

bookhotels.direct summary



bookhotels.direct is a one-stop direct booking platform for hotels and other accommodation providers. Through the general [www.bookhotels.direct](http://www.bookhotels.direct) website and affiliate websites, blogs and portals (like [charmhotelsweb](#) and [DNA Hotels](#)) hoteliers can attract more direct bookings and become less dependent on the OTA's. After browsing customers are directed to the hotel's official website - therefore skipping the middleman and dealing direct with the accommodation.

Hotels regain the ownership of the booking channel and (brand) image. All at lesser costs to the OTA's with a maximum of 10% commission (OTA's: 15-30%).

### Technology

bookhotels.direct connects hundreds of hotel booking engines and channel managers. With our API we are able to pull real time availability and rates from our partners. Simultaneously we track all traffic and bookings coming from our affiliate websites, giving accommodations a tool to measure their marketing efforts and social engagement.

bookhotels.direct offers:

1. direct booking
2. low costs
3. easy to use (CPA vs CPC)
- 4. no extra channel/work\***
5. large audience/market
6. brand image control
7. direct customer relation
8. no competition of OTA's
9. inclusive - for everyone
10. seen as booking channel

bookhotels.direct comparison to our competitors:

Company	1	2	3	4	5	6	7	8	9	10	Total
bookhotels.direct	v	v	v	v	v	v	v	v	v	v	10/10
OTA's			v		v				v	v	4/10
Affiliate Marketing Agencies	v		v			v	v	v			5/10
Airbnb		v			v		v			v	4/10
Meta Search Engines	v				v		v		v	v	5/10
Booking Boosters	v					v	v	v	v		5/10
TripAdvisor	v				v		v		v		4/10
Bedbanks			v		v			v	v		4/10

\* As bookhotels.direct works with the hotel's existing booking engine or channel manager no extra work is involved. It merely opens up a whole new sales channel reaching possibly thousands of websites, blogs and portals - all driving direct bookings.

## Vision

To become the leading direct booking authority by using our direct booking web platform and affiliate websites, blogs and portals. A true alternative and cost effective to the OTA's.

Mission statement: Drive direct bookings, fair and easy to use.

We simplify the complicated world of OTAs, payments, reservations, bidding, and reporting so our clients can spend time on their most important job, taking care of their guests. Through our software suite, we enable properties to compete alongside the biggest brands in hospitality, no matter their size.

## Business plan/Investor manual

A business plan/investor manual is available. We ask you to sign a NDA. Please contact me, Chiel Nobels: [chiel@bookhotels.direct](mailto:chiel@bookhotels.direct) for further information.