case study:

BOOK › DIRECT

Book › Direct gives DMOs the ability to **showcase a relevant and curated list of lodging and experiences,** allowing website visitors to **book directly with brands they trust.**

THE GOAL:
EXPERIENCE COLUMBIA SC wanted to **increase partner referrals** while at the same time **creating a seamless experience for website visitors** who want to research rates and availability of lodging and activities without having to leave the site.
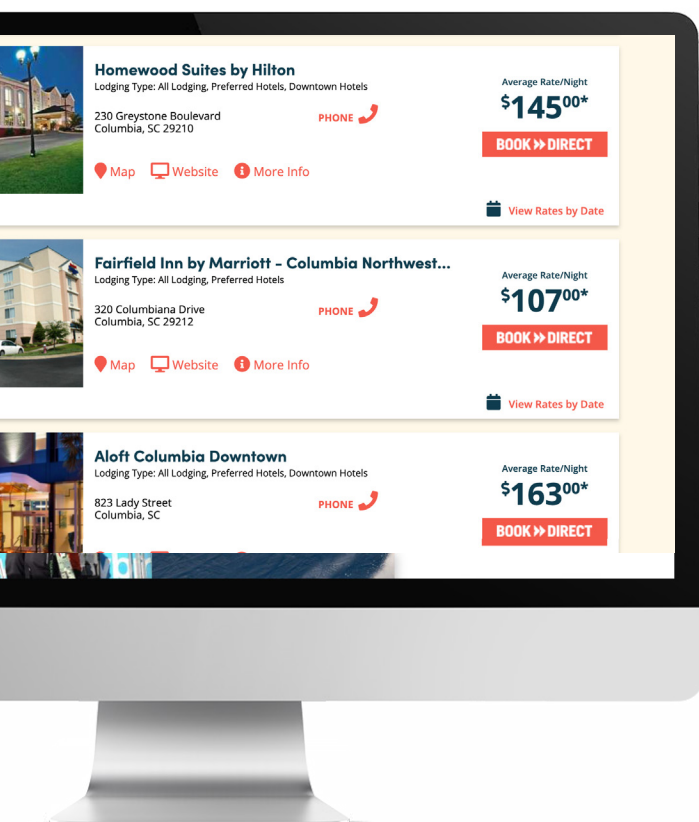
BACKGROUND:

Experience Columbia SC decided it was time to find a more functional and aesthetically pleasing solution for its website after using a competitor for years. **The primary reasons for wanting to switch from a third- party booking engine:**

PROVIDE PROPERTIES WITH VISIBILITY TO VISITORS:

○ How many **qualified leads** came from the DMO — answers *"What have you done for me lately?"*

○ **Properties are able to connect directly with the traveler —** provide updates, answer questions and upsell

ALLOW USERS TO BOOK DIRECTLY WITH PROPERTIES

○ Ability to use **loyalty points**
○ Ability to **take advantage of property amenities** like **online check-in**

SOLUTION:

Switching to Book › Direct keeps users on the DMO website while researching lodging options and connects them directly to the property for booking. The design of the booking widget is seamless with their website design and provides a better user experience.

RESULTS:

6 MONTHS

6 MONTHS after making the switch to Book › Direct, it had proven successful.

TIME ON SITE increased by

10 MINUTES

50%

INCREASE in property listing engagement

7X

GENERATED LEADS produced an estimated **7X** more booking revenue than third-party conversions

SEE IT IN ACTION

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,
Experience Columbia SC

INTERESTED IN A BOOKING SOLUTION FOR YOUR WEBSITE? Email us at **accountmanagers@simpleviewinc.com** or call us at **520-575-1151.**

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