

KNOW HOW BUYERS MAKE DECISIONS



EasyOTA

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GUIDING THE CUSTOMER IN THEIR DECISION MAKING PROCESS

The typical decision-making process, when buying travel products or services, is primarily the same for both B2B & B2C. It's the type of content & available offers that drive each of these independently through the decision-making process.



The decision making process consists of 5 consecutive steps to make an online purchase, of which the first step is **interest**. It's crucial to know who exactly your target market is and what they're looking for. When you understand your customer and their **needs**, guiding them through the decision making process is easier. The examples below illustrate the **interest & needs** combination customers have.



INTEREST



NEEDS

- An individual in their 20s is looking for an affordable fun getaway to share with friends.
- The destination is open as long as it's interesting and fun.



- Prefer an all inclusive option to save on food and alcoholic drinks.
- Option to share a room which will bring down the cost.
- Include fun activities such as watersports, sightseeing and clubbing at night.

- A husband and father with a family of 5 (including a dog) is looking for an affordable family holiday.
- Prefer a destination that's close to the beach for the kids.



- Affordable for a party of 5.
- Spacious accommodation that will cater for the entire family.
- Include fun activities for the kids.
- Must be pet friendly.

- A corporate has just signed a contract with a new client and wants to take them on a getaway to seal the deal.



- 5 star luxury accommodation.
- Unique local cuisine.
- High-end entertainment such as golf or theatre.

As a small business, changing the customer's interest and needs is not impossible but can be quite challenging.

Most of the time the customer's interests and needs are already shaped based on the initial idea that sparked the customer to travel. A young man in his 20s who's looking for water sport activities and nightclubbing will not easily be persuaded to stay at a family holiday destination, and vice versa, a father with a family will not settle for a corporate environment where kids will be shunned for playing and making noise.



The ensuing research, compare and buy steps in the decision-making process can, and must be managed by the small business.

Always provide the customer with well-structured content, appealing visuals and a variety of options that will satisfy the customer's needs. It's vital to conduct a thorough competitor analysis to ensure your website, its content and visual presence has a competitive advantage.

The **booking flow** is a sensitive process in which the customer can easily be lost if, at any point, they feel overwhelmed by the required steps to complete the purchase, or uncomfortable providing personal information and credit card details. To successfully sell travel online, you need to understand your target audience, their needs, as well as the competitors who play in the same field. It's all about creating a competitive advantage in online travel. It's all about creating a competitive advantage in online travel.



EASYOTA SOLUTIONS GROW DIRECT BOOKINGS FOR TRAVEL AND TOURISM BUSINESSES IN EASTERN AND SOUTHERN AFRICAN MARKETS, ADDRESSING THEIR UNIQUE NEEDS.

<http://www.easyota.com>

We focus on 3 core disciplines



Specialised booking engines for search, book and pay processes



Competitive advantage



Itinerary building capability - affiliate sales



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