

Maximising Reach and Revenue

The Benefits of Listing a Small Hotel on both Booking.com and Expedia

For small hoteliers, increasing visibility and revenue is a top priority. Online Travel Agencies (OTAs) like Booking.com and Expedia provide powerful platforms to reach a global audience. This report outlines how listing on both OTAs enhances market reach and allows for strategic pricing adjustments to maximise revenue.

Here is the logic behind the suggestion:

Increased Reach and Market Penetration

A. Access to Different Customer Bases

Booking.com: Strong presence in Europe and Asia, attracting independent travelers and leisure tourists.

Expedia: Dominates the North American market and attracts corporate and package travelers.

Listing on both platforms ensures exposure to a diverse range of travelers, including last-minute bookers and long-haul tourists.

B. OTA Affiliate and Meta-Search Integration

- Both OTAs distribute listings to Google Hotel Ads, Trivago, and Kayak, further increasing exposure.

Benefits of more exposure

- More visibility results in higher occupancy rates, reducing reliance on walk-ins or direct bookings.
- Revenue Optimisation through regularly flexing your prices.

Ability to Increase Rates Based on Demand

- Greater visibility leads to increased demand.
- Higher demand enables hoteliers to adjust rates dynamically, increasing prices during peak periods.

Take advantage-Specific Pricing Strategies

- Expedia's Package Rates: Travelers booking flights and hotels together are less price-sensitive, enabling hotels to set higher rates.
- Booking.com's Genius Program: Hotels can offer exclusive discounts to loyal customers while maintaining higher rates for other guests.

Data and Industry Insights

- Over 50% of global hotel bookings are generated through OTAs (Phocuswright, 2023).
- Hotels listed on multiple Online Travel Agents typically see a 20-30% increase in bookings compared to single-channel properties.
- Revenue management studies show that hotels using multiple OTAs can increase Average Daily Rate (ADR) by 5-15%.
- Expedia reports that hotels using their platform's tools (such as promotions and package deals) experience a 22% increase in revenue.

Suggestion

Listing on both Booking.com and Expedia provides small hoteliers with a strategic advantage, increasing visibility, diversifying customer acquisition, and enabling effective pricing strategies. By leveraging the unique benefits of each platform, hotels can optimize occupancy and maximize revenue.

1. Sign up for both Booking.com and Expedia to reach a wider audience.
2. Use platform-specific tools like Expedia's package rates and Booking.com's Genius program to attract high-value guests.

Conclusion

By implementing these strategies, small hoteliers can improve both their market reach and overall profitability.