Elevate the Direct Booking Strategy

Profitroom

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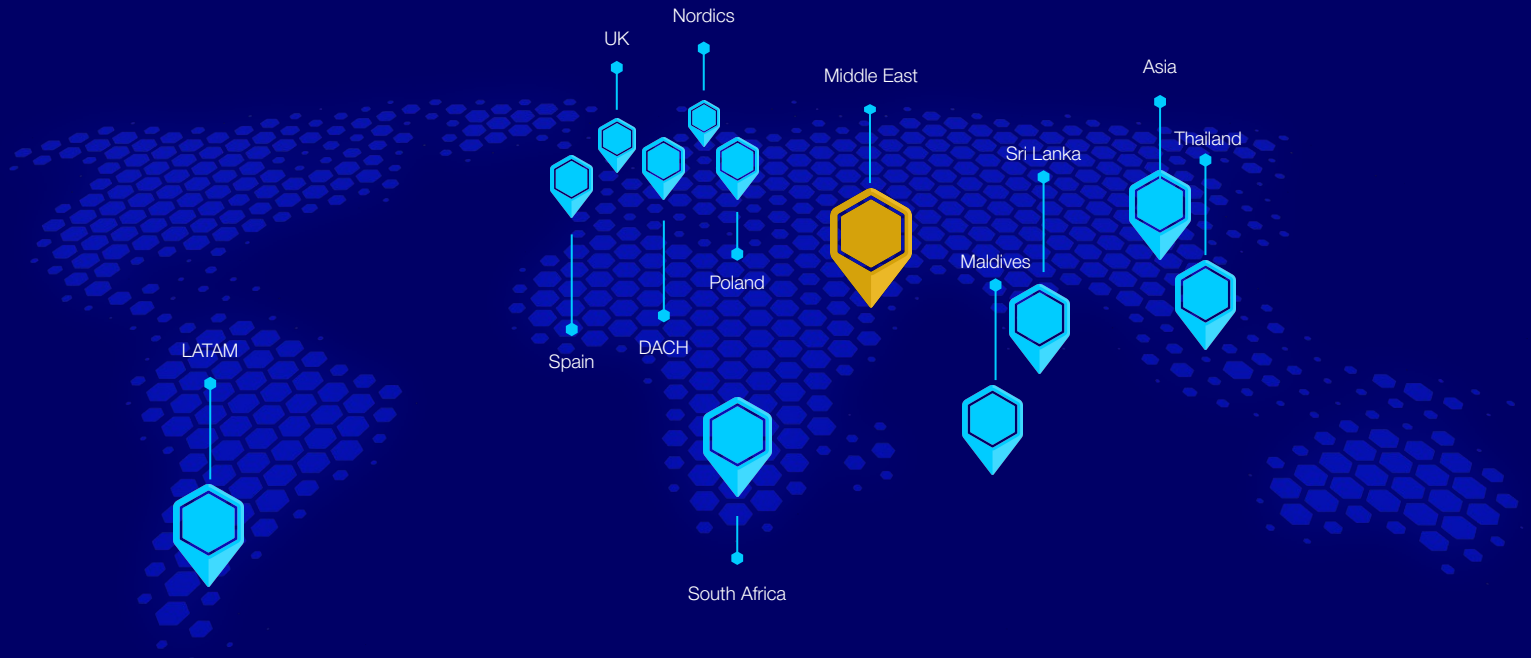
About Profitroom

For **16 years** we have been boosting Hoteliers' profits. Over **4,500 hotels, resorts and hotel groups** across the world now have more business, more time and more control - all thanks to our **award-winning technology.**

Over a thousand customers across the world recommend Profitroom Booking Engine, Websites & CRM, and rate these products 4.8 as shown in the Hotel Tech Report 2025.

Serving 4,500 hotels and resorts across the world in 54 countries



PORT LYMPNE HOTEL & RESERVE
Mundo Imperial ENTERTAINMENT & HOSPITALITY
DESERT ROSE
RAMADA
YOUNG'S
amarina HOTELS & RESORTS
Sun International
THE LEADING HOTELS OF THE WORLD
Hilton HOTELS & RESORTS
BELLAGIO resort & spa
Mint COLLECTION
DREAM HOTELS & RESORTS
OCEANA HOTELS & RESIDENCES
NORTHERN LIGHTS VILLAGE
WILDERNESS HOTELS
LEGACY HOTELS & RESORTS
Gooderson Leisure
FIRST GROUP
DAYS INN
Thema COLLECTION
CHATRIUM HOTELS & RESIDENCES
RP THE ROBERT PARKER COLLECTION

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HOTEL SYSTEMS

DISTRIBUTION

SiteMinder, TravelClick, RateGain, RateTiger, Booking.com

PMS

ORACLE HOSPITALITY, PROLOGIC FIRST Smart Hospitality Solutions, MEWS, Shiji, HOTELOGIX smart hotelliering

ACTIVITIES

TRYBE, ResDiary, FAREHARBOR, BÓKUN

PAYMENTS

Network International Payment Solutions, PayPal, TRUST PAYMENTS, stripe, adyen, worldpay, amazon pay

PROFITROOM DIRECT DISTRIBUTION PLATFORM

- WEBSITES, DIGITAL MARKETING
- CRM & EMAIL MARKETING & LOYALTY PROGRAMME
- CART ABANDONMENT & RETARGETING CAMPAIGNS
- **Booking Engine**
- ROOMS, SPA, DINING & VOUCHERS BOOKING TECHNOLOGY
- PERSONALISED OFFERS (BOOKING OFFLINE PLATFORM)
- OTA RECAPTURING, CHANNEL MANAGER

PROFITROOM SERVICES

- ONBOARDING
- CUSTOMER SUCCESS
- TECHNICAL SUPPORT & CONCIERGE

Meet the Middle East Team

Zineb Belyasmine

Regional Director

Andrew Lawrence

Senior Business Development Manager

Renato Machado

Senior Business Development Manager

Dipika Kapoor

Senior Business Development Manager

Suba Venugopal

Sales Development Representative

Bonnie Slivkona

Sales Development Representative

Mary Westre

Marketing Manager

Ondrej Hrabe

Customer Success Manager

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How to Convert OTA Bookers into Direct Guests?
10 KEYS
to your effective, direct Booking Strategy

KEY 1: INSPIRE

Attract quality traffic and increase your brand reach

68% of travelers begin their booking journey on a search engine

SEO

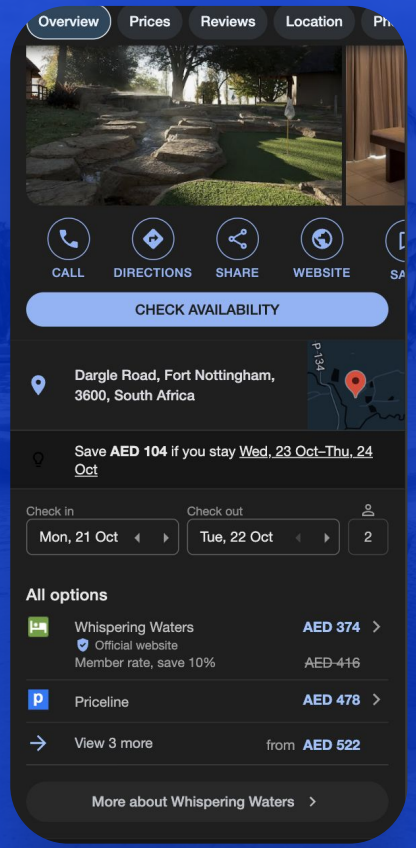
Search Engine Optimization for highest rankings in search engines.

Paid Ads

Organic & paid marketing campaigns to attract the right target audience. (**+40% Traffic with Paid Campaigns)**

Social Media

Social media support for more reach and brand awareness.



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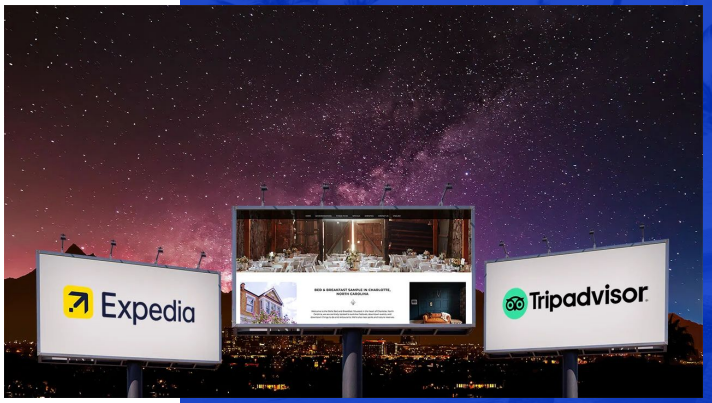
KEY 2: OPTIMISE

Using OTAs to Your Advantage

75% of travelers discover the Hotels website through OTAs

Billboard Effect

Leverage OTA visibility to increase brand awareness. Encourage guests to book directly next time.



Rate Parity

Your best price and amazing offers should always be on your direct channel

Strategic Promotions

Offers, packages, upsells and extras are all key to your direct booking success - (53% of travelers will book direct if they feel the value is better)

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KEY 3: SIMPLICITY

User-Friendly Website Design

A mobile-optimized experience can boost conversions by up to **50%**

Visual Appeal

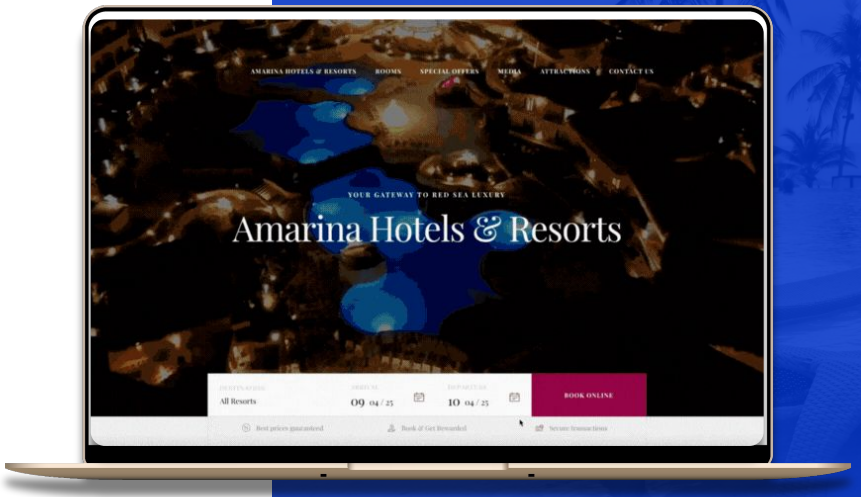
Use high-quality images and videos showcasing your property's best features. Create an immersive experience.

Easy Navigation

Implement a clear menu structure and intuitive booking process. Minimize clicks to complete a reservation.(61% of people will leave a site if they can't find what they're looking for in about **5 seconds**

Mobile Optimization

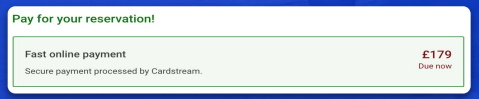
Ensure your website is responsive and fast-loading on all devices, especially smartphones.

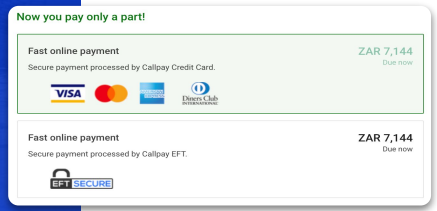


Secure payment trust can boost conversion rates by **30%** or more

KEY 4: REASSURE

Strengthen Trust on Your Direct Website





Content / Reviews

Use clear, persuasive messaging and visual cues to build guest confidence during the booking process.

95% of travelers read reviews before booking

URL

Secure and recognizable domain, with seamless masking to keep the guest journey uninterrupted.

Payment Gateway

Integrate secure, trusted payment providers to reduce friction and increase guest trust at checkout.

KEY 5: INCENTIVIZE

Offer a Better DEAL on Your Website

+41%
ADR with Packages

Exclusive packages

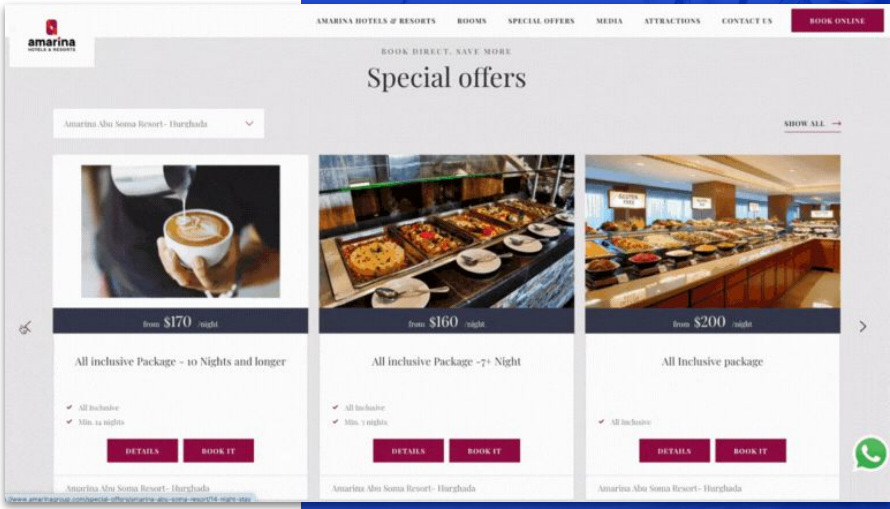
Go beyond room nights - Differentiate your direct offers from OTA bookings.If your site shows more value, not just parity, they'll choose you directly.

Flexible booking policies

Provide added value to encourage direct reservations. Hotels with flexible terms convert up to 53% more than those with rigid conditions

Communicate visually

Use banners, pop-ups, or rate comparison widgets that clearly show “Why Book Direct” — don’t let your best offer go unnoticed.



KEY 6: MAXIMIZE

Turn strategy into profit with the right tools and insights

Extras Help increase the Revenue by 10%

Upsell

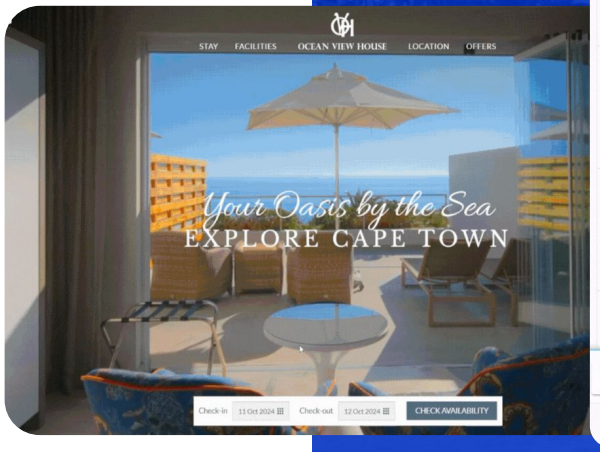
It's not just about getting the guest, it's about increasing total spend per guest. With the right tools, you can upsell before arrival, during the stay, and after departure.

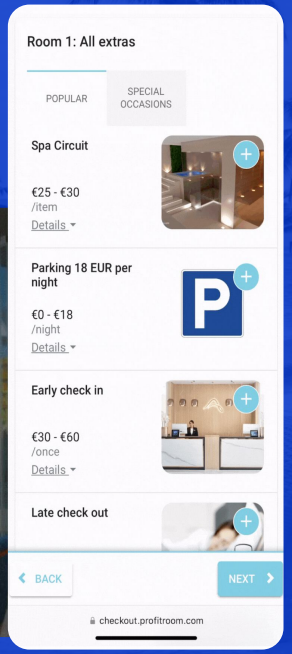
Extras and Add ons

Offer relevant extras directly on your site

Marketing Automation

Up to 30% of total guest spend can happen before check-in if you communicate well - use automated emails or WhatsApp to prompt upgrades and add-ons at just the right time.





KEY 7: REGAIN

Strengthen relationships with your guests and build loyalty to bring them back.

55% of guests choose to book direct thanks to loyalty perks

Instant Gratification

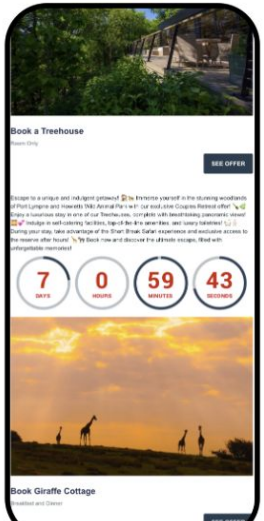
Offer immediate perks for direct bookings, not just points for future stays.

Experiential Rewards

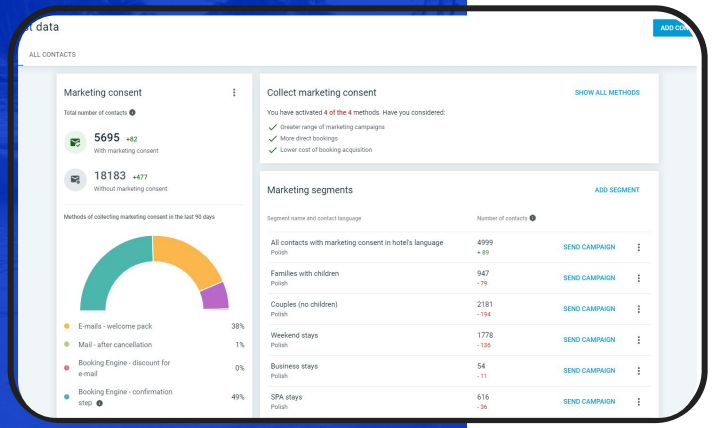
Provide unique local experiences or behind-the-scenes hotel tours as loyalty benefits.

Automated re-engagement emails

Target past guests/Visitors with personalized offers.
New guests cost **5x more** than repeat ones



96% of people don't book on their first visit



KEY 8: TARGET

Use data-driven marketing to attract more direct bookings

Centralised Database

Implement a robust CRM system to store and analyze guest data across all touchpoints.

Segment

Personalized email campaigns can generate 6x more revenue than generic ones. "A room for your anniversary?" performs better than "Book now!"

Target

Hotels using targeted, data-driven campaigns see up to 40% higher conversion rates and spend significantly less per acquisition

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KEY 9: MEASURE

Measure performance, uncover insights, and optimise your strategy

Performance Metrics

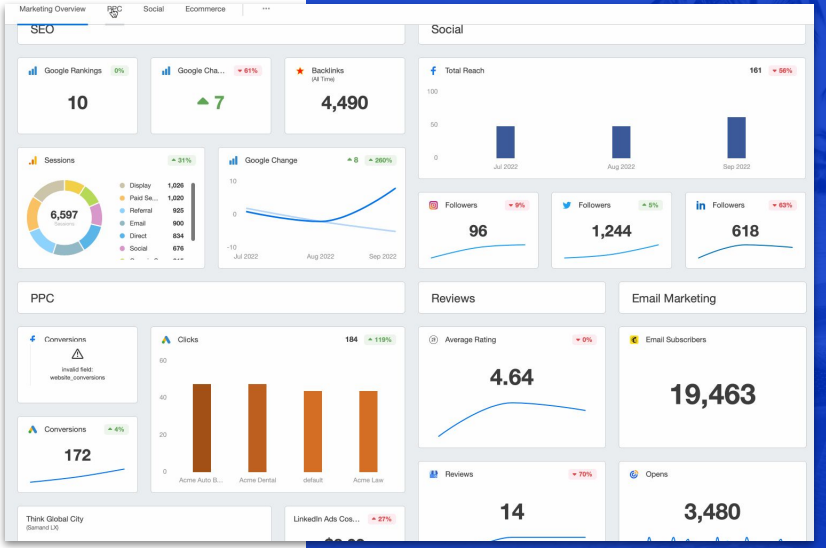
Track key indicators like conversion rates, average booking value, and direct booking ratio.

Booking Funnel Analysis

Identify and address drop-off points in your online booking process.

ROI Measurement

Calculate the return on investment for each marketing channel and campaign.



KEY 10: SYNERGY - Aligning Your Team

Unite your team around shared goals and a clear direct booking strategy

Unified Mindset

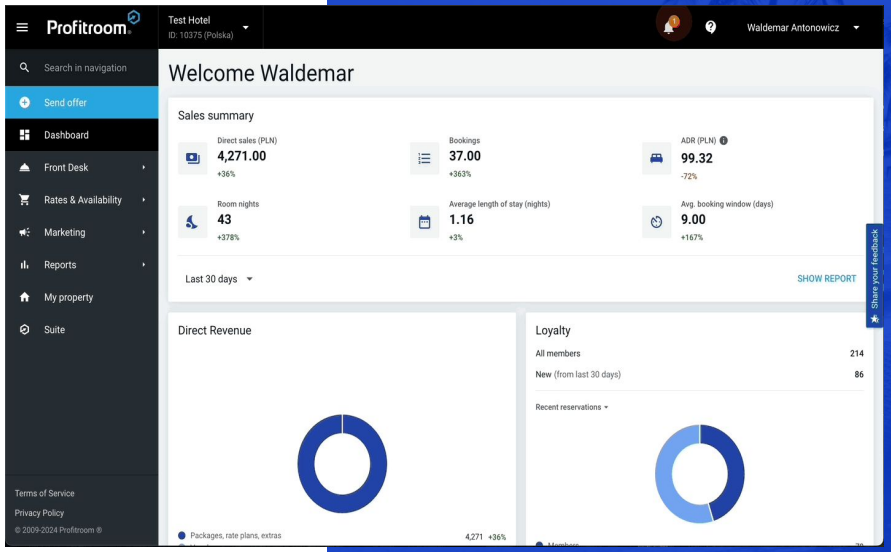
Foster a shared vision for direct bookings across all departments. Every team member counts!

Strategic Alignment

Ensure everyone understands the importance of direct bookings to the hotel's success.

Equip the team with the right tools

Efficient operations and user-friendly tools to boost productivity



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