

# The Direct-Booking Growth Kit

Five moves to cut OTA commissions and win more direct bookings.

## 1 - Make the property feel, not just photograph

OTAs flatten every hotel into the same grid. Your edge is the feeling of being there — cinematic photo and video of rooms, views and details. This is the foundation everything else stands on.

## 2 - Build desire between trips

People dream about a getaway for weeks before booking. A consistent social presence keeps your property in that dream-space, so you're the place they picture when they're ready.

## 3 - Run direct-booking ads

Reach the specific traveller your property suits, when they're planning, and send them to YOUR booking page — not a third party's. Strong creative + precise targeting pays for itself.

## 4 - Make booking direct the obvious choice

Your booking experience should be at least as easy as an OTA's, with a clear reason to book direct (best rate, a small perk, a personal touch). Never give a ready traveller a reason to route through a third party.

## 5 - Measure the direct share

Track what fraction of bookings come direct each month. As your brand, content and ads compound, that number climbs — and OTA commissions fall straight to your bottom line.

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