

increasing bookings through a seamless digital experience

how Vizergy's booking engine drove more direct revenue for an independent Pennsylvania hotel

Even the best hotel website can lose revenue if its booking process is unclear or difficult. Guests often abandon reservations when they encounter issues in the booking engine, resulting in lost direct sales. An independent Pennsylvania hotel in a highly competitive travel market with fewer than 100 rooms experienced this problem, so Vizergy analyzed and redesigned their booking journey to boost direct reservations.

the challenge

The property's previous booking engine limited customization and merchandising, making it hard to create a tailored booking experience. Accessibility and ADA support were inconsistent, posing challenges for guests with disabilities. The booking flow didn't match the website's branding, causing a jarring transition and reduced guest trust at checkout. These issues hindered conversions and revenue. The goal was to streamline the booking process, align it with the hotel's brand, and boost direct bookings.

the Vizergy solution

Vizergy conducted a thorough audit of the entire conversion path to pinpoint where booking intent was lost. Based on these insights, we recommended switching to the Vizergy Booking Engine to deliver a seamless, branded, and accessible booking process that builds guest confidence and increases conversions.

Working closely with the hotel team, we implemented the new engine to match the website's design and content, streamline the booking flow, and ensure ADA compliance. The system was configured for smarter rate and inventory management, with PMS integration to automate rates, reservations, and inventory; channel management via Vizergy Channel Connect to manage rates and inventory across platforms; enhanced reporting for tracking booking trends; and dedicated account management for ongoing rate strategy and optimization.

the results

After Vizergy identified conversion friction and migrated the property to the Vizergy Booking Engine, the hotel saw an immediate lift in completed reservations. Over the first year post-migration, we helped drive a 63% increase in property revenue—a result sustained as the improved booking experience continued converting more direct demand.



key takeaways

- > Vizergy enhanced critical guest touchpoints where trust in the brand is established and reservations are completed.
- > Our team integrated branding, UX, and accessibility to make the booking engine seamlessly match the website and minimize drop-offs.
- > Vizergy implemented PMS and channel management integrations to ensure rate and inventory accuracy, resulting in an enhanced guest experience.
- > Property revenue increased by 63% in the first year after migrating to the Vizergy Booking Engine.

ready to boost your hotel's bookings with effective solutions?

If your website traffic isn't translating into direct bookings, Vizergy can help you identify where guests drop off and implement a booking experience that converts. Let's talk about your goals and the right path to lift revenue.

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