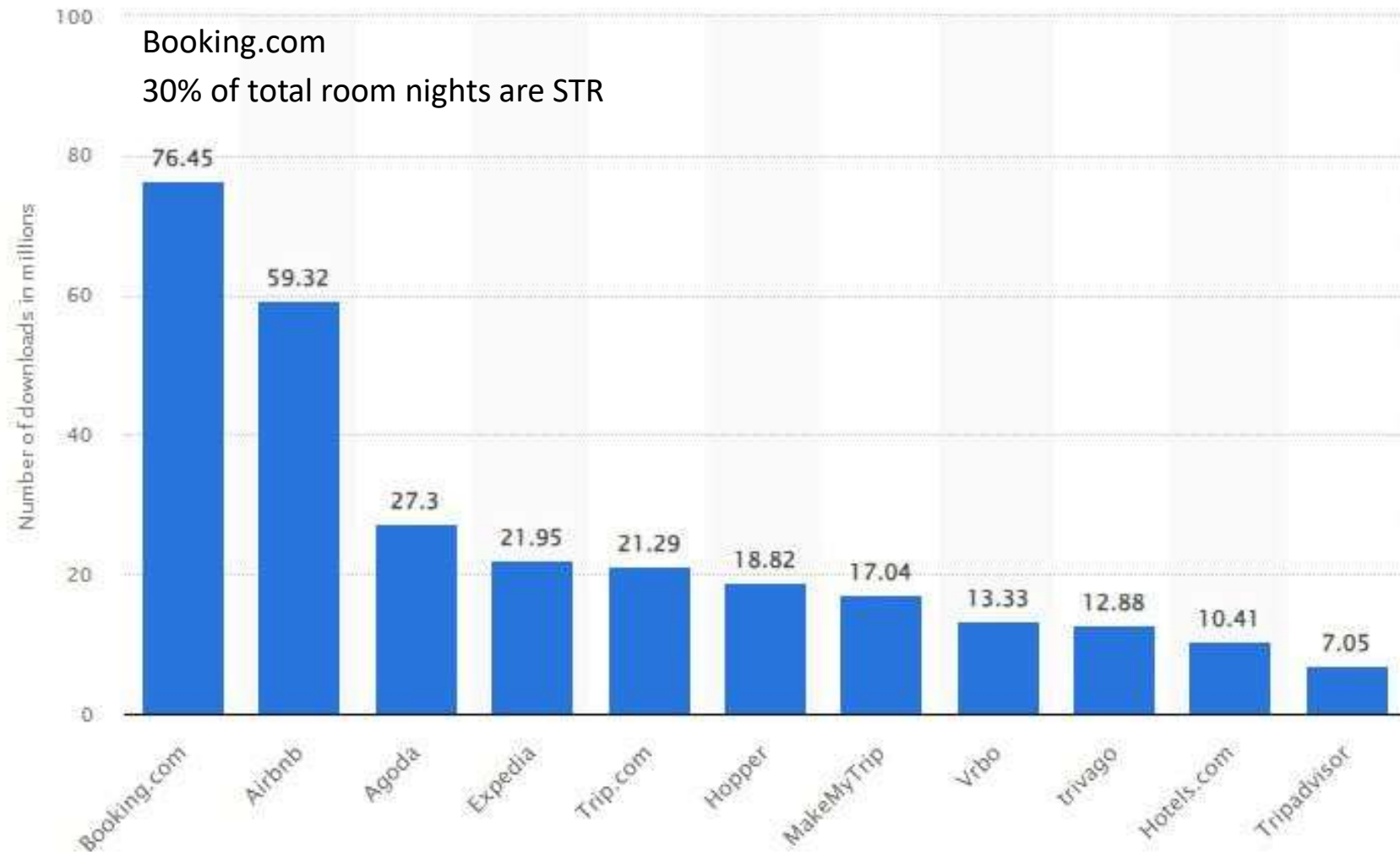
The game was lost long ago

- The top five online resources used by most travelers:
- OTAs (80%),
- Search engines (61%)
- Social media (58%)
- Meta-travel websites (51%).
- Four out of five travelers who booked online visited an OTA "at some point" before booking.
- In a scenario where prices are identical on lodging websites and OTAs, 70% of respondents said they would book via an OTA.
- Some of the biggest reasons why people preferred OTAs were the security, convenience, loyalty discounts, and credible online reviews that they offered.
- OTA's market value:\$764.69 billion in 2023

SOURCES:

HOSPITALITYNET, SALECYCLE, EXPEDIA, STATISTA

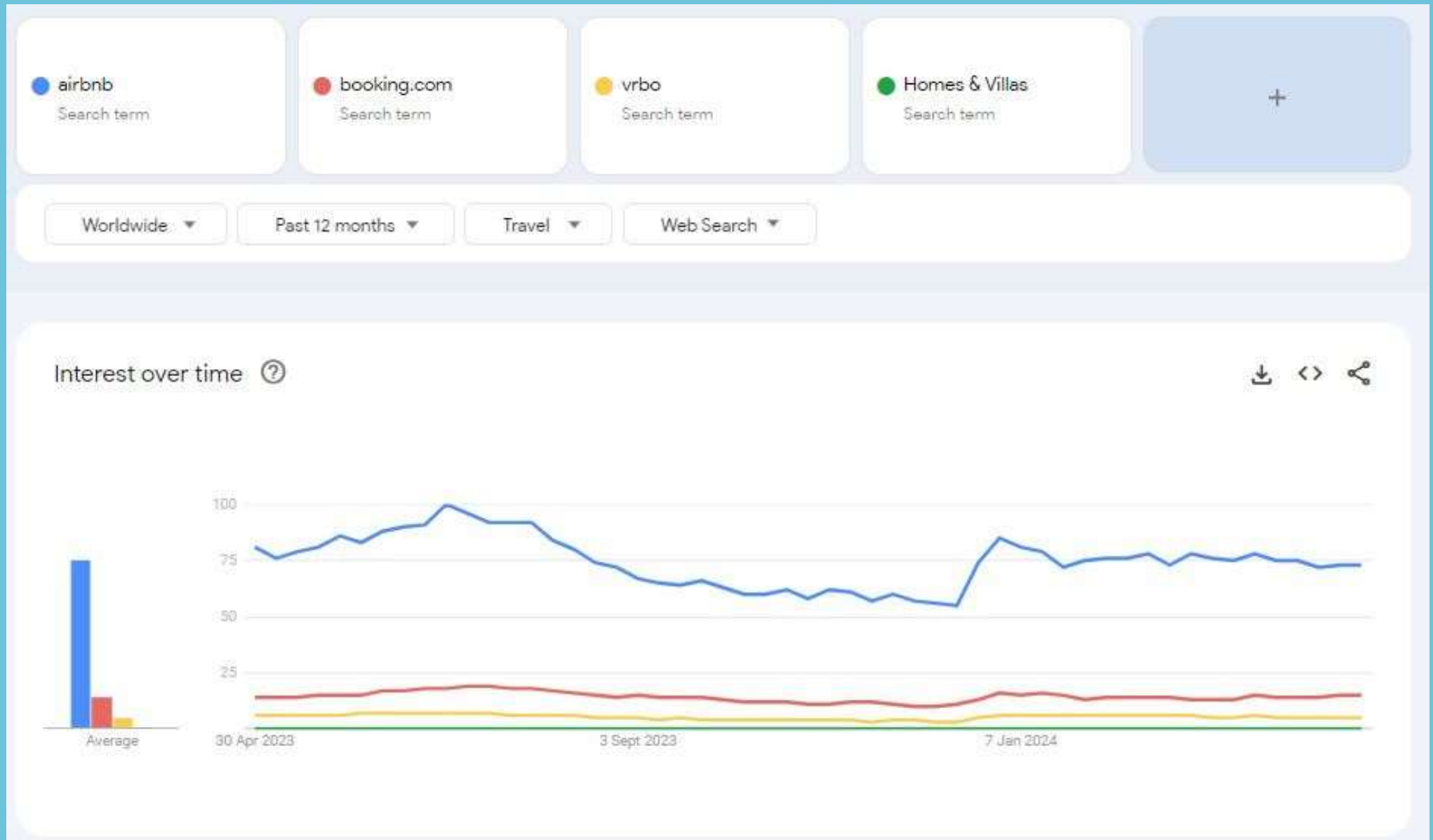
The game was lost long ago



Booking.com

30% of total room nights are STR

The game was lost long ago

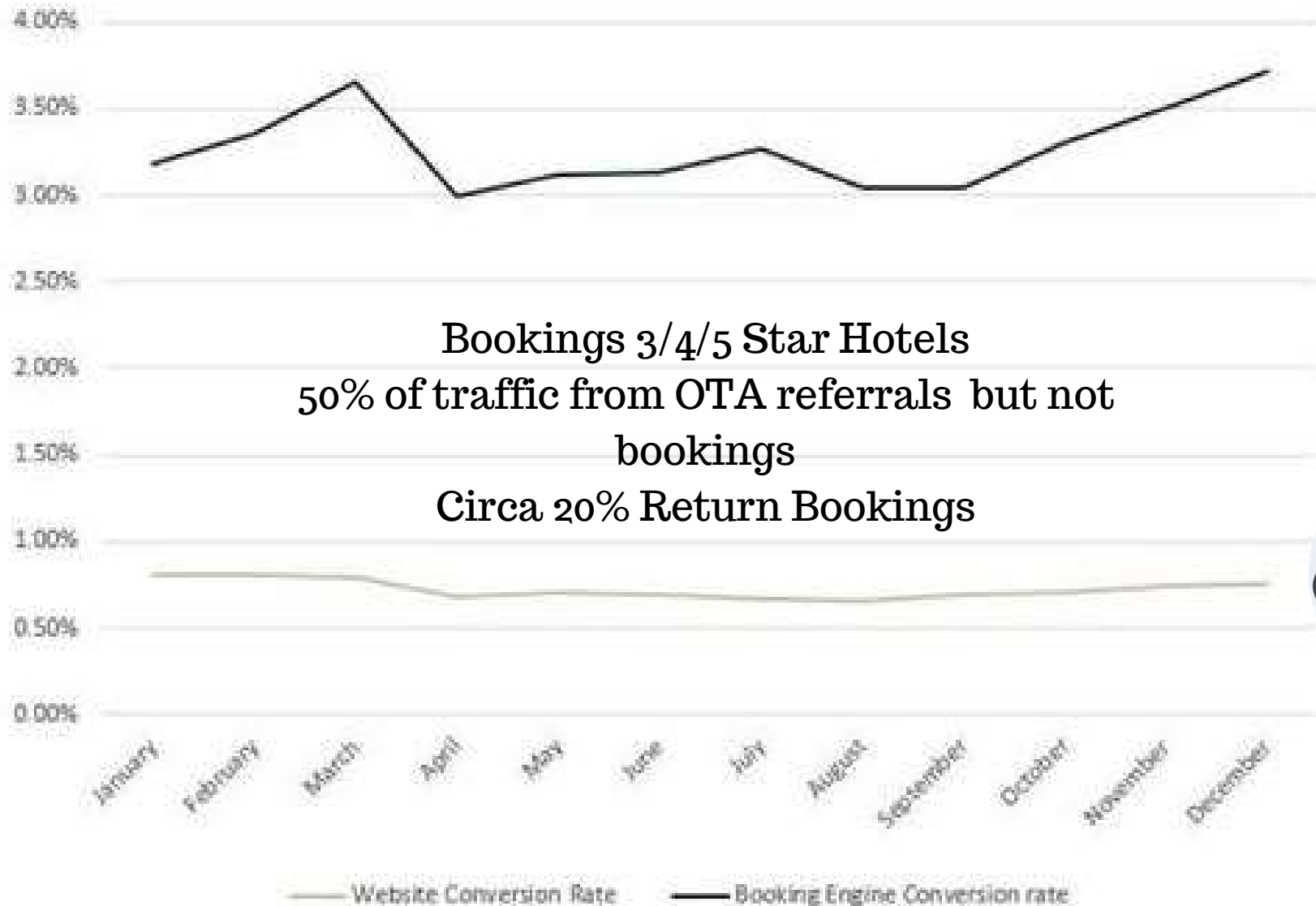


DIRECT BOOKING ADVICE

- SEO & Content
- Get the Email Addresses
- Stunning Website Brand Dev
- Chat Apps
- SMS Marketing
- Guest Experience
- Identify Your Uniqueness
- Professional-quality photos
- High-quality content
- Personal Notes
- Local Expertise & Seasonality
- **Embrace the OTA's**
- Guest Experiences & Incentives
- Blog like crazy
- Add Property Legitimacy
- Guide Books
- Social Media, Instagram, Facebook, Pinterest, TickTok, LinkedIn
- Accept Credit Card Payment
- Use Voice Technology
- Accept Credit Card Payments
- Diversify Your Listing Site Portfolio
- Contact Previous Guests
- Engage with YouTube
- Site videos, walk throughs etc
- Engage with YouTube



TRAFFIC VS BOOKINGS



Bookings 3/4/5 Star Hotels
50% of traffic from OTA referrals but not
bookings
Circa 20% Return Bookings

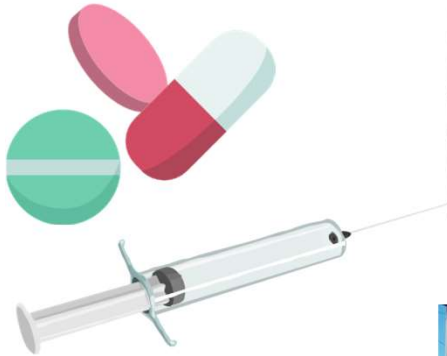




WEBSITE TRAFFIC



41 Properties , 438
Visit/Month



4 Properties , 158
Visit/Month



66 Properties , 2,900
Visit/Month



21,600 Properties , 4.5 m
Visits/Month



218 Properties , 77,000
Visits/Month



IT IS POSSIBLE



1,556,000

Page Views

4,430

Page Views Per Property

966,000

Property Page Views

1000

Bookings

224,000

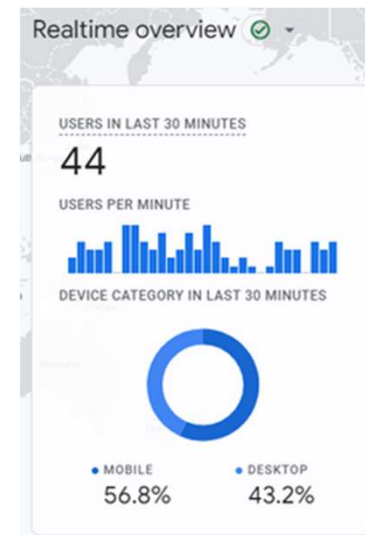
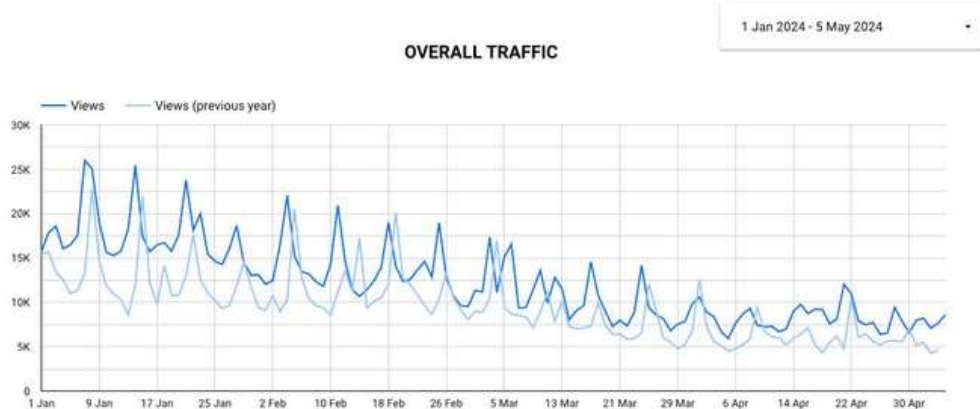
Blog Page Views

218

PROPERTIES

311,000

User Visits



Last 4 Months

INDEPENDENCE IS POSSIBLE

BUT EXTREMELY UNLIKELY FOR MOST OF YOU!

- Requires value bookings 
- Requires focussed staff or subcontractors 
- Requires eyeballs on your website 
- Requires an excellent converting website 
- Requires expertise 
- Requires energy = time 
- Benefits from a niche
- Benefits from a long rental history
- Benefits from quality inventory and reviews



FOCUS ON THE
PROPERTY,
PRESENTATION
SERVICE &
GUEST

GET
GREAT
REVIEWS

FOCUS ON WHAT
YOU CAN CONTROL

> PMS
> DYNAMIC
PRICING
> GUEST APPS
> DISTRIBUTION

OTAs

LEAVE THE REST
TO THE EXPERTS



**"People seldom
do what they
believe in. They do
what is convenient,
then repent"**

- Bob Dylan



**Relax, leave it to the OTAs.
Most of you don't stand a chance**



Yes



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SANITY CHECK

				Management
Properties	Booking Value	No. Bookings Yr	OTA	Web Comm
70	1000	25	15%	10%
Total Value Bookings	€ 1,750,000.00			
OTA Comission	€ 262,500.00			
100% Direct Bookings	€ 175,000.00			
50% Direct Bookings	€ 87,500.00			
Years	Year 1	Year 2	Year 3	Year 4
% Direct	20%	40%	50%	65%
Increased Income	€ 35,000	€ 70,000	€ 87,500	€ 113,750
Costs (2 staff + contractors, PPC etc)	€ 100,000.00	€ 105,000.00	€ 110,000.00	€ 115,000.00
P/L	-€ 65,000.00	-€ 35,000.00	-€ 22,500.00	-€ 1,250.00
Total Loss	-€ 123,750.00			