

Case Study: Transform Your Direct Bookings with CHC's Booking System + Frontdesk PMS

The key to engaging every online user who knows how to use the tools!

Introduction

Hotels often struggle with high intermediary commissions, inefficient booking systems, and the inability to effectively showcase their amenities and other services/experiences right off the bat. CHC's Booking Engine is designed to solve these challenges by providing a seamless, booking-optimized, and commission-free direct booking experience. It is clean, intuitive, and well-integrated, including an easy-to-use admin dashboard. The system is installed directly on your website as a part of your brand in more coherent way, ensuring a consistent and professional experience for as long as you need.

This case study explores its potential impact on an independent hotel, mid-sized boutique hotel, group properties and mid-chain hotels as well.

Challenge

Hotels often face:

- Over-reliance on TPA (third-party-admin) for bookings, paying 15-30% in commissions.
- High abandonment rates due to complex booking processes.
- Poor mobile/web optimization leading to lost bookings or inflated bookings.
- Chock-a-block with PMS information and lack of integration and mapping

Solution: [CHC's Booking Engine]

Our proprietary booking engine offers:

- ✓ **Zero-Commission Direct Bookings** – Reduce dependency on All intermediaries.
- ✓ **Seamless Booking Flow** – Lower abandonment rates.
- ✓ **Mobile-Optimized Interface, Equivalent to Mobile App** – Drive more mobile reservations.
- ✓ **Seamless UI/UX Control via Admin + Frontdesk PMS** – Content asset, availability, and guest data in secure, stable production environment.
- ✓ **Multi-Pricing & Upselling** – Maximize revenue per booking.
- ✓ **Opportunity to Showcase Other Partners** – All amenities, other services and destination experiences.
- ✓ **Work as a Primary Reservation Platform** – Streamline hotel promotions and unify content marketing efforts to boost direct bookings and channel traffic to a single platform.

Implementation (Hypothetical Scenario)

We applied CHC's Booking Engine to a **112-room boutique hotel** with the following scenarios:

- **Before Implementation:** 70% bookings via OTAs, intermediaries, high customer drop-off rate, slow/unstable website.
- **After Implementation (Projected):** 40% increase in direct bookings, 20% faster checkout time, and a 15% boost in RevPAR and TrevPAR. Result in increased total revenue upto 32 million.

Key Results (Modeled Data)

Metric	Before	After (Projected)
Direct Bookings	30%	60%
All Commissions Paid	\$50,000/month	\$25,000/month
Booking Conversion Rate	2.5%	4.8%
Average Booking Value	\$200	\$430

Competitive Advantage

Unlike Third-party booking engines and hotel's homegrown, our booking engine offers:

- **Clean and Intuitive** booking flow.
- **Fully agile customizable UI** to match hotel branding.
- **Flexible fee structures + consulting** per the hotel's convenience.
- **Showcase amenities, destination, and partners** right off the bet.
- **Consultant's guidance and support** available in any area of commercial revenue, digital technologies.

Compare with Competitors

- Sabre's SynXis Booking Engine
- ResNexus
- Hotel's Homegrown or Operator's/Agency's Booking System

Expert Endorsements

- Area 15 – Provided a demo, tested it out on their website for the final setup. The comment was that the product has a lot of potential, can be used for multiple properties as their primary reservation platform for at least a year or so.
- Huges Bay – We provided an initial demo and found it easy-to-use, requiring minimal internet skills.
- Hardrock Hotels – After our initial demo, they discovered it to be a comprehensive solution that meets the diverse booking needs of both staff and guests.

Future Outlook

We are looking to implement our application with independent and group hotels to demonstrate these benefits so customers/guests make choice to book direct. Interested in increasing direct bookings and other revenues? If ready to roll, **Let's talk!**

Book a time: <https://calendly.com/compasshotelconsulting>

Call/Text O: (917) 341-0905

Compass Hotel Consulting LLC