MAXIMISE CONVERSION BY
UNDERSTANDING YOUR GUEST

THE FUNDAMENTALS OF GUEST BEHAVIOUR AND WEB OPTIMISATION IN ASIA-PACIFIC

FASTBOOKING
THINK ▷DIRECT

TRIPTEASE

CONTENTS

INTRODUCTION

The online travel market in APAC is fragmented, fast-moving and full of opportunity. Hotels across the continent are seeking new and innovative ways to charm tech-savvy guests and improve the performance of their website while reducing their dependence on online travel agents (OTAs) in the process.

The fight for direct bookings in this region is fundamentally different to the one in North America or Europe and needs to be approached differently as a result. Where major US brands are taking a very public stand against OTA dependency (Marriott, Hilton and IHG have all run campaigns focused on direct bookings), hotels in Asia particularly can feel much more powerless against the distribution giants.

Many hoteliers are unaware of the impact on their business of high OTA dependency and undercut prices (where the OTA displays a cheaper rate than the hotel's direct site).

The desire to maximise occupancy and stretch slim margins can sometimes provide a perverse incentive to cut prices and hand over inventory to third parties. While this may result in a short-term gain, it provides no ground for building a base of returning guests willing to invest in your product.

Guests that book directly through the hotel website deliver more revenue and are often more likely to pay for ancillaries and upgrades. Crucially, though, the hotel immediately has a direct relationship with that guest, making it easier to re-market to them and convert them into a repeat booker. Maximising the conversion rate of your hotel's website is vital to maintaining a competitive stance in today's tempestuous online booking landscape.

Triptease and FASTBOOKING have partnered to provide an in-depth view of the APAC online booking market based on close analysis of approximately 500 FASTBOOKING hotel clients. From parity to personalisation, this report covers the fundamentals of web optimisation for hotels in Asia-Pacific.

From this report, you will gain a comprehensive understanding of:

- The importance of parity
- Learning from guest behaviour to optimise your website
- How booking engine conversion rates and booking value are impacted by lead time
- How guest booking behaviour varies by device

OUR APPROACH

Local context needs to play an important part when discussing conversion rate optimisation in this region. The issues faced by a hotel in Singapore will be different from those faced by one in Thailand. A one-size-fits-all approach to direct bookings is not the solution. Where hoteliers can drive improvement within their organisation is by comparing their website performance to others in their region and competitive set to identify where they're excelling - and where they're falling behind.

We've analysed the booking engine data from hundreds of hotel websites across the Asia-Pacific region. This constitutes over 1.7 million sessions, 5.2 million searches and nearly 62,000 bookings. Our analysis looks at the period from March to June 2018 (inclusive). In each section, we will present the overall regional trend as well as a breakdown by hotel country.

THE SCALE OF THE DATA

Below you can see the millions of searches, sessions and bookings made on the hotel websites under analysis from March 1 - 30 June 2018. Note that this takes into account booking engine traffic only, rather than the entire website.

HOTEL COUNTRY	NO. OF HOTELS	SEARCHES	SESSIONS	DIRECT WEB BOOKINGS	SESSION CONVERSION RATE
THAILAND	36	1,918,281	484,330	11,236	2.32%
JAPAN	241	1,461,137	518,085	29,965	5.78%
MALAYSIA	28	751,574	254,935	10,512	4.12%
INDONESIA	117	499,725	226,290	4,911	2.17%
MALDIVES	3	250,573	98,403	154	0.16%
TAIWAN	14	125,328	47,998	1,818	3.79%
SINGAPORE	11	105,985	42,343	1,295	3.06%
VIETNAM	10	59,333	21,450	862	4.02%
SOUTH KOREA	2	54,492	20,715	402	1.94%
SRI LANKA	1	44,806	13,816	262	1.90%
CHINA	5	8,477	5,955	119	2.00%
CAMBODIA	1	931	614	10	1.63%
TOTAL	469	5,280,642	1,734,934	61,546	

Source: Fastbooking

THE IMPORTANCE OF PARITY

The majority of hotels in Asia-Pacific work with wholesalers and OTAs to ensure occupancy and generate new businesses. For a market experiencing increased interest from international travellers, third parties can be a cost-effective and reliable channel to generate incremental bookings.

Unfortunately, the dominance of OTAs generates the belief among travellers that the best price and experience will be found with a third party - which then locks hotels into a cycle of high commission fees and disconnection from guests. While a 20% OTA share of distribution might provide significant incremental revenue, an 80% share squeezes margins and limits the hotelier's ability to interact with the guest on their own terms.

So, how do you increase the number of guests booking directly through your website?

The first and arguably most important step is to take control of your rate parity and reduce the instances of OTAs displaying cheaper rates for your property than your direct website. In many Asian countries, this is a task easier said than done: there are far more minor OTAs than in Europe or America (where Booking.com and Expedia dominate), and rate parity agreements are either loosely enforced or non-existent.

The practice of OTAs displaying third-party rates (as opposed to those contracted directly with the hotel) is also much more prevalent in the region; we are used to seeing Agoda surfacing unbundled wholesale rates, and Booking.com are beginning to do the same with Booking.basic.

However, parity management has to be the cornerstone of any successful direct booking strategy.

Fig.1 - The impact undercutting has on your booking engine conversion rate

% of time hotel direct rates undercut by OTA rates
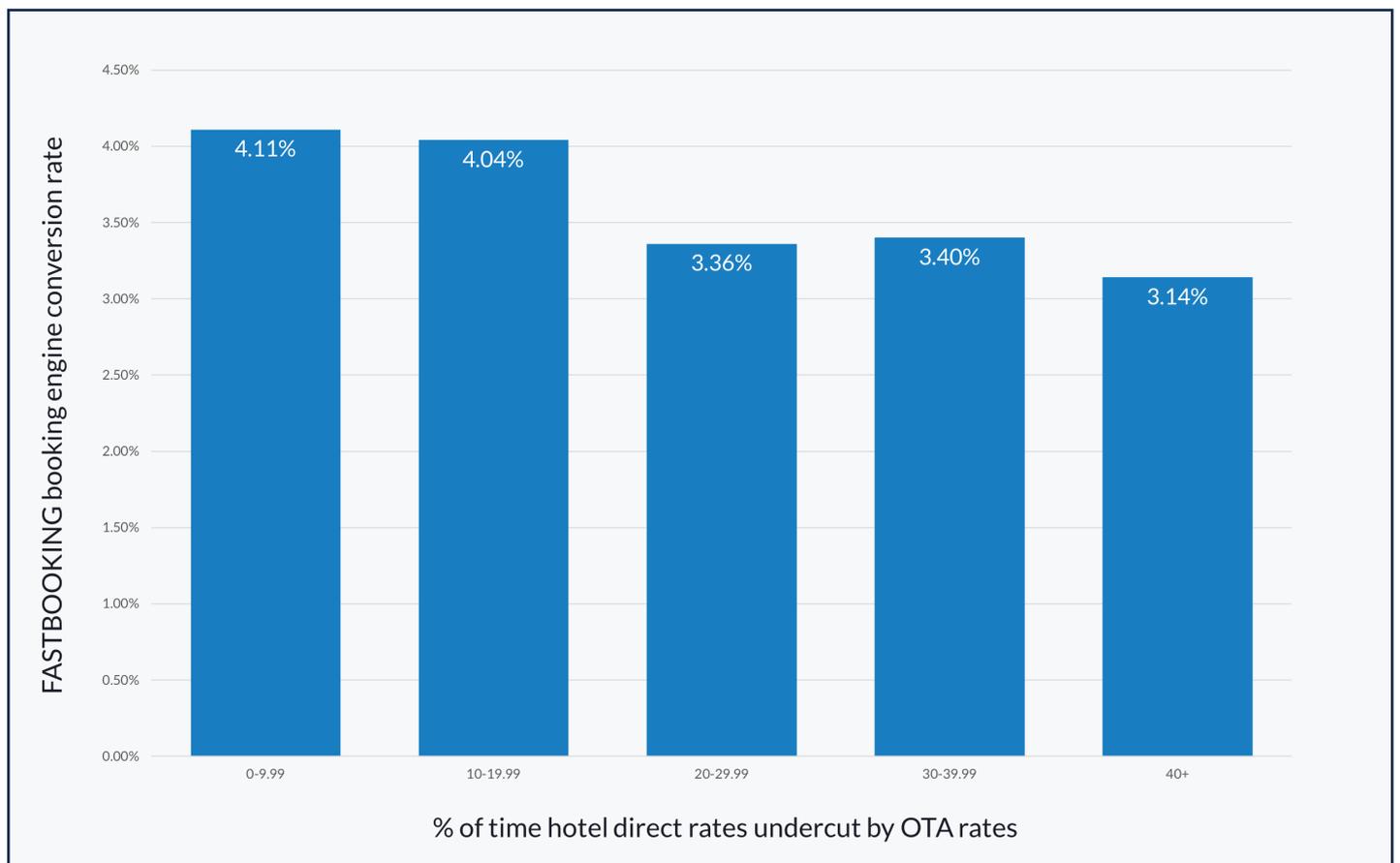
THE IMPORTANCE OF PARITY

We can see that the amount of time that a hotel in Asia-Pacific is undercut by the OTAs has a significant impact on its booking engine conversion rate. There is a 31% difference between the conversion rate of hotels undercut between 0-10% of the time and those undercut more than 40% of the time.

In real terms, it means that a potential guest is 31% more likely to book directly through your website if you are rarely undercut than if you are often undercut.

Today's hotel guests are savvy purchasers who are completely at ease with comparative shopping. If there's a better price out there than the one on your website, they'll find it. More than just an occasional nuisance, price disparity is an issue with tangible business impact.

In the Asia-Pacific region, this business impact is a source of frustration to hoteliers struggling to change the behaviour of their OTA partners. It's not uncommon to see OTAs simply ignoring a hotel's requests to remove an undercutting rate. In these instances, having the ability to dynamically change the messaging on your hotel website - or even price match the OTA rate - can be a serious advantage.

OPTIMISE FOR EVERY GUEST

We've seen that improving parity has a marked impact on booking engine conversion rates across the Asia-Pacific region. But once you're in parity, how can you turbo-charge your website and booking engine and further increase your direct bookings?

A visitor is more likely to book if they feel that they are personally taken care of on your website. The experience for them should be just like the one they would receive in your lobby; warm, hospitable, and tailored precisely to their needs and interests.

To serve a tailored experience, hotels first need to have a solid understanding of who is looking and booking on their website. In this section, we examine guest behaviour on hotel websites in the Asia-Pacific region.

GUEST BEHAVIOUR BY COUNTRY OF ORIGIN

Fig. 2 - How conversion rate and Average Booking Value vary by visitor country
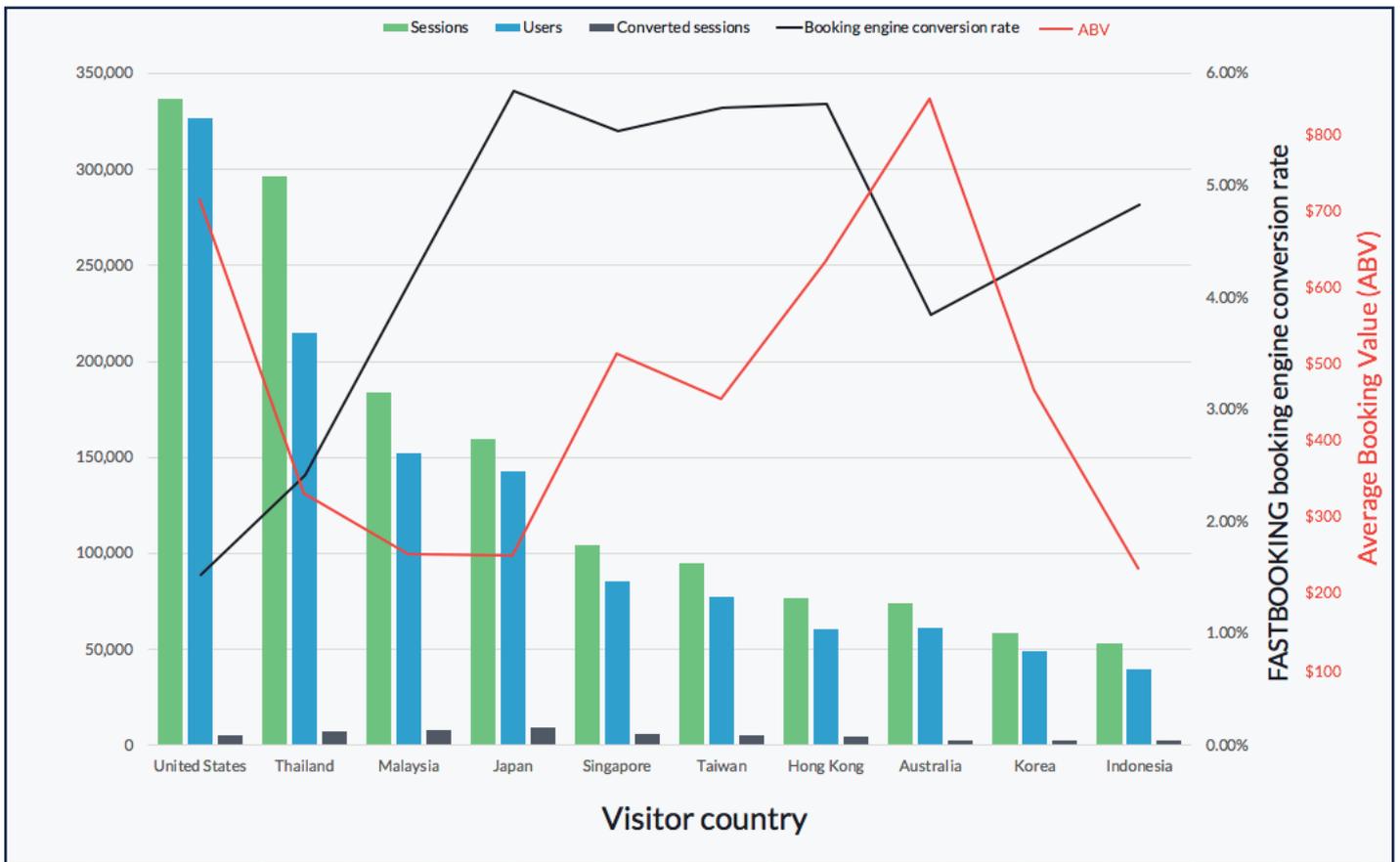
VISITOR COUNTRY	AVERAGE BOOKING VALUE (ABV)	SESSIONS	USERS	CONVERTED SESSIONS	BOOKING ENGINE CONVERSION RATE
UNITED STATES	$732.23	336,641	326,721	5,129	1.52%
THAILAND	$338.05	296,673	214,696	7,161	2.41%
MALAYSIA	$257.21	183,863	151,878	7,586	4.13%
JAPAN	$256.65	159,786	142,978	9,329	5.84%
SINGAPORE	$525.88	104,119	85,453	5,709	5.48%
TAIWAN	$464.75	95,070	77,616	5,407	5.69%
HONG KONG	$648.23	76,388	60,244	4,380	5.73%
AUSTRALIA	$866.24	73,634	61,274	2,835	3.85%
KOREA	$477.68	58,399	48,892	2,534	4.34%
INDONESIA	$239.25	52,968	39,428	2,560	4.83%

GUEST BEHAVIOUR BY COUNTRY OF ORIGIN

In this chart, you can see the volume of sessions to the hotel websites split out by the traffic's country of origin. Overlaid on this is the Average Booking Value exhibited by guests from each of those countries and the rate at which those guests convert on the booking engine.

While it's useful enough to know where your web traffic is coming from, it's even more important that you use that information in combination with what you know of other aspects of user behaviour to know how to tailor your website to your most valuable guests.

Across the 500 hotels in Asia-Pacific under analysis, we can see that their websites are visited by searchers in the United States more than those from any other country. The US is the only country outside of Asia-Pacific that makes it into the top 10 sources of website traffic. Visitors from the US also have the second-highest Average Booking Value when it comes to purchasing a stay ($732.23), just behind Australian guests with an ABV of $866.24. However, American visitors have by far the lowest session conversion rate out of the ten countries here.

Though Australian visitors are searching for stays with the highest Average Booking Value, they make up a relatively small proportion of traffic to hotel websites in this region. Conversely, visitors from Thailand make up a significant portion of traffic but have one of the lowest ABVs ($338.05).

One hypothesis that can be drawn from these results is that guests coming to Asia from further afield (the United States, in some cases Australia) are booking longer leisure stays - hence the higher booking value and lower conversion rates. Local guests are more likely to be booking short business trips or weekend stays, making trips in higher volumes but at a lower price.

When presented with the numbers like this, it's clear that hotel websites need to segment their web traffic to present the right inventory and price through their booking engine to the groups most likely to book at that price.

Taking a comparative view of your website metrics allows you to identify the 'quickest wins' and the areas where most potential revenue is being lost. If this data belonged to one hotel group, they might want to target Australian and American website visitors specifically: this group is apparently willing to pay more than local guests, but they are currently less likely to book.

It is worth noting that this conversion rate relates to the session rather than the user themselves; as holidays are often booked over multiple sessions, it makes sense that (presumed) leisure guests have a lower conversion rate than business.

In this assistive age, guests expect to see only content that appears thoughtfully tailored to them. It's important to invest in the capability to segment your digital content based on user behaviour. In this instance, hoteliers could surface higher-value offers to visitors searching from countries such as the US, Hong Kong and Australia, with an emphasis on leisure and luxury (when appropriate). For local traffic, hoteliers could look to promote business travel benefits such as free wifi or ironing service.

GUEST BEHAVIOUR BY COUNTRY OF ORIGIN

Below, we've split out the same chart by six different countries (we selected those with the highest booking volumes of all the hotels under observation). These regional breakdowns will allow you to compare your performance to that of your peers on a more local scale and see whether you're pulling ahead or falling behind.

Fig. 2(a) Hotels in Thailand

VISITOR COUNTRY	AVERAGE BOOKING VALUE (ABV)	SESSIONS	USERS	CONVERTED SESSIONS	BOOKING ENGINE CONVERSION RATE
THAILAND	$260.20	268,011	192,305	5,987	2.23%
UNITED STATES	$798.56	46,142	44,464	513	1.11%
AUSTRALIA	$1,003.83	20,909	16,984	447	2.14%
SINGAPORE	$497.83	18,183	14,548	920	5.06%
GREAT BRITAIN	$1,496.06	15,835	13,318	313	1.98%

Fig. 2(b) Hotels in Japan

VISITOR COUNTRY	AVERAGE BOOKING VALUE (ABV)	SESSIONS	USERS	CONVERTED SESSIONS	BOOKING ENGINE CONVERSION RATE
JAPAN	$222.46	143,225	129,671	8,404	5.87%
UNITED STATES	$704.01	110,095	104,662	3,692	3.35%
TAIWAN	$489.33	68,506	54,543	4,618	6.47%
HONG KONG	$641.66	52,341	41,606	3,486	6.66%
SOUTH KOREA	$484.03	27,174	23,401	1,715	6.31%

Fig. 2(c) Hotels in Malaysia

VISITOR COUNTRY	AVERAGE BOOKING VALUE (ABV)	SESSIONS	USERS	CONVERTED SESSIONS	BOOKING ENGINE CONVERSION RATE
MALAYSIA	$214.27	160,345	133,093	6,606	4.12%
SINGAPORE	$309.39	29,512	25,669	1,619	5.49%
UNITED STATES	$488.96	27,452	27,003	310	1.13%
AUSTRALIA	$722.68	6,531	5,433	389	5.96%
GREAT BRITAIN	$861.33	4,445	3,836	205	4.61%

GUEST BEHAVIOUR BY COUNTRY OF ORIGIN

Fig. 2(d) Hotels in Indonesia

VISITOR COUNTRY	AVERAGE BOOKING VALUE (ABV)	SESSIONS	USERS	CONVERTED SESSIONS	BOOKING ENGINE CONVERSION RATE
UNITED STATES	$623.44	100,509	100,053	150	0.15%
INDONESIA	$142.26	42,508	30,758	2,087	4.91%
SINGAPORE	$576.97	21,981	18,536	1,031	4.69%
AUSTRALIA	$1,240.39	15,726	13,162	528	3.36%
ROMANIA	$344.69	9,434	9,427	1	0.01%

Fig. 2(e) Hotels in Taiwan

VISITOR COUNTRY	AVERAGE BOOKING VALUE (ABV)	SESSIONS	USERS	CONVERTED SESSIONS	BOOKING ENGINE CONVERSION RATE
TAIWAN	$239.97	22,902	20,356	664	2.90%
UNITED STATES	$620.35	8,289	8,019	185	2.23%
JAPAN	$409.57	5,187	4,432	344	6.63%
HONG KONG	$458.81	4,219	3,680	181	4.29%
SINGAPORE	$529.60	1,901	1,633	137	7.21%

Fig. 2(f) Hotels in Singapore

VISITOR COUNTRY	AVERAGE BOOKING VALUE (ABV)	SESSIONS	USERS	CONVERTED SESSIONS	BOOKING ENGINE CONVERSION RATE
UNITED STATES	$1,031.07	12,369	12,247	126	1.02%
SINGAPORE	$383.14	9,631	7,073	351	3.64%
AUSTRALIA	$771.03	4,146	3,576	193	4.66%
INDONESIA	$527.89	2,597	2,229	62	2.39%
MALAYSIA	$485.95	1,735	1,489	66	3.80%

GUEST BEHAVIOUR BY BOOKING LEAD TIME

Fig. 3 - Conversion rate, average booking value and total booking value by lead time
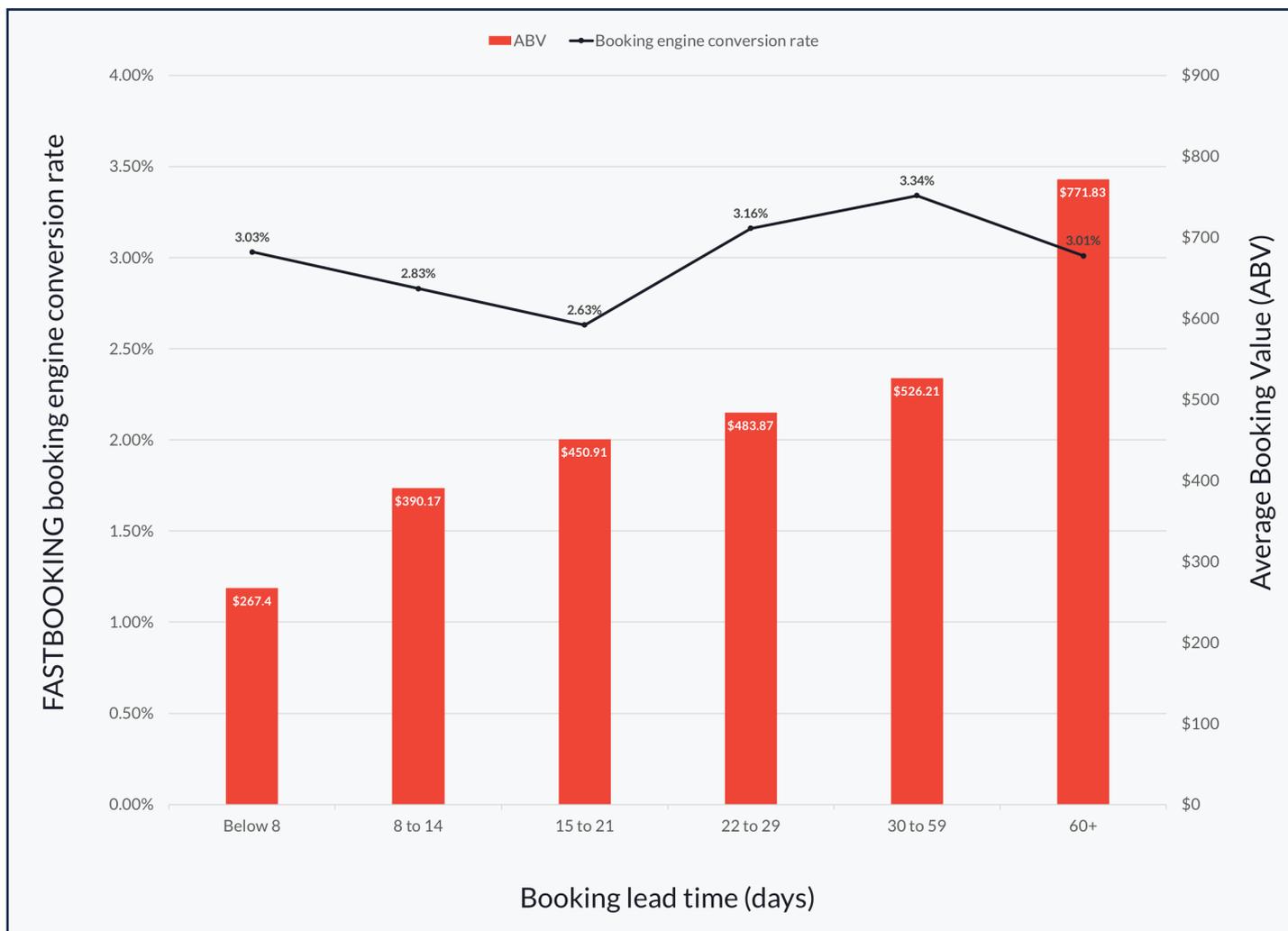
BOOKING LEAD TIME (DAYS)	BOOKING ENGINE CONVERSION RATE	AVERAGE BOOKING VALUE (ABV)	SHARE OF TBV %
BELOW 8	3.03%	$267.40	16%
8 TO 14	2.83%	$390.17	9%
15 TO 21	2.63%	$450.91	8%
22 TO 29	3.16%	$483.87	7%
30 TO 59	3.34%	$526.21	17%
60 AND ABOVE	3.01%	$771.83	44%

GUEST BEHAVIOUR BY BOOKING LEAD TIME

Another factor to consider when analysing your web traffic is how the booking lead time interacts with Average Booking Value (ABV) and booking engine conversion rate. For the 500 hotels under observation, by far the highest proportion of booking value comes from bookings made over 60 days in advance. These bookings also have the highest Average Booking Value of any lead time segment.

We can also see that there is a general trend towards web sessions further away from the check-in date having a higher conversion rate on the booking engine, with sessions 1-2 months in advance of check-in having the highest conversion rate of all.

It looks like those guests making longer, more expensive bookings are planning and booking early - a hypothesis which corroborates the conclusions we've already drawn from the behaviour of American and Australian guests.

The fact that shorter-term sessions - i.e. those performed under three weeks from check-in date - have a lower conversion rate suggests that more could be done on websites in this region to capitalise on 'last-minute' traffic. These bookings contribute a reasonable proportion of Total Booking Value and increasing their volume by targeting potential guests with last-minute offers could be a quick win for hotels in the region.

GUEST BEHAVIOUR BY BOOKING LEAD TIME

Fig. 3(a) Hotels in Thailand
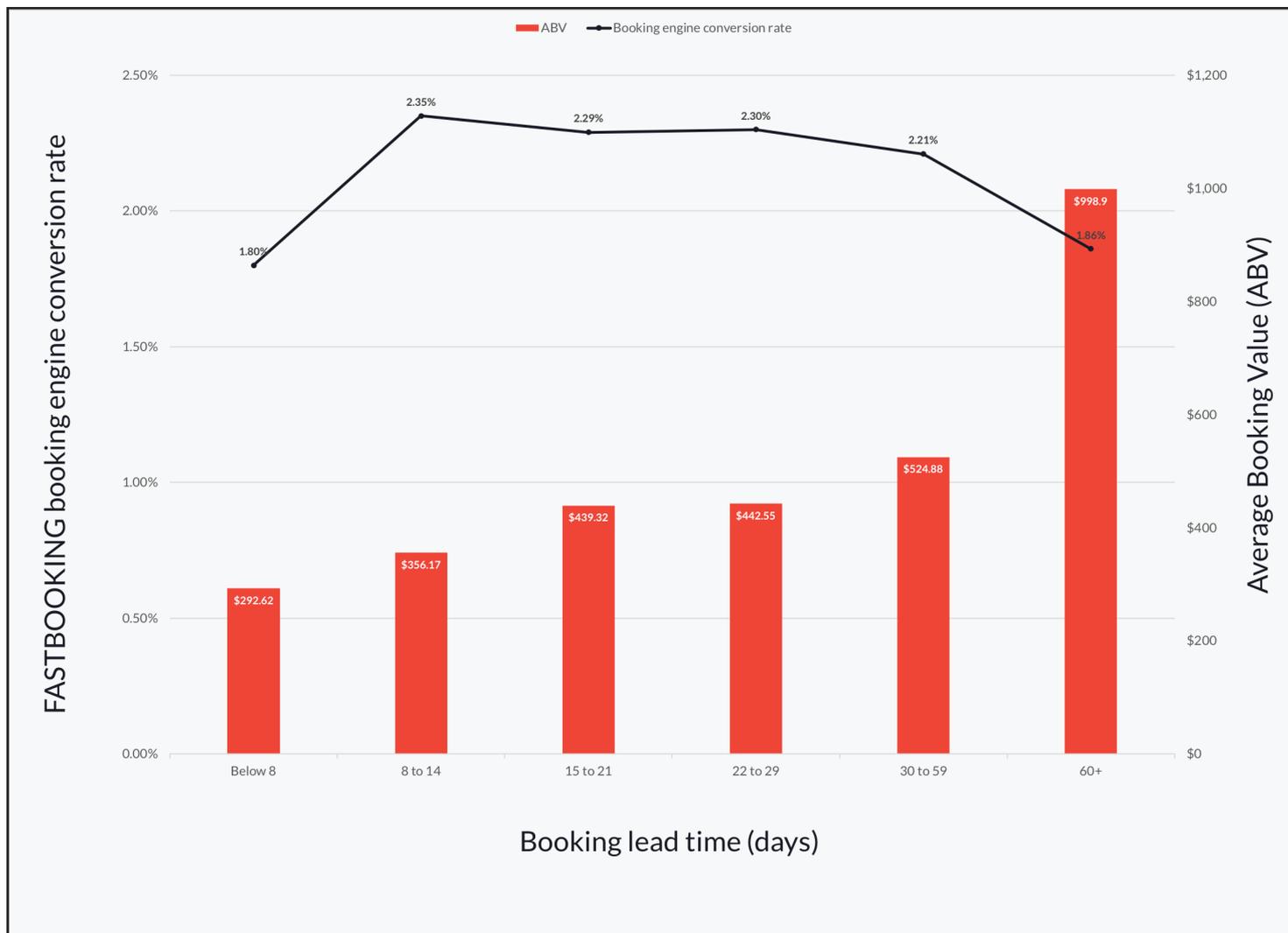
BOOKING LEAD TIME (DAYS)	BOOKING ENGINE CONVERSION RATE	AVERAGE BOOKING VALUE (ABV)	SHARE OF TBV %
BELOW 8	1.80%	$292.62	17%
8 TO 14	2.35%	$356.17	7%
15 TO 21	2.29%	$439.32	7%
22 TO 29	2.30%	$442.55	7%
30 TO 59	2.21%	$524.88	16%
60 OR ABOVE	1.86%	$998.90	47%

13

GUEST BEHAVIOUR BY BOOKING LEAD TIME

Fig. 3(b) Hotels in Japan

| BOOKING LEAD TIME (DAYS)	BOOKING ENGINE CONVERSION RATE	AVERAGE BOOKING VALUE (ABV)	SHARE OF TBV %
BELOW 8	4.73%	$327.45	13%
8 TO 14	4.05%	$419.50	9%
15 TO 21	4.25%	$468.94	7%
22 TO 29	6.11%	$501.66	7%
30 TO 59	6.76%	$520.53	17%
60 OR ABOVE	6.58%	$674.91	47%

GUEST BEHAVIOUR BY BOOKING LEAD TIME

Fig. 3(c) Hotels in Malaysia

BOOKING LEAD TIME (DAYS)	BOOKING ENGINE CONVERSION RATE	AVERAGE BOOKING VALUE (ABV)	SHARE OF TBV %
BELOW 8	4.17%	$184.43	29%
8 TO 14	3.40%	$273.14	11%
15 TO 21	3.35%	$316.93	9%
22 TO 29	3.79%	$360.54	8%
30 TO 59	3.24%	$417.21	16%
60 OR ABOVE	2.23%	$659.48	26%

GUEST BEHAVIOUR BY BOOKING LEAD TIME

Fig. 3(d) Hotels in Indonesia
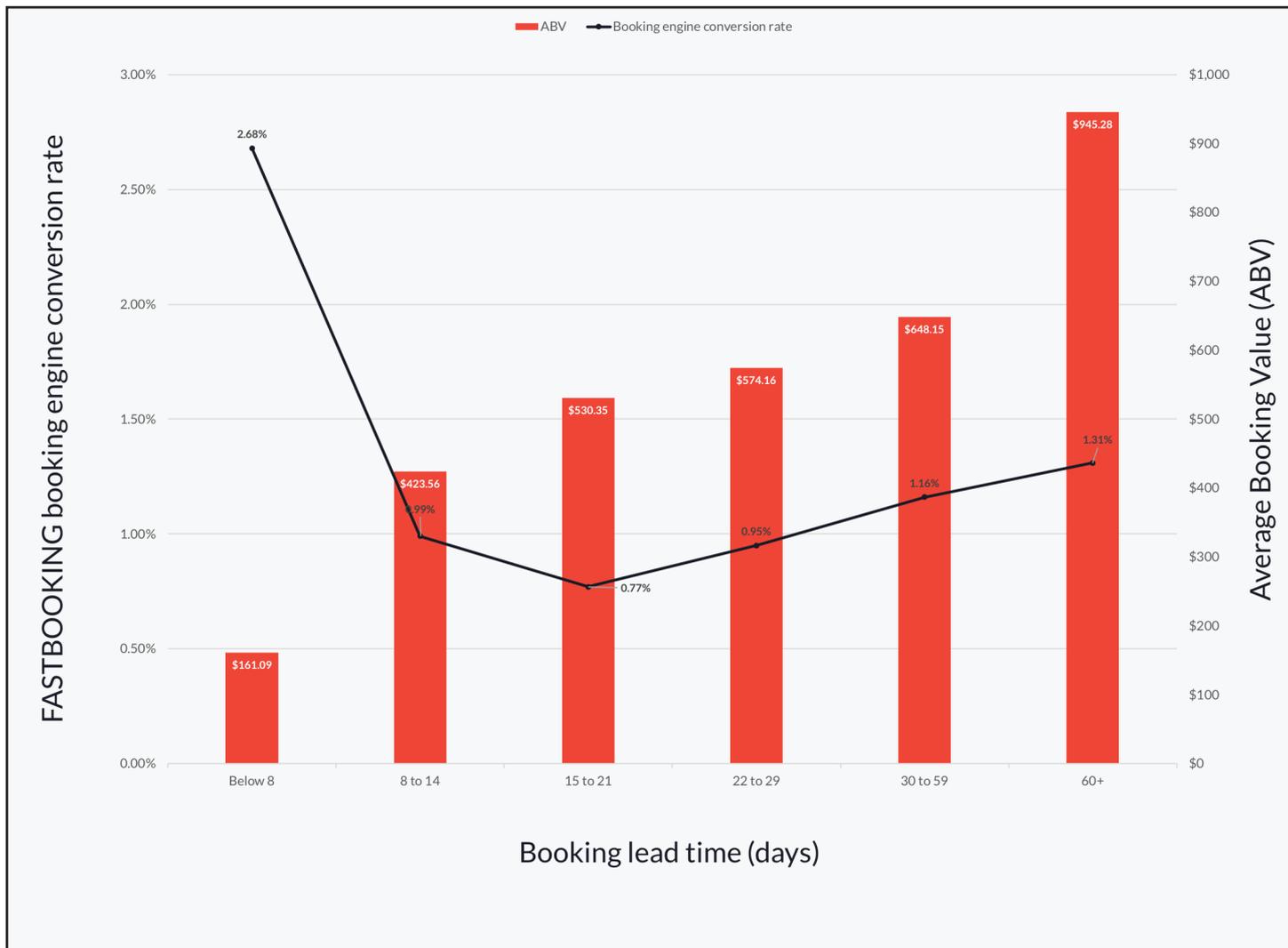
BOOKING LEAD TIME (DAYS)	BOOKING ENGINE CONVERSION RATE	AVERAGE BOOKING VALUE (ABV)	SHARE OF TBV %
BELOW 8	2.68%	$161.09	16%
8 TO 14	0.99%	$423.56	8%
15 TO 21	0.77%	$530.35	7%
22 TO 29	0.95%	$574.16	7%
30 TO 59	1.16%	$648.15	17%
60 OR ABOVE	1.31%	$945.28	46%

GUEST BEHAVIOUR BY BOOKING LEAD TIME

Fig. 3(e) Hotels in Taiwan

BOOKING LEAD TIME (DAYS)	BOOKING ENGINE CONVERSION RATE	AVERAGE BOOKING VALUE (ABV)	SHARE OF TBV %
BELOW 8	2.71%	$287.75	21%
8 TO 14	3.33%	$357.53	12%
15 TO 21	3.03%	$376.18	10%
22 TO 29	5.19%	$341.32	9%
30 TO 59	4.90%	$484.75	20%
60 OR ABOVE	4.98%	$542.99	29%

# GUEST BEHAVIOUR BY BOOKING LEAD TIME

Fig. 3(f) Hotels in Singapore

BOOKING LEAD TIME (DAYS)	BOOKING ENGINE CONVERSION RATE	AVERAGE BOOKING VALUE (ABV)	SHARE OF TBV %
BELOW 8	2.62%	$452.92	22%
8 TO 14	2.16%	$703.87	13%
15 TO 21	1.98%	$764.58	13%
22 TO 29	2.17%	$839.78	11%
30 TO 59	1.72%	$833.26	18%
60 OR ABOVE	1.35%	$854.34	22%

GUEST BEHAVIOUR BY DEVICE

BROWSING

*Fig. 4 - Booking engine traffic by device and region*
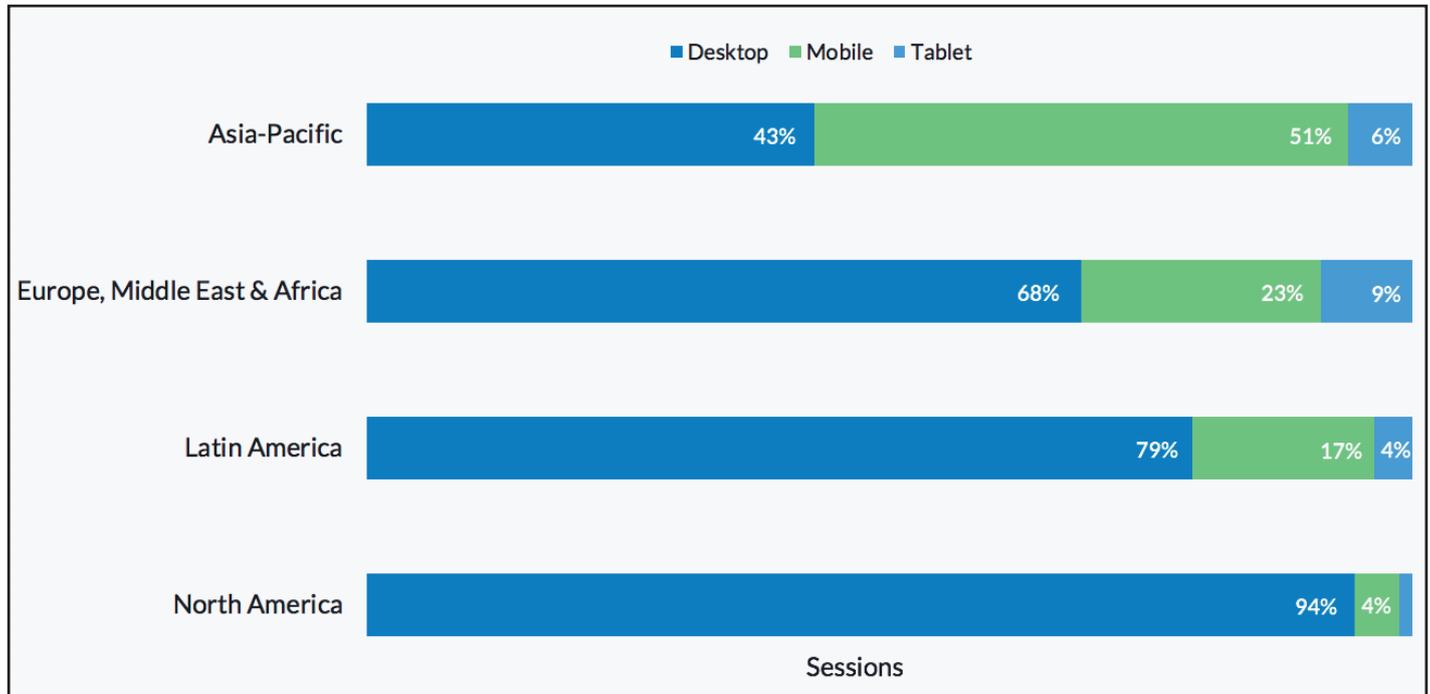
VISITOR REGION	DESKTOP		MOBILE		TABLET	
	COUNT SESSIONS	% OF REGION TOTAL	COUNT SESSIONS	% OF REGION TOTAL	COUNT SESSIONS	% OF REGION TOTAL
ASIA-PACIFIC	561,882	43%	671,805	51%	80,113	6%
EUROPE, MIDDLE EAST & AFRICA	152,725	68%	50,986	23%	19,651	9%
LATIN AMERICA	4,969	79%	1,098	17%	229	4%
NORTH AMERICA	588,359	94%	26,445	4%	7,931	2%

GUEST BEHAVIOUR BY DEVICE

BOOKING

Fig. 5 - Booking engine conversions by device and region
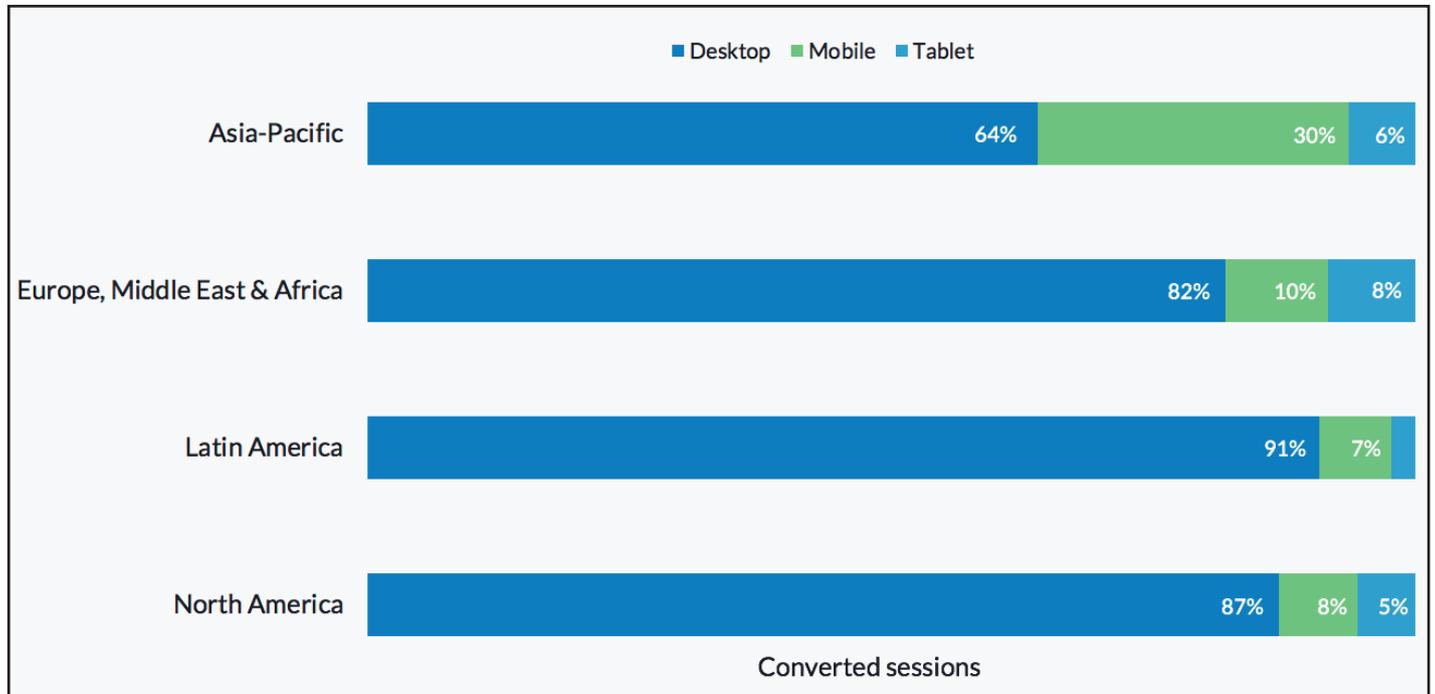
VISITOR REGION	DESKTOP		MOBILE		TABLET	
	COUNT SESSIONS	% OF REGION TOTAL	COUNT SESSIONS	% OF REGION TOTAL	COUNT SESSIONS	% OF REGION TOTAL
ASIA-PACIFIC	33,892	64%	15,727	30%	3,363	6%
EUROPE, MIDDLE EAST & AFRICA	4,142	82%	496	10%	423	8%
LATIN AMERICA	119	91%	9	7%	3	2%
NORTH AMERICA	5,359	87%	463	8%	338	5%

GUEST BEHAVIOUR BY DEVICE

Fig. 6 - Booking engine conversion rate by device and region
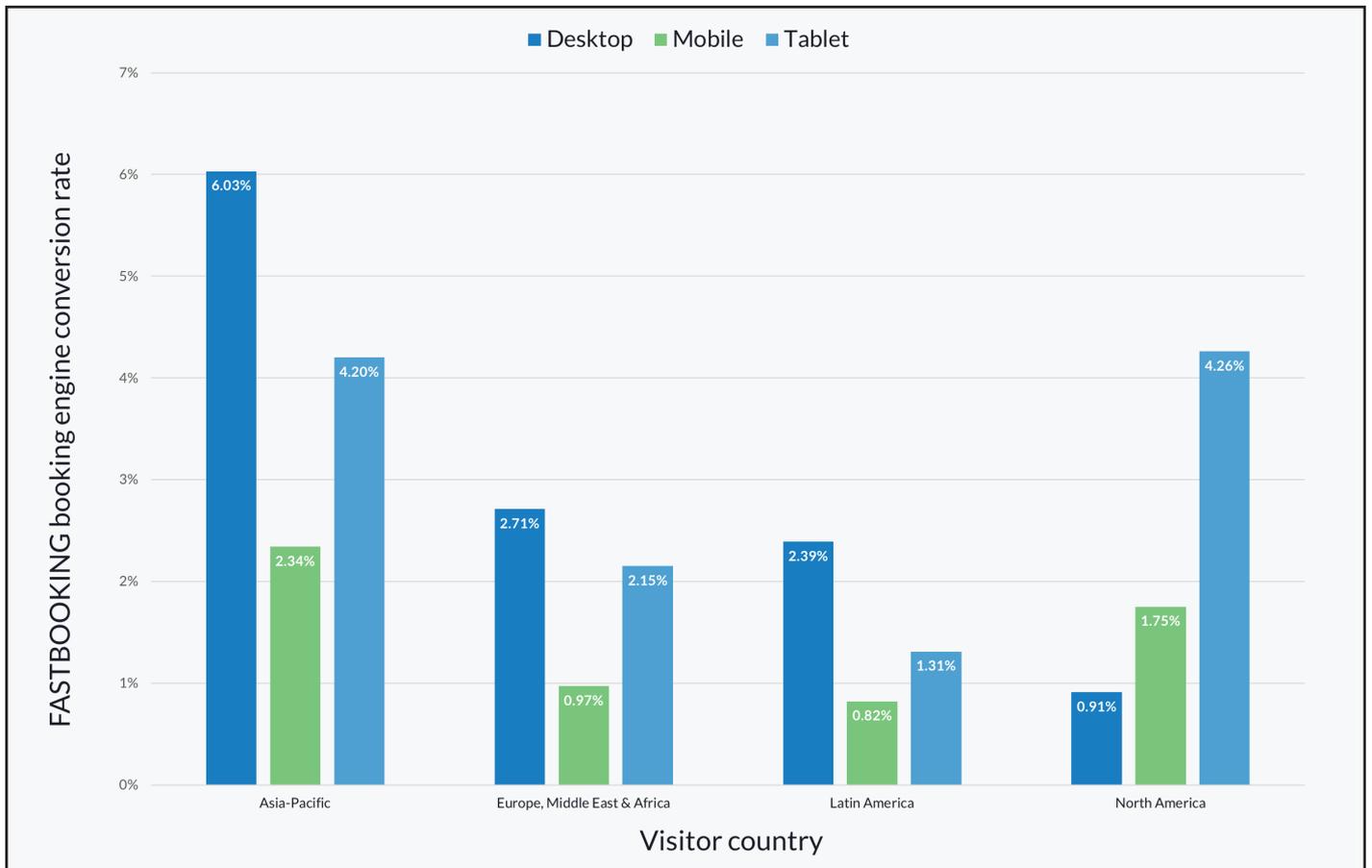
VISITOR REGION	CONVERSION RATE		
	DESKTOP	MOBILE	TABLET
ASIA-PACIFIC	6.03%	2.34%	4.20%
EUROPE, MIDDLE EAST & AFRICA	2.71%	0.97%	2.15%
LATIN AMERICA	2.39%	0.82%	1.31%
NORTH AMERICA	0.91%	1.75%	4.26%

GUEST BEHAVIOUR BY DEVICE

For those hotels still not catering to mobile bookers, these charts should be a wake-up call. The majority of local traffic is browsing on a mobile device (51% of web visitors from APAC are using their mobile). Hoteliers aiming to attract guests from within the Asia-Pacific region should ensure that their local-language website offers a seamless mobile experience to capitalise on these searches. An essential investment could be a mobile-friendly web chat or chatbot that facilitates easy booking without having to move to telephone or desktop (despite the high mobile traffic, the conversion rate on mobile is still significantly lower than desktop for APAC guests).

The difference in device preference between visitors from North America and Asia-Pacific is stark. While over 50% of people in APAC are browsing these hotel websites on mobile, under 5% of visitors from the US and Canada are doing the same. On the face of it, that's a huge cultural and behavioural disparity.

However, it's critical to view reports like these in the context of what else you know about your guests. We've already seen that searchers from North America are more likely to be booking higher-value, long-lead-time stays - a purchase that lends itself more to desktop than to mobile. It's not necessarily that Americans in general avoid browsing and purchasing on mobile (though mobile is not the 'default' that it is in many Asian countries; mobile traffic makes up 41% of all US internet usage, compared to the 78% it constitutes in Singapore).

Local guests are converting well across all devices, with guests in Asia-Pacific having the highest conversion rates on both desktop and mobile. Conversely, website visitors from North America have a very low desktop conversion rate of 0.91%.

Again, that shouldn't be taken as representative of North American users as a whole. Based on the behaviour we have already seen for users on this subset of hotel websites, one hypothesis is that North American users are planning longer-term, higher-value stays, and potentially also making a lot of speculative 'inspiration-gathering' or 'wanderlust' searches. This would lead to a lower session conversion rate, as buying intent would be reasonably small.

GUEST BEHAVIOUR BY DEVICE

Here's how the booking engine conversion rate varies by device for hotels on a local scale:

Fig. 6(a) Hotels in Thailand
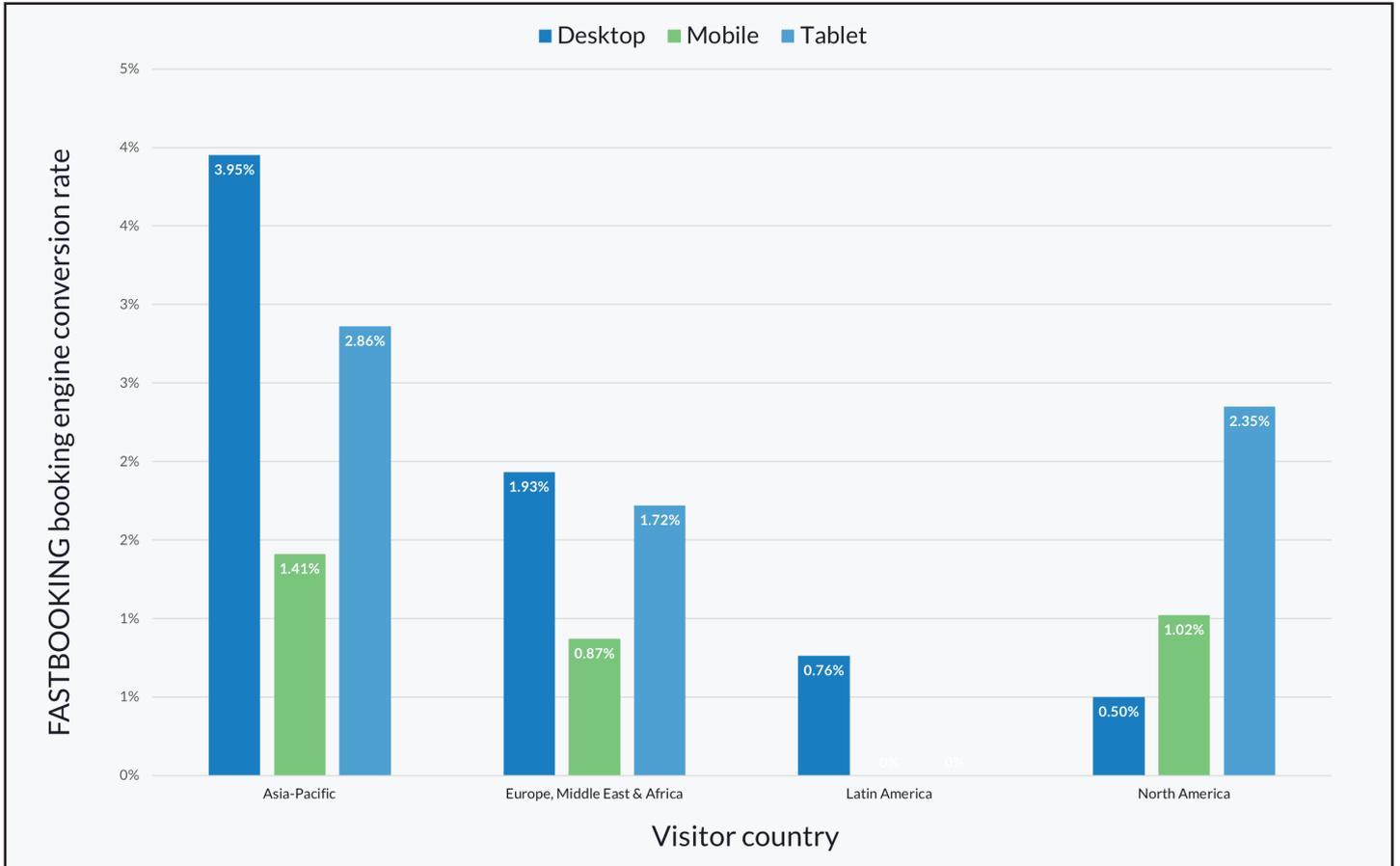
VISITOR REGION	DESKTOP			MOBILE			TABLET		
	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE
ASIA-PACIFIC	124,781	4,933	3.95%	206,507	1,911	1,41%	23,601	674	2.86%
EUROPE, MIDDLE EAST & AFRICA	49,547	956	1.93%	16,047	140	0.87%	8,332	143	1.72%
LATIN AMERICA	529	4	0.76%	70	0	0%	19	0	0%
NORTH AMERICA	87,146	434	0.50%	4,112	42	1.02%	1,151	27	2.35%
TOTAL	262,003	6,327	2.41%	226,736	3,093	1.36%	33,103	844	2.55%

23

GUEST BEHAVIOUR BY DEVICE

Fig. 6(b) Hotels in Japan
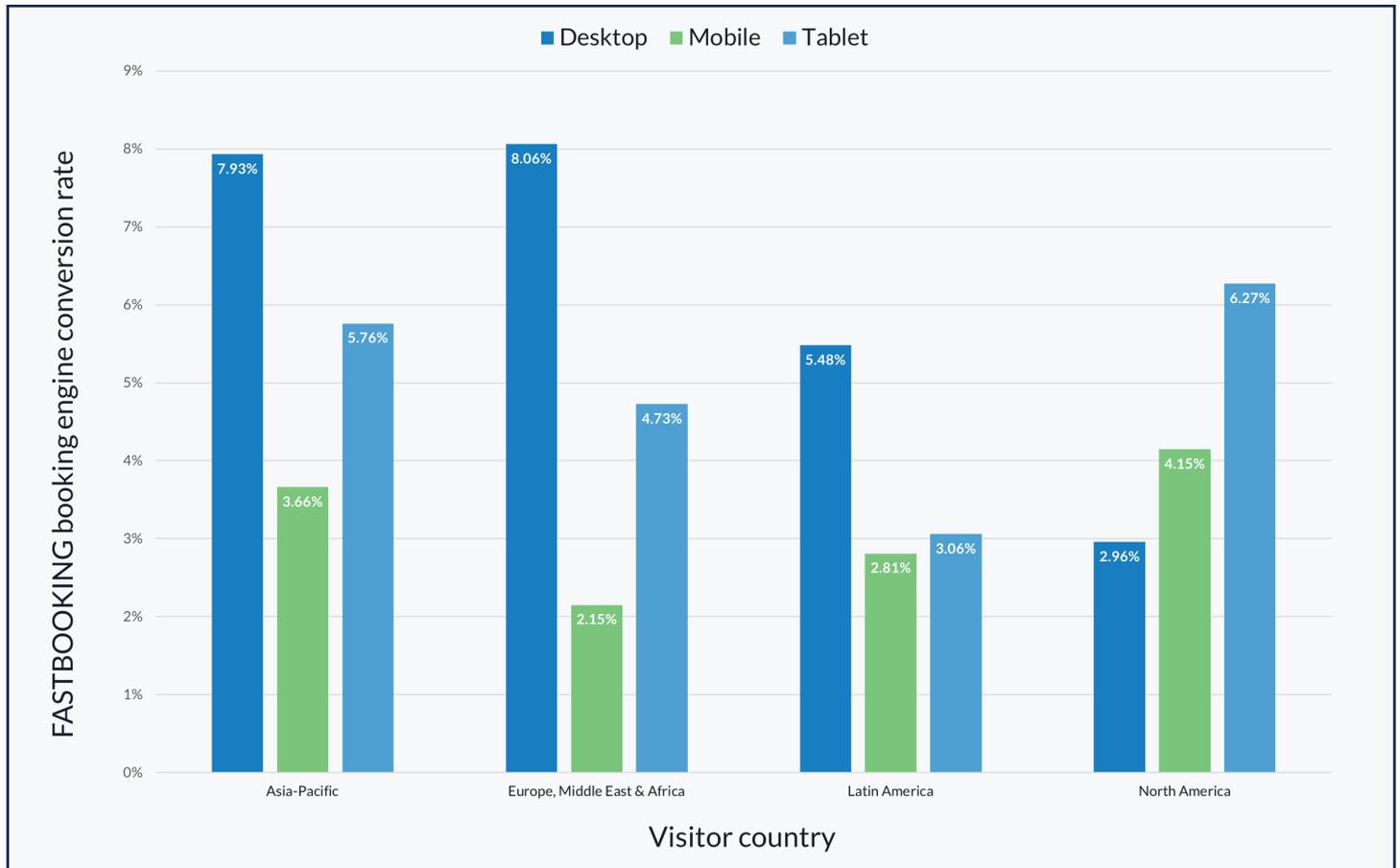
VISITOR REGION	DESKTOP			MOBILE			TABLET		
	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE
ASIA-PACIFIC	209.462	16,618	7.93%	182,216	6,660	3.66%	29,608	1,705	5.76%
EUROPE, MIDDLE EAST & AFRICA	22,008	1,774	8.06%	6,237	134	2.15%	2,835	134	4.73%
LATIN AMERICA	1,715	94	5.48%	320	9	2.81%	98	3	3.06%
NORTH AMERICA	131,753	3,897	2.96%	8,610	357	4.15%	4,163	261	6.27%
TOTAL	364,938	22,383	6.13%	197,383	7,160	3.63%	36,704	2,103	5.73%

GUEST BEHAVIOUR BY DEVICE

Fig. 6(c) Hotels in Malaysia
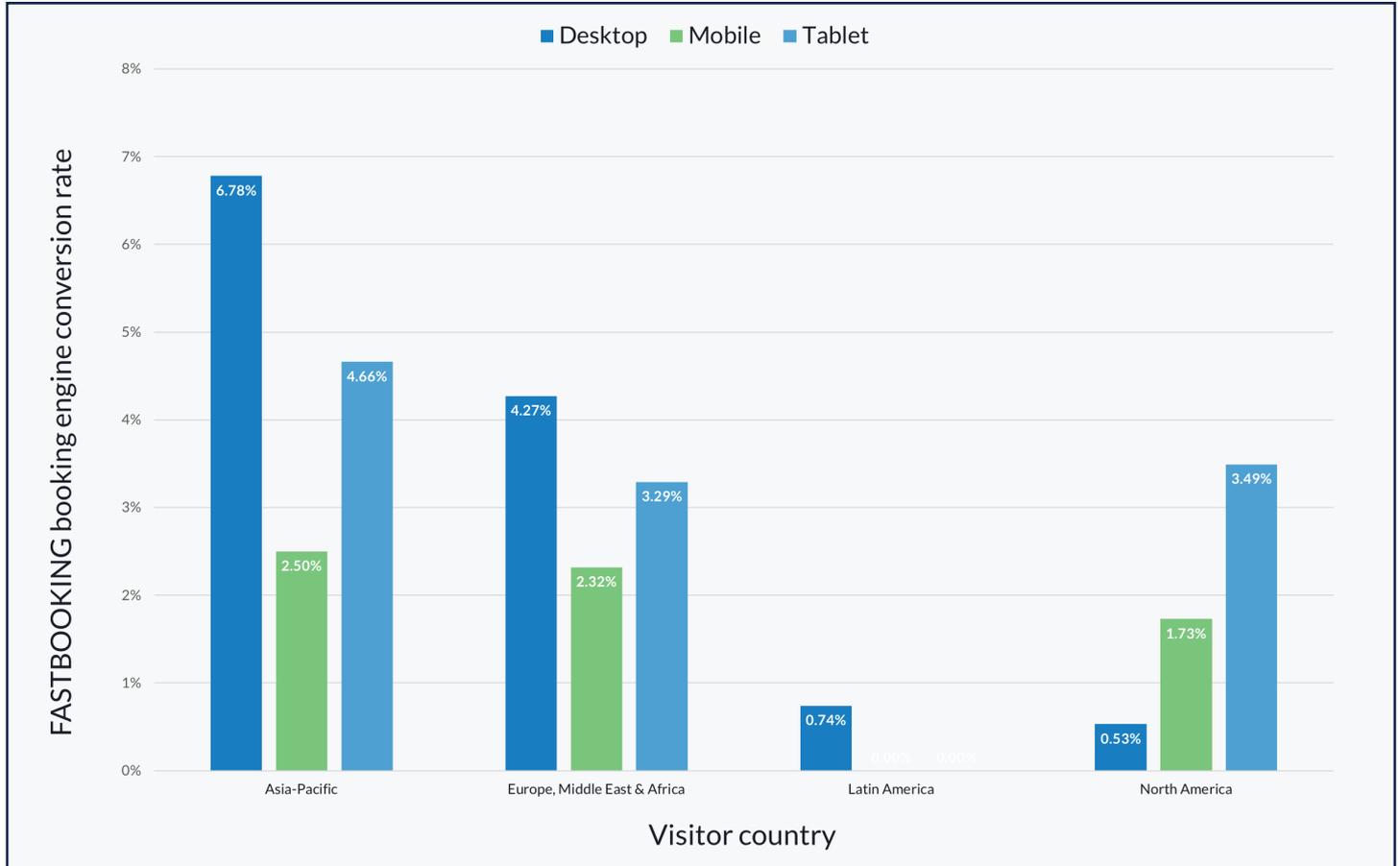
VISITOR REGION	DESKTOP			MOBILE			TABLET		
	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE
ASIA-PACIFIC	88,108	5,974	6.78%	132,856	3,326	2.50%	9,640	449	4.66%
EUROPE, MIDDLE EAST & AFRICA	12,001	512	4.27%	3,841	89	2.32%	1,792	59	3.29%
LATIN AMERICA	541	4	0.74%	19	0	0.00%	13	0	0.00%
NORTH AMERICA	63,738	336	0.53%	807	14	1.73%	258	9	3.49%
TOTAL	164,388	6,826	4.15%	137,523	3,429	2.49%	11,703	517	4.42%

GUEST BEHAVIOUR BY DEVICE

Fig. 6(d) Hotels in Indonesia
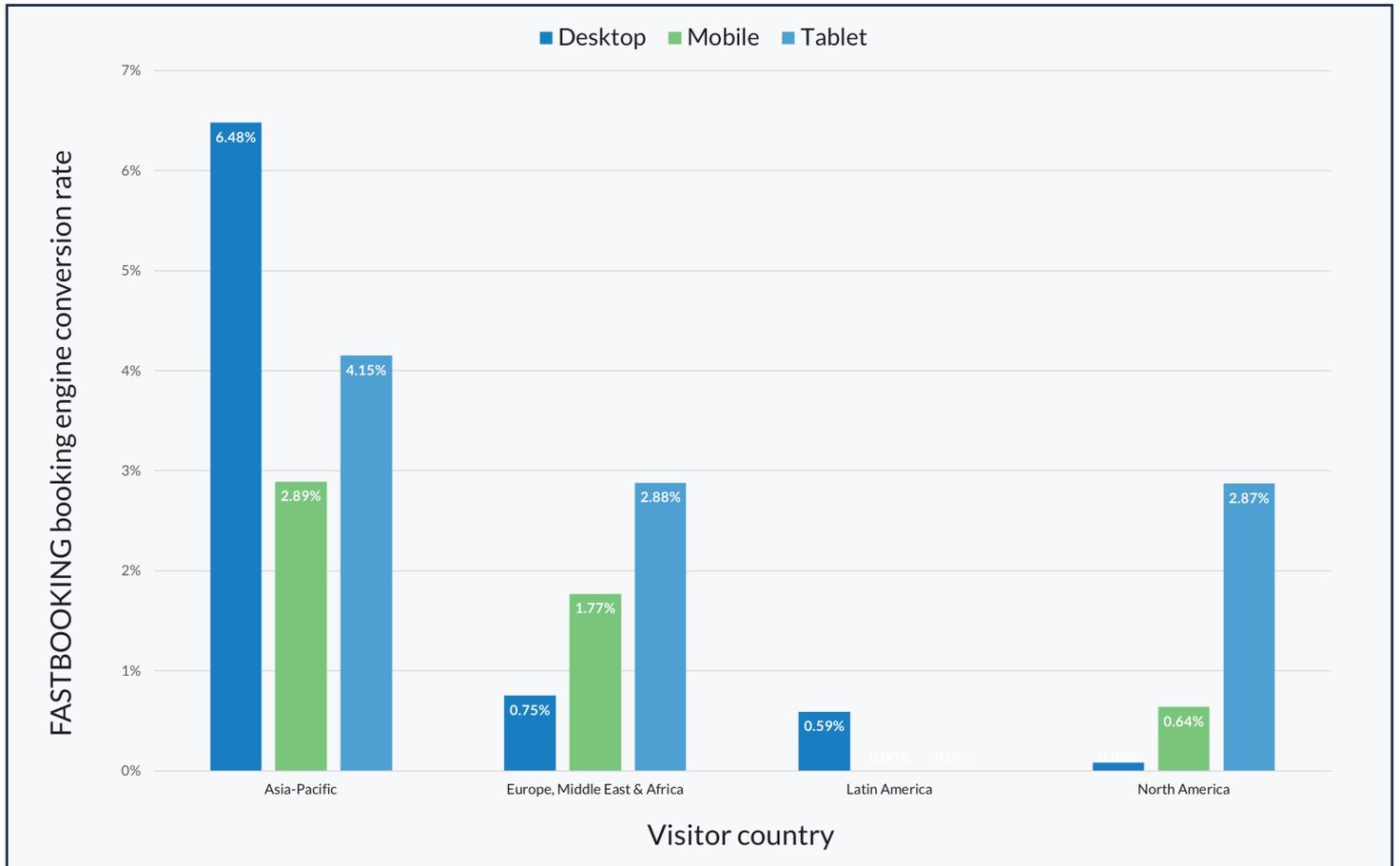
VISITOR REGION	DESKTOP			MOBILE			TABLET		
	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE
ASIA-PACIFIC	47,720	3,094	6.48%	54,955	1,590	2.89%	5,714	237	4.15%
EUROPE, MIDDLE EAST & AFRICA	36,453	273	0.75%	4,129	73	1.77%	1250	36	2.88%
LATIN AMERICA	1,022	6	0.59%	79	0	0.00%	19	0	0.00%
NORTH AMERICA	206,828	161	0.08%	1,566	10	0.64%	279	8	2.87%
TOTAL	292,023	3,534	1.21%	60,729	1,673	2.75%	7,262	281	3.87%

GUEST BEHAVIOUR BY DEVICE

Fig. 6(e) Hotels in Taiwan
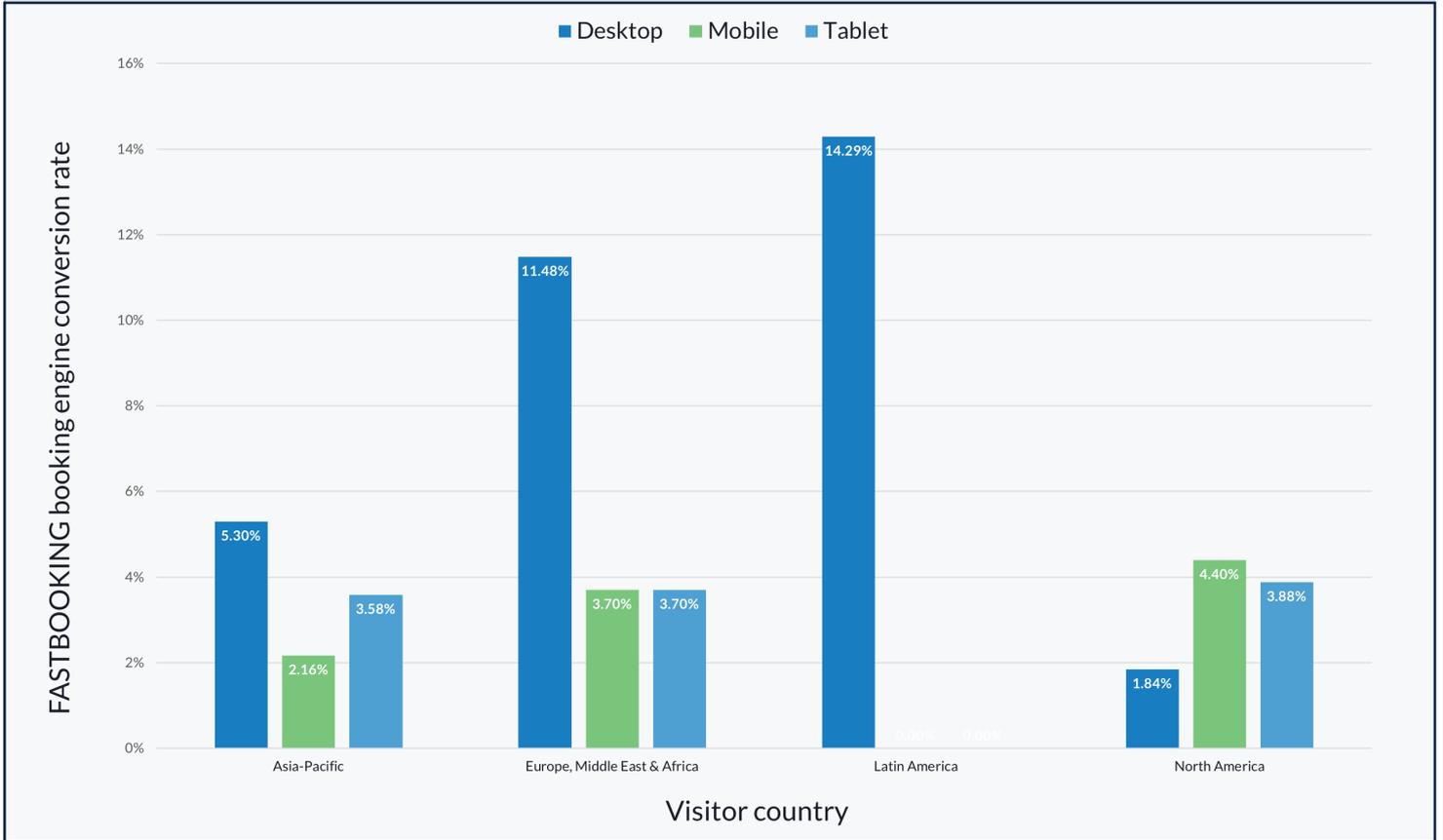
VISITOR REGION	DESKTOP			MOBILE			TABLET		
	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE
ASIA-PACIFIC	19,184	1,016	5.30%	20,085	433	2.16%	2,569	92	3.58%
EUROPE, MIDDLE EAST & AFRICA	854	98	11.48%	189	7	3.70%	81	3	3.70%
LATIN AMERICA	21	3	14.29%	4	0	0.00%	3	0	0.00%
NORTH AMERICA	9,920	183	1.84%	432	19	4.40%	232	9	3.88%
TOTAL	29,979	1,300	4.34%	20,710	459	2.22%	2,885	104	3.60%

GUEST BEHAVIOUR BY DEVICE

Fig. 6(f) Hotels in Singapore

VISITOR REGION	DESKTOP			MOBILE			TABLET		
	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE	COUNT SESSIONS	COUNT CONVERSIONS	CONVERSION RATE
ASIA-PACIFIC	15,930	775	4.87%	10,576	211	2.00%	1872	62	3.31%
EUROPE, MIDDLE EAST & AFRICA	6,448	130	2.02%	526	9	1.71%	354	9	2.54%
LATIN AMERICA	94	2	2.13%	5	0	0.00%	5	0	0.00%
NORTH AMERICA	33,536	139	0.41%	281	6	2.14%	124	6	4.84%
TOTAL	56,008	1,046	1.87%	11,388	226	1.98%	2,355	77	3.27%

KEY TAKEAWAYS & RECOMMENDATIONS

RATE PARITY IS VITAL TO A HIGH WEBSITE CONVERSION RATE

We've seen how potential guests react if they find out your rates are cheaper elsewhere. Hotels in Asia-Pacific being undercut 30-40% of the time convert website users at a 31% lower rate than those only being undercut by OTAs between 0-10% of the time. That's a huge swathe of revenue being missed out on by not tightening up on rate parity.

With no OTA commission fees to pay per booking, direct bookings are the most profitable way of selling your rooms online. Allowing OTAs to display cheaper rates than your website unfortunately makes it all too easy for a potential guest to fall out of love with your offering and leave to book elsewhere.

TAKE A COMPARATIVE VIEW

Getting familiar with your website performance data is key to the process of optimising your site and driving direct bookings. Too simplistic a view of that data, though, can sometimes do more harm than good. Looking at your data in context is what will allow you to draw the conclusions necessary to tailor compelling content to the guests most likely to convert.

HOTELS IN ASIA-PACIFIC NEED TO PROVIDE A SEAMLESS MOBILE EXPERIENCE

The majority of visitors from Asia-Pacific are searching on their mobile phone. To capitalise on this traffic, hotels in the region need to make sure their websites are as mobile-friendly as possible. This may well involve introducing an automated chatbot to provide live assistance in a messaging format across the site or investing in a booking engine with a fully responsive and mobile-first design.

INVEST IN PARTNERS THAT PROVIDE ACTIONABLE BENCHMARKING

It's important to be able to benchmark against not only your past performance but against other organisations in your competitive set. When looking for partners in your drive for direct bookings, consider seeking out those with the necessary scale to provide accurate benchmarking data. This means having enough clients in your area, of your size and type, and with an Average Booking Value comparable to yours. Quick and comprehensible access to this kind of information allows you to identify the areas in which you're falling short of the competition - and take the appropriate action to enact a change.

Data source: FASTBOOKING
Analysis courtesy of Triptease

FASTBOOKING
THINK ⟫DIRECT

TRIPTEASE

FASTBOOKING offers leading-edge e-commerce solutions for hotels to boost their direct sales strategy. Our solutions based on a cutting-edge cloud platform and our proven expertise in digital marketing enable hotels to boost brand visibility and promote online sales through online and mobile channels. Our local experts offer daily support to hoteliers, in more than 90 countries, to help them leverage our solutions and retain their independence.

Founded in 2000, FASTBOOKING is the specialist for digital solutions dedicated to independent and regional chain hotels.

Triptease's award-winning Direct Booking Platform is designed to optimise hotel websites and increase direct bookings with data insights, targeted messaging, automated live chat and personalization tailored for hotels. Our consultative approach and unrivalled data scale help each and every client to recapture guest relationships and bring their unique hospitality online.

FASTBOOKING
THINK ▷IRECT

www.fastbooking.com
Email: sales@fastbooking.net

TRIPTEASE

www.triptease.com
Email: info@triptease.com