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Guestline launch new Alternative Payment Methods to boost direct channel revenues

The new APMs align with local, consumer and purchasing preferences

Guestline increases the number of alternative forms and methods of payment (also known as APMs) that are popular and widespread amongst guests to further streamline the checkout experience and drive direct revenue.

The new APMs, available as a payment method on Guestline's Direct Booking Manager, include: WeChat Pay, iDEAL, Alipay, Sofort, Giropay, Bancontact, PostFinance and UnionPay.

With over half of all online transactions (globally) expected to be made using alternative payment methods by 2021* hoteliers can ill afford to ignore them!

Build trust and improve conversions

'Providing customers with convenient payment methods is essential and these new APMS will not only enhance the guest experience, but they will increase online conversions, bookings and upsell revenue. Offering the consumer's preferred payment method on your online booking platform also helps hotels build trust with their potential bookers as they'll be familiar with and comfortable using them.

The hotel's payment processes need to reflect the changing needs of the guest and cater for the relevant and local payment methods – all whilst streamlining and improving the guest experience and ATMs enable this' commented **James Surridge, Senior Product Manager**.

What is an APM?

An Alternative Payment Method is a way of paying for goods or services outside of the mainstream credit card schemes, like Visa, MasterCard, or American Express. As guests increase their means of paying via online banking, digital wallets, and smartphones, APMs are increasing in popularity.

APMs fall into 3 categories - Bank Transfers [online banking], wallet-based solutions [in-person transactions using a mobile device, and digital wallets for paying online] and Cash-in APMs [[Prepaid cards and Prepay accounts].

Which one is right for my hotel?

Online transactions made using APMs are on the rise and if you're planning to attract overseas guests, then localized payment methods are crucial to help boost ancillary revenues and direct channel conversions. You might want to think about offering an APM that is most widely used in that country, that people are regularly pay with, to broaden your international appeal. In China for

example, guests are comfortable paying with Alipay and WeChat Pay with only around 5 percent of all online payments in this market being made with credit cards.

Fancy being one of the first to offer these APMs?

Guestline empowers hoteliers with a transparent and secure omni-channel payment solution, [GuestPay](#) and offers the most current and relevant APMs to match their guest preferences wherever they are based.

*WorldPay Global Payment Report, 2017

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Notes to Editor:-

Contact Details

For further information please contact Kate Fuller, Guestline Marketing Manager: kate.fuller@guestline.com or +44 1743 282300.

About Guestline

Established over 28 years ago, Guestline provides innovative property management, guest engagement and distribution software to the hospitality industry. Founded on cloud technology, Guestline's revenue generating solutions enable independents of all sizes and small hotel groups to achieve maximum occupancy at the most profitable rate.

With offices in the UK, Germany, The Netherlands, Ireland and Thailand, Guestline's property management software is currently growing revenues in businesses in 25 countries across five continents. The range of solutions include Guestline PMS, CRS, C&B, Channel Manager, EPoS, IBE and GuestPay. Additionally, Guestline's PMS can be integrated with nearly 200 third-party solutions via an API.

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