

BOOK › DIRECT

Become your destination's lodging authority

Showcase a relevant and curated list of lodging, rates, and availability that allows DMO website visitors to book directly with brands they trust.

LET'S TALK

Your online booking and referral solution is simple.
It's Simpleview + Book › Direct.



Drive revenue for partners & create a preferred booking experience for users

Provide partners with a revenue-friendly solution that lets them keep 100% of booking earnings. Unlike most major online travel agencies, our Book › Direct referral engine doesn't take any commission. Visitors can book with brands they trust using loyalty programs they value at a higher profit margin for your partners — a true win-win. Proven to enhance overall engagement and drive increased referrals to partners.



Make booking a breeze for visitors

Book › Direct keeps users on the DMO website while they research lodging options and connects them directly to the property for booking. The booking widget seamlessly integrates with your DMO's website design, ensuring a great user experience. Thanks to Book › Direct's integration with Simpleview's tech stack and leading internet booking engines, visitors always have access to accurate rate and availability information.



Access real-time engagement data

Track visitor sentiment and booking behavior metrics for actionable insights that drive partner success and boost bookings. Access real-time engagement and performance data through Simpleview Data Engine reporting. Support lodging partners and stakeholders through increased content engagement and help justify annual membership costs.



Connect to Simpleview CMS with ease

Fully integrated into Simpleview CMS, Book › Direct displays through custom widgets and listings, and can be managed seamlessly. Rates are updated consistently via API and are offered by the most trusted booking providers, giving you the ability to become the lead booking source for visitors.



Give your destination the **online booking and referral engine it deserves.**

- The Book > Direct engine was designed so you can become the **leading source for booking** in your destination
- We leverage booking and referral partners to keep your partner's offerings **updated 24/7**
- Our integration with top providers brings you the best the industry has to offer
- **We empower you** to manage your content and updates while maintaining flexibility for your audience
- Our first-in-class, **expert support team** is ready to help you every step of the way
- Reporting via Simpleview Data Engine **provides proven results** to stakeholders



We made the switch to Book > Direct because we wanted to create a better user experience and also wanted to provide more direct leads to our hotel partners. We have been very pleased with our results for both so far. The average time on page for both our hotels and preferred hotels pages has increased year over year, showing that users are having a more enjoyable and worthwhile experience with our booking widget. We have also seen a significant increase in bookings and referrals. **This simple switch has made an impact on the number of visitors making the decision to book in Columbia – a major win!**

KELSEY CARMICHAEL,
Director of Marketing at
Experience Columbia SC



Give your destination the **booking and referral solution it deserves.**

Simpleview is a leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

Discover your complete solution to enhancing online booking and referrals and show value to your partners with Book > Direct.

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