

# Enjoy more direct bookings online

## Direct Booking Manager converts online visitors into on-site guests

With the introduction of OTAs and an increase in people wanting to travel, guests have become choice-rich, patience poor. They are seeking unique and personalised experiences and as a consequence, are less loyal. COVID-19 has forced guests of all ages across the world to be more tech-savvy and used to purchasing online. As such it has become harder and more expensive to stand out from the crowd.

Hoteliers can't afford a weak online presence, therefore Guestline Direct Booking Manager (DBM) was built to help hoteliers make the best use of their website and digital marketing. By removing all the constraints, guests can book directly online and start a strong lifetime relationship with your hotel.

### The Challenge

Convincing visitors about the advantages of booking directly online

### The Solution

User-friendly and effective direct online booking process

- **Increase conversion & spend per booking**

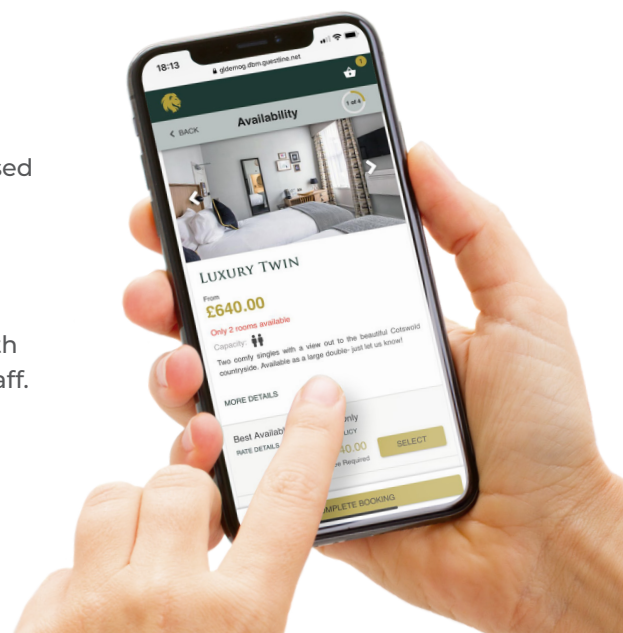
Hoteliers typically achieve conversion rates of between 2.5% and 7% thanks to its smooth booking process: intuitive and modern interface; live PMS availability, rates and restrictions; contextualised rooms, packages and upsells offers; and secure payments.

- **Save time**

Fully integrated and automated from digital marketing to the booking confirmation. Guests complete the booking process with ease from any device without being an operational hurdle for staff.

- **Peace of mind**

Our solutions are always compliant with the latest local and international regulations, therefore DBM is GDPR, PCI and PSD2 compliant.



LAKE DISTRICT  
HOTELS

“ The group has seen a 9% increase in occupancy, a 22% increase in direct bookings, and a £10 increase in ARR ”

Daniella Hope, Marketing Director

# How it works...



## Integrated and customised experience

- Simple installation with a single line of code, accompanied by comprehensive documentation, DBM can be running in any website within minutes
- Consistent branding across all Guestline guest-facing products for a greater guest experience



## Designed to convert while delighting guests

- Complete the booking quickly and easily with an intuitive, modern interface translated into 8 languages (i.e. English, French, German, Dutch, Spanish, Portuguese, Italian and Danish)
- Step-by-step booking process optimised for any device screen and browser: search, select, pay, and confirm – including optional product upsells based on package selection
  - » Smart-search calendar with live PMS availability and restrictions
  - » Easy to browse hotel, room, rate, and policy/ cancellation information
  - » Integrated e-commerce style shopping basket at all stages of the booking clearly shows itinerary, rates, and total pricing
  - » Clear display of privacy policies, cancellation terms, and general terms
  - » Seamless 3DSv2 and PCI compliant payments/ guarantees via GuestPay integration
  - » Automated branded confirmation emails from the hotel email address with full itinerary and details
- “My Booking” access to enable guests to retrieve their reservation online at any time, and allows online cancellations (where policies allow)



## Automation at it's best

- Confidently automate PMS rates and availability in DBM, so guests when interacting live with your Guestline products experience fast, real-time results at their fingertip
- Guestline DBM updates PMS in real-time with reservation/cancellation information including GDPR compliant guest profile & preferences, upsells, guarantees and PCI compliant payment/ guarantee tokenisation
- No manual management of rates or reservations required – DBM automates the entire process, including handling branded confirmations of reservations or cancellations with your guests



## Unlimited 3<sup>rd</sup> party integrations

- Google Tag Manager enables and supports 3<sup>rd</sup> party including:
  - » Marketing & Reporting: Google Analytics, conversion funnels, AdWords, PPC and Campaign tracking
  - » Price comparison: Triptease
  - » Chat bot: Triptease and Humanise AI