



ADVANTAGES OF ONLINE BOOKING PORTALS

If you offer rooms or holiday apartments, there is no way around OTAs (Online Travel Agencies) such as Booking.com, Airbnb and the like. These portals give even small accommodation providers visibility and guests.

In fact, small and medium-sized accommodation providers in particular benefit from a presence on online booking portals. If your business can demonstrate good ratings, lots of positive comments and a good price-performance ratio, then comparability on online booking portals is a clear advantage. This is where even a small holiday apartment can score points and attract attention. **Hidden treasures and diamonds are brought to light and suddenly enjoy great popularity as insider tips.**

OTAs offer independent businesses an effective way to market their services to a global audience and to remain competitive against large international chains. **For example, Booking.com takes on the task of promoting accommodation on search engines and on various partner websites.** Small guesthouses, which usually do not have the expertise and resources to engage in far-reaching and/or international marketing, benefit immensely from this service.

At the same time, this service is **relatively risk-free** for online travel agencies. A commission is only due to the booking platform if a booking is made, and the guest pays for it. According to the European Commission, these are **lower than the estimated marketing and IT costs** that would be incurred to sell the same number of overnight stays.

Online travel agencies not only take care of research, booking and payment. They also handle all communication with the guests:

- Before the stay, confirmation e-mails, information on how to get there and reminders are sent.
- After the stay, reputation management is carried out by thanking the guests for their visit and asking them to rate their accommodation.
- The invoice is also automatically sent to the guest by the booking platform.

The business itself must ensure that its guests have a pleasant stay as part of the customer journey. This makes work much easier and saves a lot of time, especially for small businesses. The major booking platforms always provide hosts with certain data, i.e. statistics and evaluations of past bookings. **With this insight into their own performance, a company can easily measure its success**, compare industry results and derive optimization potential from this data and adapt its strategy.

We offer an interface to Booking.com and Airbnb in the Obergoms Tourismus AG reservation system, feratel/Deskline. The interface guarantees that no double bookings can occur. The prerequisite is that the business/apartment is 'bookable online'.

If you are interested in one or both interfaces, we will be happy to provide you with further information. To get in touch, please contact us by email at reservation@goms.ch