

Online reservation systems



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The online hotel reservation is the only growing section between the different methods of reservation. The 40% of rooms in cities were reserved online in 2009 and this rate is increasing because there is more and more online reservation system.

Online reservation systems are very useful because the traveller can compare prices, can see the other travellers' opinions and ratings from the hotels and their services. In this way it is easier for the client to choose the right hotel. It saves time and money for travellers.

From 2008 to 2009 the world's 30 largest hotel chains increased their online reservations with 6%, and this number is growing each year.

Before, people entered directly on the hotels websites to book a room, but today, influenced by the crisis, travellers are more sensitive to prices and they prefer to compare prices and book cheaper. Also business travellers, who usually spend more than other travellers, tend to search for special offers and better prices, but with the same quality than before.

The online reservation systems also make life easier for the hotels, because sale is not any more their task or at least they sell fewer rooms directly. They only have to give the data and the rest is the work of the reservation websites. Hotels have an easy to manage, own page where they can change the availability and can check the reservations.

It is very important to have detailed descriptions and good quality photos from the hotels. It is also essential to indicate the discounts, offers, the

services of the hotels and to detail what the price of the room comprises (breakfast, parking, internet/Wi-Fi use, sauna, fitness room, etc.).

The content on many hotel reservation systems is becoming more and more similar as more hotels sign up to all the sites. Companies thus have to either rely on specially negotiated rates with the hotels and hotel chains or trust in the influence of search engine rankings or find out a special service to draw in customers.

An online reservation system has to be fast, user friendly, and prices have to be comparable. Hotel reviews, customer ratings, travel information and advice are very useful. It would be a plus to offer festival and other programs for the people who cannot decide where to spend a free weekend. Special offers, discounts, extras, a rewarding program are all well received. Confirmation of a reserved room always has to be correct, quick and detailed. Information about the destination is important too.