

Quick Guide

To improve visibility and score on Booking.com for independent hotels

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1 Optimize your property page:

- Use high-quality and captivating photos that showcase your hotel's unique features and the attractions of your location.
- Craft a compelling description that highlights the key selling points of your property and the surrounding area.

2 Encourage guest reviews:

- Positive reviews play a crucial role in attracting potential guests. Encourage your guests to leave reviews on Booking.com by providing excellent service and experiences during their stay.
- Regularly monitor and respond to reviews, showing that you value guest feedback and are committed to providing a great experience.

3 Keep your listing up to date:

- Regularly review and update your property listing to ensure that all information, including amenities, availability, and pricing, is accurate.
- Update your listing promptly if there are any changes to your property or offerings to avoid negative reviews or misunderstandings.

4 Utilize Booking.com tools and features:

- Take advantage of the tools and features offered by Booking.com to enhance your visibility and performance.
- Use the Opportunity Centre to receive tailored recommendations for improving your property's performance and guest experience.
- Explore the Genius program to attract frequent travelers and increase your visibility to a wider audience.

5 Consider a comprehensive distribution strategy:

- While Booking.com is a valuable platform, consider diversifying your distribution strategy by also utilizing direct bookings through your hotel's website and other online travel agencies.
- By expanding your presence across multiple channels, you can reach a wider audience and maximize your hotel's profitability.

By implementing these strategies, you can improve the visibility and score of your independent hotel on Booking.com, attracting more bookings and increasing your revenue.