

BOOKING ENGINE FUNNEL 101:

Optimise Every Step to Maximise Conversions



Traffic: 93% of online experiences start at Google, a great first impression is key!

They land on your hotel's brand website straight from Google, hunting for the perfect stay. Let's make sure they don't bounce.

01



Engagement: A well-crafted video keeps visitors engaged 80% longer than pictures

Create an immersive experience with a killer brand video—because let's face it, you've got just 8 seconds to grab attention!

02



Consideration: 37+ websites are visited before booking a room

Well done! But will they book with you or an OTA? Personalize, engage & offer better deals to win them over!

03



Conversion: Did you know 60% of bookings happen through OTAs?

Make sure they book directly on your website for the best experience! With just a few clicks make it an effortless booking experience.

04