24/24

E-COMMERCE WEBINARS

EPISODE #9

Booking.com Content

PRESENTED BY TESSA JEWELL

JULY 30, 2024

About Booking.com

Why stay up-to-date?

What is your Booking.com score?

How do we update?

Conclusion

Why stay up-to-date?

SEARCHING

BRAND AUDITS

ACCURATE AMENITIES

MORE BOOKINGS

BETTER REVIEWS

What is your score?

Property page score

This tells you how much your Booking.com property page appeals to potential guests based on the info and photos you add.

Awesome job!   100%

Other properties' property page scores:

Best Western Oceanfront	100%
Beachside Surf Haven	94%
Casa Marina Hotel & Restaurant - Jacksonville Beach	87%
Margaritaville Jacksonville Beach	86%

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Property Page Score

Complete the following actions to increase your property page score.

A 100% property page score can potentially lead to 18% more bookings.

✓ **Upload at least 24 photos** Done!		Add more photos
○ **Make sure all of your photos are high quality** 6 of your photos are low quality.		Replace low-quality photos
✓ **Add or tag a photo of your swimming pool** Done!	Upload or tag photos	
✓ **Add or tag a photo of your restaurant** Done!	Upload or tag photos	
✓ **Add or tag a photo of your property's exterior** Done!	Upload or tag photos	
✓ **Add the languages spoken by your staff** Done!		Add languages
○ **Add at least 4 photos per room** 3 rooms have fewer than 4 photos.		Add more photos
○ **Add high-quality photos for all of your rooms** 3 of your rooms are missing high-quality photos.		Upload new photos
✓ **Specify bed sizes for each room** Done!		Add bed sizes
✓ **Specify the room sizes** Done!		Add room sizes
✓ **Add swimming pool info** Done!		Add swimming pool details
✓ **Add restaurant info** Done!		Add restaurant details
✓ **Add room amenities for your rooms** Done!		Add room amenities
○ **Add bathroom photos** You have 3 rooms missing bathroom photos.		Add bathroom photos

Property page score

This tells you how much your Booking.com property page appeals to potential guests based on the info and photos you add.

There's room for improvement — 77%

Other properties' property page scores:

Pelham Court Hotel	99%
The Newport Lofts - Brick Market Place	98%
The Newport Lofts - 194 Thames Street	96%
Almondy Inn Bed & Breakfast	95%
America's Cup Inn Newport	91%
monthly only shared apt	86%

What's the difference between your room types? `New`

Sell more expensive rooms when you highlight the difference between room types

Adjust room info

Upload at least 24 photos
Done!

Add more photos

Make sure all of your photos are high quality
6 of your photos are low quality.

Replace low-quality photos

Add or tag a photo of your swimming pool
Done!

Upload   or   tag photos

Add or tag a photo of your restaurant
Done!

Upload   or   tag photos

Add or tag a photo of your property's exterior
Done!

Upload   or   tag photos

Add the languages spoken by your staff
Done!

Add languages

Add at least 4 photos per room
3 rooms have fewer than 4 photos.

Add more photos

Add high-quality photos for all of your rooms
3 of your rooms are missing high-quality photos.

Upload new photos

Specify bed sizes for each room
Done!

Add bed sizes

Specify the room sizes
Done!

Add room sizes

Common Points

- *Not enough photos*

- Room amenities (e.g. new room type was added)

- Room Details:
    - Number of rooms for each type

    - Bed type

Next Steps

Poll

Poll

- Easier than Expedia to reach 100%

- If you do not have access, let me know!

- Shop your hotels regularly to catch errors – set a schedule for yourself

Poll #2: Rankings?

What affects your placement in searches?

- Property Content Score

- Guest Messages / Reservation Messages

- Guest Reviews

What affects your placement in searches?

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- Guest Reviews

Measured and reported in Revinate monthly by Sunny

What affects your placement in searches?
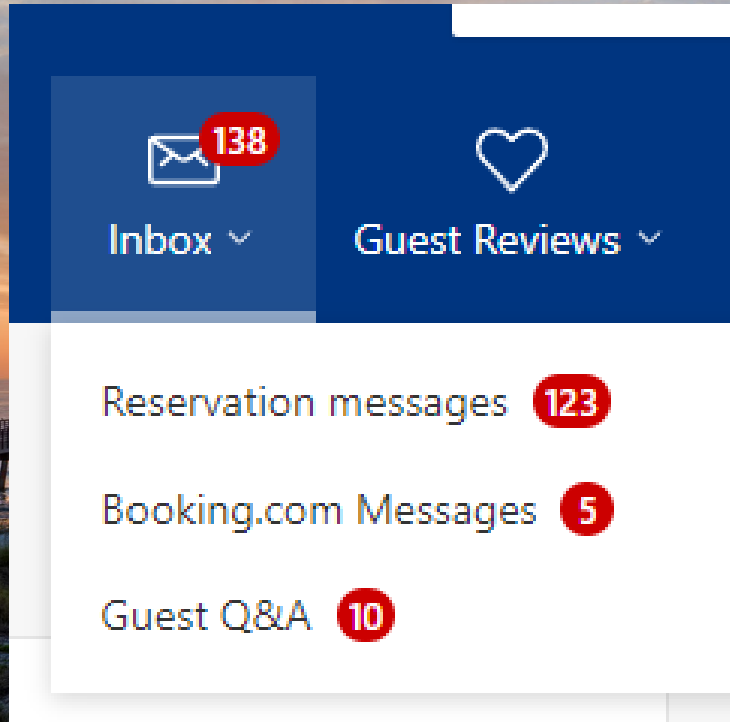
Measured and checked quarterly by Tessa

- Property Content Score

- Guest Messages / Reservation Messages

Measured and reported in Revinate monthly by Sunny

- Guest Reviews

What affects your placement in searches?

- Property Content Score

- Guest Messages / Reservation Messages

- Guest Reviews

Measured and checked quarterly by Tessa

Important, but currently not reported on

Measured and reported in Revinate monthly by Sunny

How to fix?

- Make sure you are being notified!

- Assign someone from the Front Desk to stay on top of Reservation Messages, Guest questions, etc.

- Ensure that your Contacts area is filled out appropriately

FYI: This hotel was notified, and they are already working on fixing this.
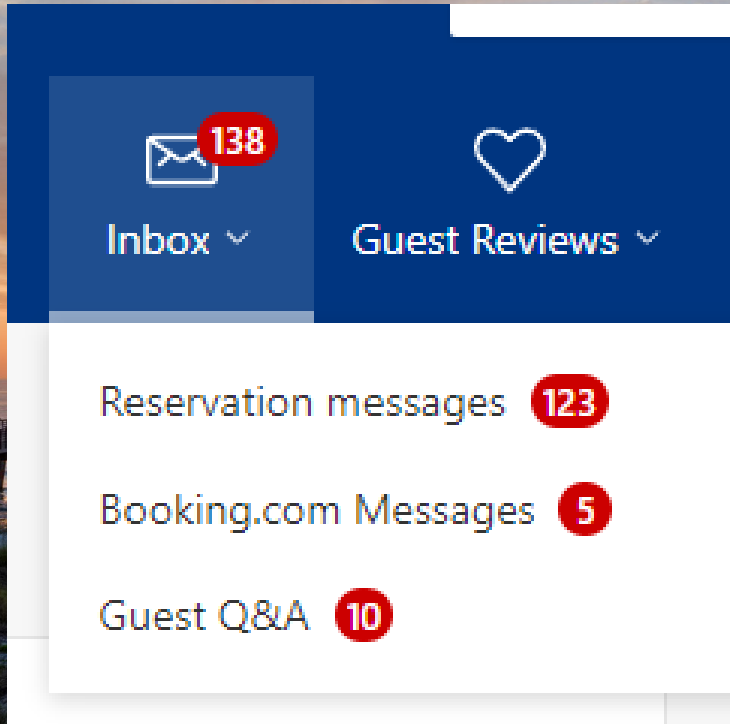
How to fix?

- Do you know if your guest messages are being seen and answered?

- Effects the guest experience

- Consider it another point of contact where you can Wow the guest
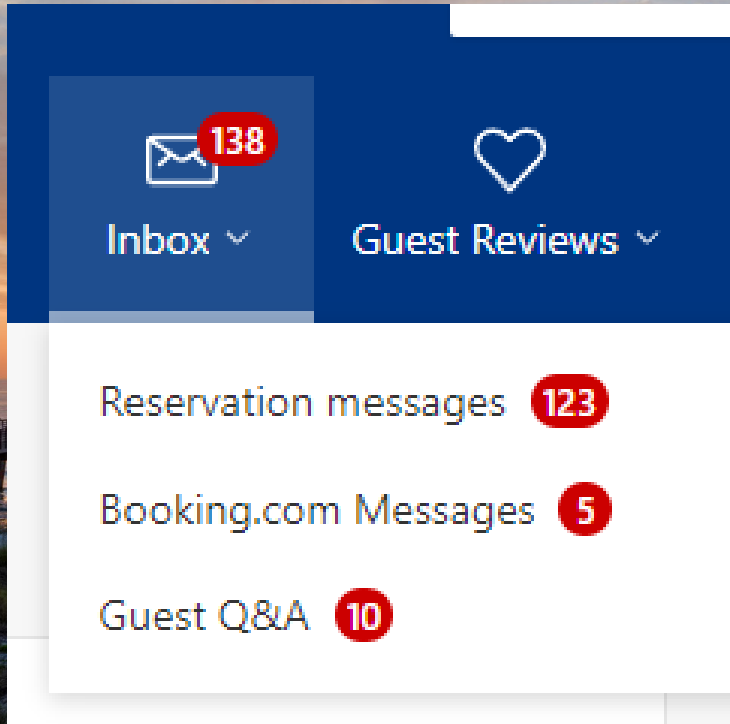
Photos for Marriott / Hilton / IHG

PROS

It's all automated: if your website is good, then your OTAs are likely up-to-date

High-quality images

Periodic automated checks

CONS

It's all automated…
- Broken chain, e.g. Marriott >> Leonardo >> Booking.com
- Delays
- Accessible rooms don't exist… (Marriott)

Tagging gets wonky

If you see something weird, let me know. It could be a larger issue.

Quarterly Shaner Audit

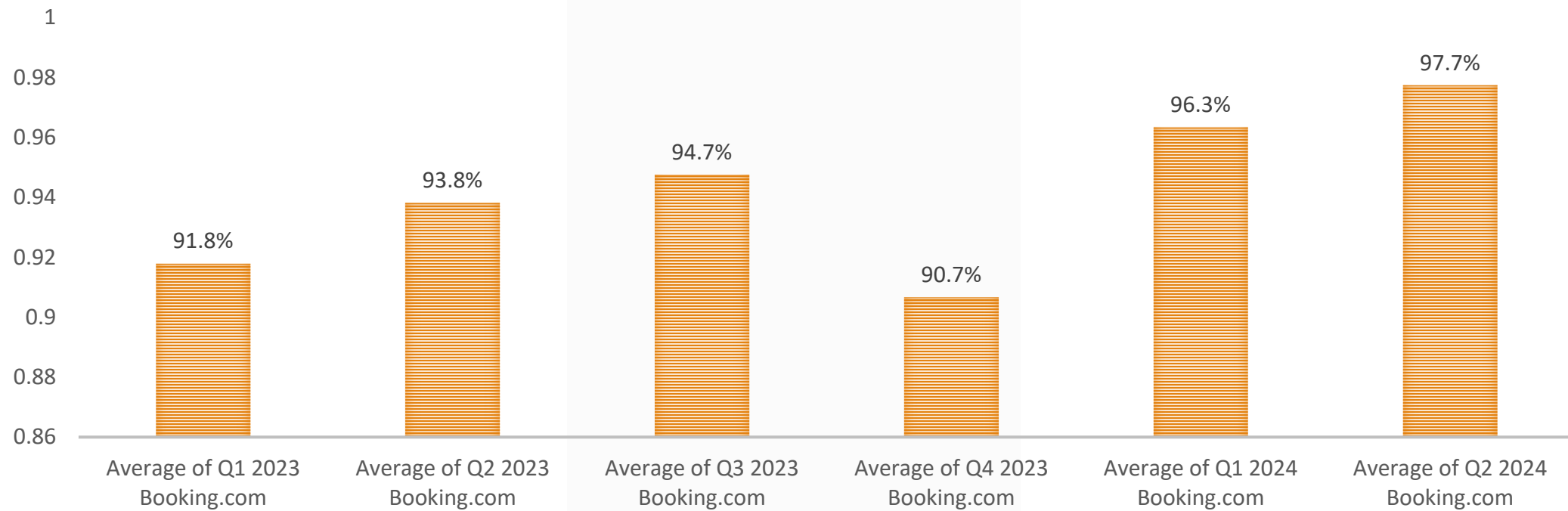## TOTAL AVERAGE BOOKING.COM PROPERTY SCORE BY QUARTER

91.8%	93.8%	94.7%	90.7%	96.3%	97.7%
Average of Q1 2023 Booking.com	Average of Q2 2023 Booking.com	Average of Q3 2023 Booking.com	Average of Q4 2023 Booking.com	Average of Q1 2024 Booking.com	Average of Q2 2024 Booking.com

Quarterly Questions Q2 2024

33

41

THANK YOU!

- ■ Responded   ■ Unresponsive
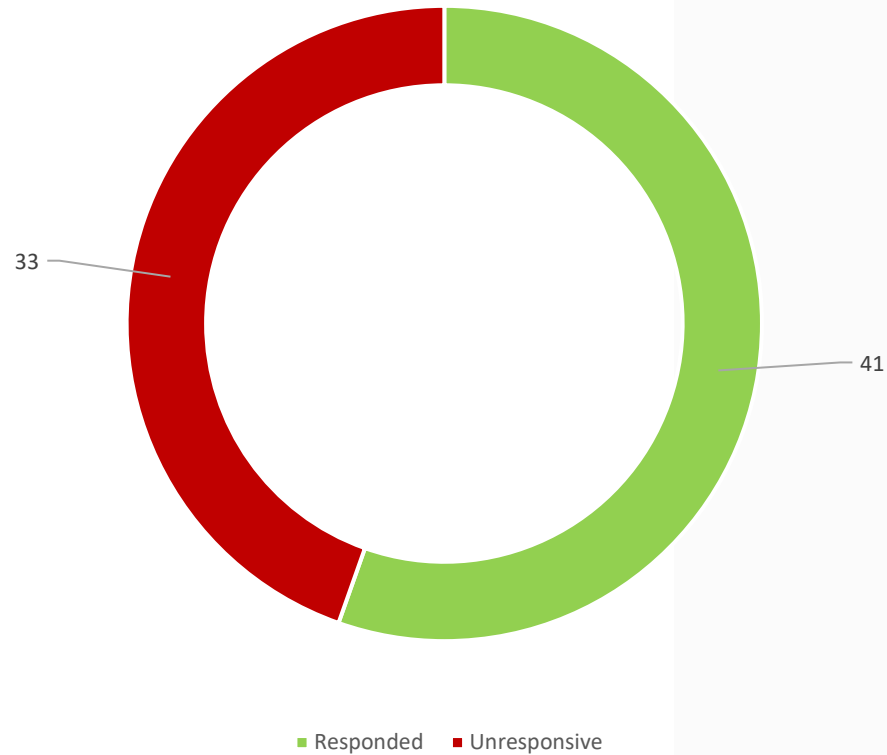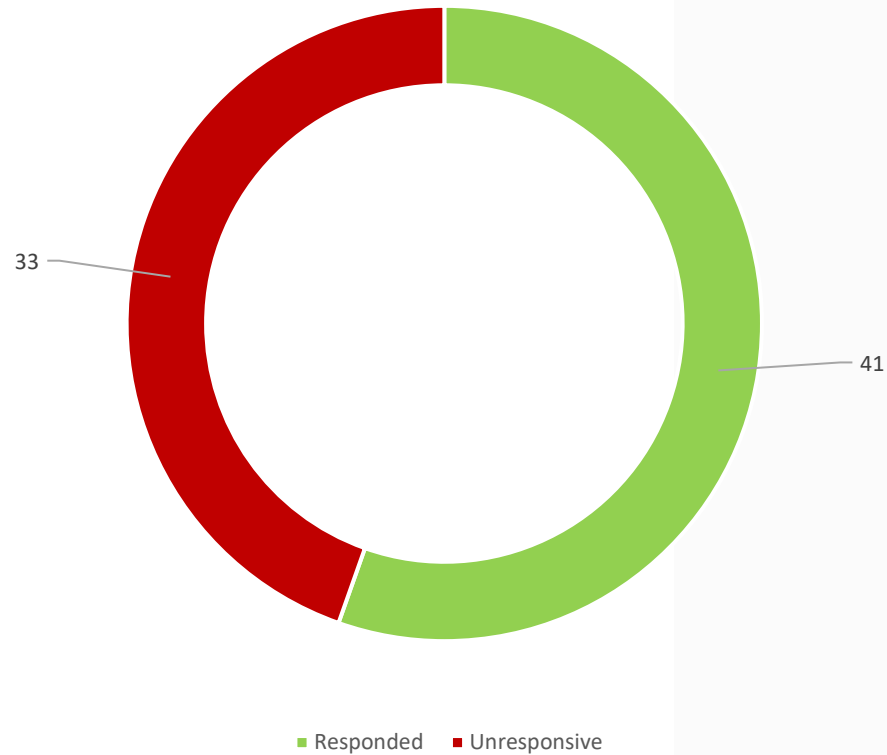
Quarterly Questions Q1 2024

- Identify common pain points

- Check that the item(s) are up-to-date across our portfolio

- It's a reminder to look at your OTA account

Increase content scores!

33

41

Responded   Unresponsive

On-Property Audit

Shop your hotel on Booking.com

1. Make the changes yourself
   - Need access?
     - [Request Forms (shanerdigital.com)](shanerdigital.com) > Profile Access
   - Need access to respond to guest reviews and receive guest messages as well

2. *Or just email me.*

Brand Audit

Regular reports > brands take notice

Better to already be keeping up with your content scores

Working Together

E-COMMERCE   ON-PROPERTY   BRAND

Questions?