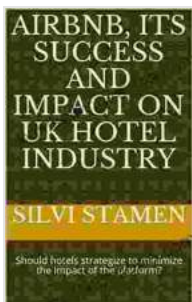


Should Hotels Strategize To Minimize The Impact Of The Platform?

The hotel industry is facing a major challenge from online travel agents (OTAs). OTAs are taking an increasingly large share of hotel bookings, and this is having a negative impact on hotel profits. In 2019, OTAs accounted for 60% of all hotel bookings. This number is expected to grow to 75% by 2025.

There are a number of reasons why OTAs are so popular with consumers. OTAs offer a convenient way to search for and book hotels. They also offer a wide variety of filters and sorting options, which makes it easy for consumers to find the perfect hotel for their needs. Additionally, OTAs often offer discounts and promotions on hotel bookings.

The rise of OTAs has had a significant impact on the hotel industry. OTAs have driven down hotel rates and made it more difficult for hotels to compete. OTAs have also made it more difficult for hotels to build relationships with their guests.



Airbnb, its success and impact on UK hotel industry: Should hotels strategize to minimize the impact of the platform? by Bill Belew

★★★★☆ 4.3 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 24 pages

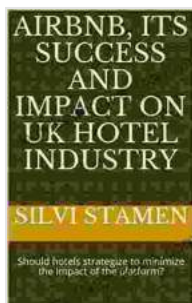


In Free Download to survive in the face of the OTA challenge, hotels need to develop strategies to minimize the impact of the platform. Here are a few strategies that hotels can consider:

- **Focus on direct bookings.** Hotels can encourage guests to book directly through their website or by phone. This can be done by offering discounts and promotions on direct bookings. Hotels can also make it easier for guests to book directly by providing a seamless booking experience.
- **Build relationships with guests.** Hotels can build relationships with guests by providing personalized service. This can be done by remembering guest preferences, offering loyalty programs, and providing excellent customer service. Hotels can also use social media to connect with guests and build relationships.
- **Offer unique experiences.** Hotels can differentiate themselves from OTAs by offering unique experiences. This can be done by offering unique amenities, activities, and packages. Hotels can also partner with local businesses to offer guests unique experiences.
- **Invest in technology.** Hotels can invest in technology to improve the guest experience. This can be done by implementing mobile check-in, offering digital room keys, and providing guests with access to real-time information. Hotels can also use technology to personalize the guest experience.

By implementing these strategies, hotels can minimize the impact of OTAs and position themselves for success in the future.

The hotel industry is facing a major challenge from OTAs. However, by developing strategies to minimize the impact of the platform, hotels can survive and thrive in the face of this challenge.

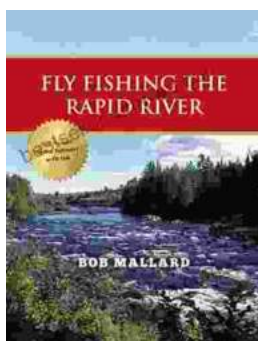


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