

# MAKING THE ONLINE TRAVEL EXPERIENCE ACCESSIBLE

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Depending on the target audience and their goals, your website needs to be accessible from anywhere in the world, on any device such as tablets or mobile phones. If important content such as the online booking engine is not accessible from different devices it will not only negatively impact the customer's experience but also conversions.

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Find all chapters here: [www.easyota.com/](http://www.easyota.com/)

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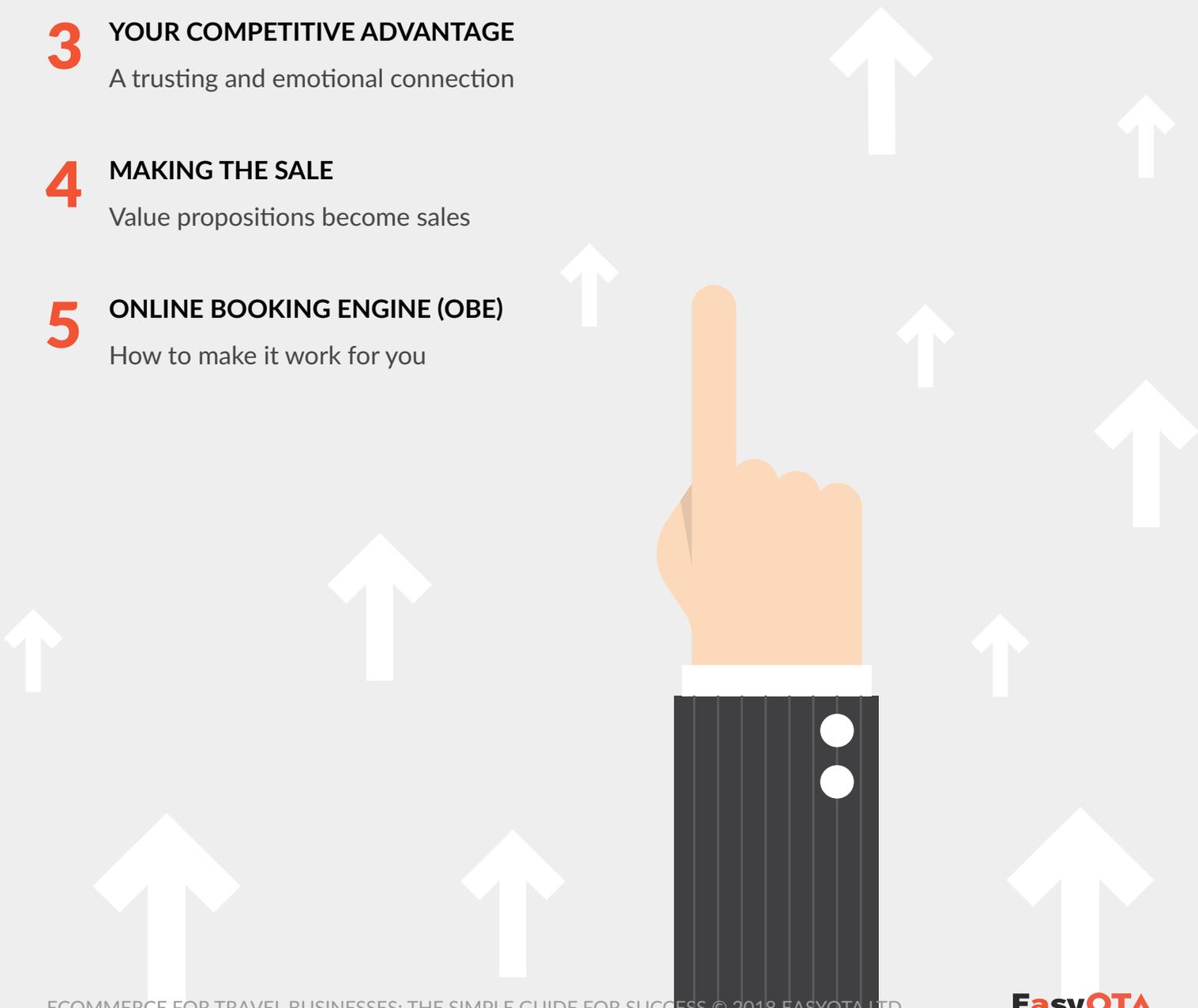
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# WHY A SPECIALISED BOOKING ENGINE IS SO IMPORTANT. THE SALES FUNNEL EFFECT.

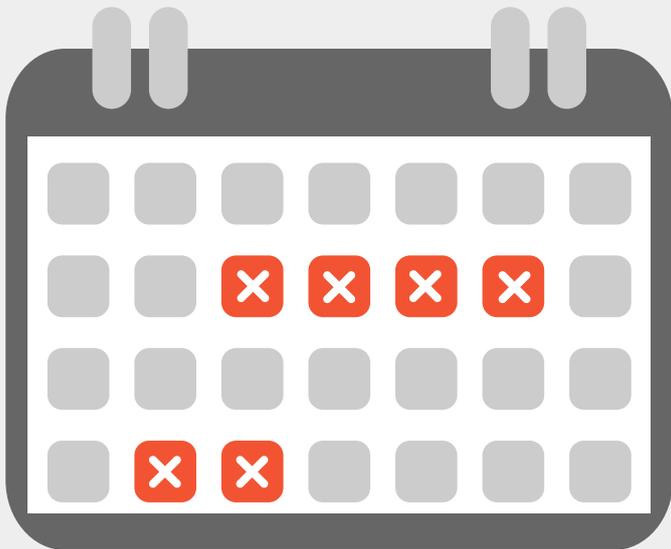
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You might put in all the effort to ensure your website is noticed by potential customer by spending huge amount of time and money on online advertising, Adwords, display advertising, PR, beautifully crafted websites, etc. but the number of visitors to your website does not necessarily equal the number of customers who buy your product.

## WHY WOULD THAT BE?

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Some customers don't feel what they're being offered is enough, and leave. While some customers are only doing research and may not return again.



Some customers like what they see, but it's not guaranteed that the number of people that like what they see is equal the number of people who book. Some of the reasons can include there is no availability for their preferred dates, the rooms they're looking for might be fully booked or the booking engine is lacking and might not cater for all the customer's needs.

Your website may, unknowingly, be driving your customers away. To drive visitors to your website is no easy task. All this hard work of finding leads is lost if your website is not eCommerce optimised. If you lose these visitors, you lose the sales too.

Thus when potential customers land on your website, you want them to:



This example of a sales funnel has a minimum of 7 steps, and each of these steps can potentially lose a customer. An optimised eCommerce website can reduce the % of customers that drop off during the sales funnel significantly by focusing on the customer's needs and making the journey as effortless as possible.

# 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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