



reservegroup

## ONLINE DISTRIBUTION REVIEW

Including competitor analysis and OTA review

### Online distribution review

In order to evolve and grow a hotel must first understand its current position. An online distribution review will evaluate a hotels distribution channels with the purpose of providing strategic recommendations to improve user experience, path to booking and ultimately increase direct bookings. The review can include assessment of some, or all, of the following;

#### Website

- Direct booking pathways
- Analytics review and analysis
- SEO and SEM audit
- Recommendations

#### OTA reservation

- Performance review
- Trust relationship building
- Rate strategy assessment
- Recommendations

#### Competitor analysis

including product, price, digital presentation, social presentation

#### Digital communications

- eMarketing / EDM
- Social media performance
- Content marketing recommendations

#### Mobile optimisation

- User experience
- Booking pathways
- Mobile specific activity, i.e. promotions.

#### Reservation performance

#### Strategic recommendations

Delivered by our tourism experts

“From the outset, ReserveGroup became our dedicated machine driving research and analysis. The consultative period was engaging and informative and provided great insights into where our business was currently sitting in the marketplace and assisted identifying areas of potential growth and development. Initiatives were trackable, and our results were significant. ReserveGroup is now an integral component in our ongoing success helping us to know our guests and to best position our business to them”

#### Chris McIntosh

Group General Manager  
Blackstone Group

