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Ultimate Guide to Hotel eCommerce

Hotel Conversion Optimization Checklist

The world's leading eCommerce sites are designed for high conversion and encourage shoppers to complete their purchases in a number of different ways. Assess your direct channel for the following elements to ensure the experience effectively encourages visitors to complete their bookings to help maximize direct channel revenue.

Is your direct channel conversion-focused?

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Focus	Value	Action
Effective Use of White Space	Clean, open, and uncluttered designs focus a guest's attention on only the messaging and actions you want them to take	✔ Honestly assess the state of your website and create an uncluttered and concise layout that focuses the guest's attention on the conversion path you want them to take
Clear Calls to Action (CTAs)	Clear (and numerous) booking links ensure guests can always start the booking process no matter where they are on the website	✔ Confirm that the option to book is omnipresent across the website in multiple ways ✔ Limit the variety of CTAs and focus on the one most important action a shopper can take ("Book Now!")
Social Tags/ Urgency Messaging	Social tags and urgency messaging validate specific offers and encourage booking completion through the "fear of losing out"	✔ Confirm that your booking engine provides social tag and urgency messaging tools, and ensure these are set up to display to guests in the booking engine **e.g.** "Best Seller", "Hot Deal", "Only 2 Left"
High Visibility Shopping Cart	Instant and clear visibility into what rooms and enhancements a guest has booked creates transparency in the booking experience and builds trust with the guest	✔ Ensure guests can easily access the shopping cart for immediate assessment of their planned booking components and can easily add or remove enhancements or switch rooms and packages
"Cheapest Rates" Calendar Views	Price-conscious shoppers can easily assess lowest rate options directly in the calendar view	✔ Review the calendar tools delivered by your booking engine and utilize cheapest rate tagging and highlighting if available
Cart Abandonment	Guests may not be able to complete the booking in the moment but may value the opportunity to hold their selections and room to complete the booking at a later time	✔ Allow guests to provide their email address to save their selections and receive a follow up message at a later time to complete the booking by taking them directly back into the booking funnel ✔ Consider adding a discount or free enhancement to the follow-up messages to further entice guests to complete the booking

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Amadeus customers using cart abandonment tools see as much as **50%** of follow up message recipients reenter the booking flow.
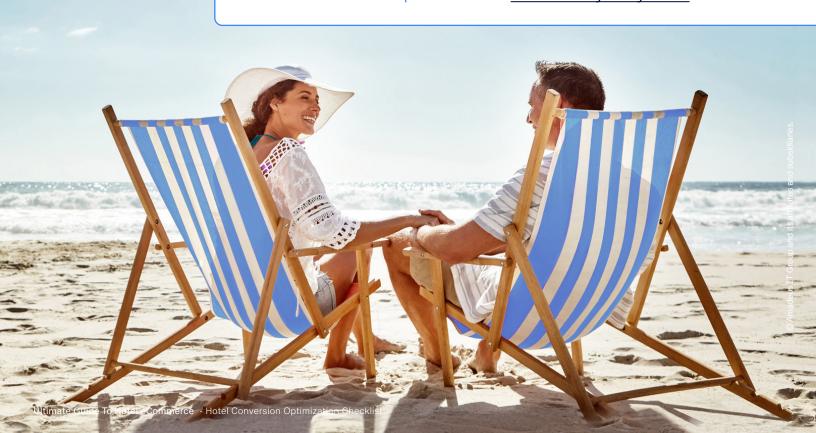
Rate Parity	Rate parity across channels is critical to your direct booking initiatives to help ensure a healthy mix between direct and OTA bookings Shoppers frequently shop by lowest rate and lack of rate parity can cause them to click into OTA channels rather than your preferred (and more profitable) direct booking channel	✔ Evaluate the OTA rates displayed for your property on metasearch sites such as Trivago, Google, and Kayak for any discrepancies with your rate strategy ✔ Reach out to OTA partners displaying out of parity rates and work with them to address any concerns

For more details on tracking and maintaining Rate Parity, download our comprehensive "Rate Parity Playbook".

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Is your hotel's direct channel experience enticing for guests?

Experiential Images & Videos	High resolution images and videos (especially virtual tours!) can help bring the shopping experience to life, and immerses the shopper in all that is great and unique about your property	✔ Utilize professional, high-resolution photos and videos on your site, in social media, and with channel partners ✔ For an elegant and professional look, embed video and images directly into content rather than using pop-up windows ✔ Offer multiple types of videos and images (property walkthrough, room tours, amenities, dining, experiences, etc.) to allow guests to "binge" on the areas of most interest to them

> **20%** *of travelers consider videos to be the most important influencing factor when considering a stay* (Market Sampler).

Discounted Promotions on Rates and Services	Entice bookings with special discounts on services as well as on rates	✔ Review and implement different discount and promotions tactics to ensure guests are offered special deals by booking direct ✔ Consider protecting average daily rate (ADR) by discounting services (parking, breakfast, late check-out, etc.) instead of rates **e.g.** "50% parking for program members", "Complimentary early check in with each 3 night stay"
Enhancement/Up-sell Merchandising	Merchandising enhancements across the booking flow – especially when personalized and targeted to specific shoppers based on guest profile data – meets guest expectations for personalized and unique experiences and entices them to book	✔ Ensure that potential guests are offered numerous enhancement opportunities at every step of the shopping journey ✔ Examine the integration between your website, customer relationship management (CRM) platform, and booking engine to deliver personalized packages and enhancements based on guest profile data **e.g.** "Your Dolphin Adventure Awaits", "Chef's Table for Two", "Anniversary Champagne and Roses Package", "Late Check Out"

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Members/Loyalty Programs	Deliver greater value to guests that enroll in members or loyalty programs by offering access to special rates and promotions not available to the public or via external booking channels	✔ Merchandise member benefits and promotions in paid search ads (PPC), social media ads, and banner ads on relevant websites associated with your property or location ✔ Prominently feature special offers and promotions for members in banner and pop-up ads to encourage guests to join ✔ Utilize "Members-only" rates and strikethrough pricing to show the value of program enrollment ✔ Leverage automated programmatic email marketing to engage members with special promotions and discounts ✔ Recognize members in the booking flow and provide them with special promotions and discounts for their loyalty
Guest Reviews	Peer validation in the form of guest reviews is a strong motivator for shoppers to confirm their desire to stay at your property and complete the booking process	✔ Consider adding a gallery or carousel of (anonymous) customer reviews and quotes pulled from thank you emails, online review sites, and post-stay guest surveys to your home page

There is no shortage of potential eCommerce elements that can influence direct booking conversion rates and revenue objectives. Be sure to check out the other checklists in our Ultimate Guide to Hotel eCommerce series for additional strategies and tactics.

○ Hotel SEO Checklist

○ Hotel Website Navigation Checklist

Find out more
For further information, visit **amadeus-hospitality.com** or speak to your Amadeus Account Manager today.

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