

**ACCOMMODATION BOOKING ENGINES INTEGRATED WITH VISITSCOTLAND\***

| Booking Engine      | Connected to via Channel Manager    | Associated Costs   | Notes  |
|---------------------|-------------------------------------|--|--|
| Eviivo              | Expedia                             | One off connection fee of £45 to connect to all channels + a £0.50 charge on ever booking. This charge covers: <ul style="list-style-type: none"> <li>• Automatic validation of customers credit cards at the time of booking, making sure that every booking is secured with a valid credit card.</li> <li>• Automatic preauthorisation of customer credit cards when cancellation window is entered. Protecting owners against no-shows.</li> <li>• Scheduled emails to customer pre &amp; post arrival. Allowing owners to tailor &amp; automate communications with guests.</li> <li>• Settlement of all bookings from all channels collated in one monthly invoice</li> </ul> | Availability, bookings, prices, pictures, descriptions and policies are synchronised with the largest OTAs<br>Eviivo automate the process. Clients do not need to set-up with Airbnb, Booking.com, Expedia etc separately. Eviivo will do the set-up on their behalf.<br>Eviivo costs businesses from £15 per month for an online booking solution |
|                     | Hotels.com                          |  |  |
|                     | LateRooms.com                       |  |  |
|                     | TripAdvisor                         |  |  |
|                     | Booking.com                         |  |  |
|                     | Google Hotel Ads                    |  |  |
|                     | Airbnb                              |  |  |
|                     | HomeAway                            |  |  |
|                     | trivago                             |  |  |
|                     | agoda.com                           |  |  |
|                     | toprooms                            |  |  |
|                     | Ryanair Rooms                       |  |  |
|                     | Orbitz                              |  |  |
|                     | ebookers                            |  |  |
| Egencia             |                                     |  |  |
|                     | Many community/destination websites |  |  |
| Freetobook          | Booking.com                         | £49 connection fee per channel + a £1 fee per booking up to a maximum of £49 per month.  | Two way integration i.e. a booking made via Booking.com will update Freetobook availability and vice versa.<br>Freetobook is free on a business's website and free on www.visitscotland.com  |
|                     | LateRooms.com                       |  |  |
|                     | agoda.com                           |  |  |
|                     | Facebook                            |  |  |
|                     | Expedia                             |  |  |
|                     | TripAdvisor                         |  |  |
|                     | Hostelworld                         |  |  |
|                     | Hotels.com                          |  |  |
|                     | Hotel Bonanza                       |  |  |
|                     | Airbnb via iCal                     |  |  |
|                     | Flipkey via iCal                    |  |  |
|                     | Wimdu via iCal                      |  |  |
|                     | HolidayLettings via iCal            |  |  |
|                     |                                     |  |  |
| Supercontrol        | Airbnb                              | Included in the Supercontrol annual fee (from £370 per year plus a £200 set-up fee)  | £10 per property set up fee for Booking.com.<br>HomeAway integration is only open to businesses with more than 5 units.  |
|                     | Booking.com                         |  |  |
|                     | HomeAway                            |  |  |
|                     | Cottages.com/Hoseasons              |  |  |
|                     | ASSC                                |  |  |
|                     | FarmStay UK                         |  |  |
|                     | TripAdvisor                         |  |  |
|                     | Wimdu                               |  |  |
|                     | Many community/destination websites |  |  |
|                     |                                     |  |  |
| Beds24              | agoda.com                           | The price for the channel manager is €1.00 per property and month plus a fee per link. One link is a connection of one room type (can be multiple rooms of the same type) to one channel.<br>The first 10 links cost €1.00 each. The 11th to 30th links are 50c each, from the 31st link 20c each<br>E.g.<br>Type of property: B&B<br>Number of rooms: 3<br>Number of room types: 2 (One Double & Two Twins)<br>Channel manager booking channels (OTAs): 3 (Booking.com, Expedia and Airbnb)<br>Monthly Fee £13.65   | There are no free channels, so it costs users to set up a channel connection to VisitScotland. Two way connections are available on most channels.<br>Beds24 costs from €7.90 per month.   |
|                     | LateRooms.com                       |  |  |
|                     | TripAdvisor                         |  |  |
|                     | Airbnb                              |  |  |
|                     | HomeAway                            |  |  |
|                     | Venere.com                          |  |  |
|                     | Booking.com                         |  |  |
|                     | travelocity                         |  |  |
|                     | trivago                             |  |  |
|                     | Hostelworld                         |  |  |
|                     | Venere.com                          |  |  |
|                     | Ctrip                               |  |  |
|                     | Expedia                             |  |  |
|                     | Flipkey                             |  |  |
|                     | Lastminute.com                      |  |  |
|                     | Hotels.com                          |  |  |
|                     | Many community/destination websites |  |  |
| MyUK.travel         | Booking.com                         | Price negotiable on a one month/six month/yearly contract basis (from £9 per month). Channel management is an optional extra.  | Facebook booking widgets<br>Website design options also available<br>Variable deposit rates are feasible.  |
|                     | Expedia                             |  |  |
|                     | LateRooms.com                       |  |  |
|                     | TripAdvisor                         |  |  |
|                     | agoda.com                           |  |  |
|                     | Venere.com                          |  |  |
|                     | Hotels.com                          |  |  |
|                     | Airbnb                              |  |  |
|                     | Flipkey                             |  |  |
|                     | HolidayLettings                     |  |  |
|                     | Hostelworld                         |  |  |
| Queensborough Group | Booking.com                         | Some of these channels are only available to Q-Book Premium users at a one-off connection fee of £50 + VAT (per channel)   | Most of these channels are not available to Q-Book Lite or Q-Book Free users   |
|                     | LateRooms.com                       |  |  |
|                     | Expedia                             |  |  |
|                     | TripAdvisor                         |  |  |
|                     | Airbnb                              |  |  |
|                     | agoda.com                           |  |  |
|                     | HomeAway                            |  |  |
|                     | HolidayLettings                     |  |  |
|                     | Flipkey                             |  |  |
|                     | Many Queensborough-managed sites    |  |  |
|                     |                                     | Free distribution  | Available to all Q-Book users  |
| Bookster            | Booking.com                         | Bookster takes a 1% commission per booking (for both full sync & 2 way sync)   | There are two main options:<br>1. Full sync - entire listing (images, descriptive text, availability and pricing) is published to the channel.<br>2. 2 way sync - only pricing and availability published to the channel.<br>Costs with Bookster start from £20 per month (1 unit)   |
|                     | Airbnb                              |  |  |
|                     | HomeAway                            |  |  |
|                     | TripAdvisor                         |  |  |

\*If you use one of these systems you can choose to display your live availability & pricing on [www.visitscotland.com](http://www.visitscotland.com)

## OTHER ACCOMMODATION BOOKING SYSTEMS (NOT CURRENTLY INTEGRATED WITH VISITSCOTLAND\*)

| Booking Engine                         | Connected to via Channel Manager                       | Associated Costs   | Notes  |
|--|--|--|--|
| Angelfish Software                     | None, other than Guestlink                             | Angelfish Desktop from £350 initial purchase + annual subscription from £175 (dependent on size)<br>Angelfish Cloud between £1000 - £2000 for initial setup + £400 - £800 for annual subscription                  | Angelfish is integrated with PayPal, WorldPay and Sagepay payment systems.   |
| Anytime Booking                        | Pitchup  | Setup fee of £350.   | Predominantly aimed at camping and self-catering operators. Property agency option is possible for an extra £10 per month. Upselling extras options. |
|  | Airbnb (ictal)<br>Multiple channels via Rentals United | From £21 per month (depending on the number of units/pitches).   |  |
| D-edge (previously Availpro)           | Booking.com  | Pricing on application   | Competitor price monitoring and rate parity functionality available  |
|  | Expedia  |  |  |
|  | Hostelworld  |  |  |
|  | Hotels.com   |  |  |
| Caterbook                              | Booking.com  | From £50 per month<br>Channel manager is £10 per month   | Promo code functionality<br>Caterpay in-house payment gateway system from 15p per transaction  |
|  | Expedia  |  |  |
| Direct Room Sales                      | Booking.com  | Initial setup fee from £495 + VAT (based on number of rooms)<br>Annual fee from £495 + VAT (based on number of rooms)<br>Channel Management is £100 + VAT per year<br>TripAdvisor TripConnect connect is £50 + VAT | Payment processing via SagePay included as standard. Other options are available.<br>No commission on own website bookings.                          |
|  | Expedia  |  |  |
|  | Facebook   |  |  |
|  | TripAdvisor  |  |  |
| Guestline                              | Agoda  | Rezlynx PMS is based upon a subscription model and costs are available (and negotiable) upon enquiry.  | Works with Secure Trading, Worldpay, Payment Express, Asia Pay, Siam Pay and Peso Pay. Credit card data is tokenised.                                |
|  | Booking.com  |  |  |
|  | Expedia  |  |  |
|  | Lastminute.com   |  |  |
| iBex                                   | TripAdvisor  | Costs from \$99 per month (includes 5 free channel connections)<br>Standalone channel manager product costs from \$65 per month  | Works with SagePay, PayPal & Payment Express (included in monthly fees)  |
|  | Booking.com  |  |  |
|  | Agoda  |  |  |
|  | HostelWorld  |  |  |
|  | Opodo  |  |  |
|  | Airbnb (ictal)   |  |  |
|  | Expedia  |  |  |
|  | Travelocity  |  |  |
|  | Trivago  |  |  |
|  | Kayak  |  |  |
| Hotels.com                             |  |  |  |
| Inn Style                              | Booking.com  | Integrations are done via SiteMinder.<br>Costs from £20 per month (for a business with 1 room).  | Compatible with most major payment processors including PayPal, Stripe & Worldpay.   |
|  | Expedia  |  |  |
|  | Hotels.com   |  |  |
| Little Hotelier                        | Booking.com  | Costs from £69 (excluding VAT) per month (for a business with 1 room)<br>Channel manager included in the cost.   | Payments via their own Little Hotelier payment processor.<br>Part of the SiteMinder Group.   |
|  | Expedia  |  |  |
|  | Airbnb   |  |  |
|  | Hostelworld  |  |  |
|  | Agoda  |  |  |
|  | TripAdvisor  |  |  |
| Parity Rate                            | Booking.com  | A distribution system offering a booking engine, channel manager and metasearch connection<br>Prices on application. Seasonal pricing available i.e. pay only per month when the accommodation is open             | Connects to many tour booking systems  |
|  | Expedia  |  |  |
|  | Google Hotel Ads                                       |  |  |
|  | TripAdvisor  |  |  |
|  | Trivago  |  |  |
| SiteMinder                             | Booking.com  | Booking engine is from £28 + VAT per month (based on a 1 room property). There are initial setup fees too.<br>Channel manager is from £47 + VAT per month.   | Main payment gateway is PayPal (no surcharges). Other payment gateways are available for a surcharge   |
|  | Expedia  |  |  |
|  | TripAdvisor  |  |  |
|  | Hostelworld  |  |  |
|  | Airbnb   |  |  |
| TravelClick (iHotelier Booking Engine) | Booking.com  | Pricing upon application   | Predominantly used by larger hotels/chain hotels   |
|  | Agoda  |  |  |
|  | Expedia  |  |  |

\*If you use one of these systems you cannot display your live availability & pricing on [www.visitscotland.com](http://www.visitscotland.com)

### 5 KEY POINTS TO REMEMBER

- ❖ Evaluate your requirements
  - Solely booking on your website
  - Booking and channel management (OTAs)
  - Cloud based/multiple users
  - Managing staff/resources
  - Reporting functionality/CRM system
  - Payment processing options
  - Add promos and extras
- ❖ Test booking systems before committing to a contract/purchase. Many operators let you have a free trial. Check the ease of use/training options/customer support
- ❖ Weigh up the costs
  - Setup fees
  - Monthly/annual fees
  - Commission per booking/payment gateway fees
  - Cost for channel management functionality
  - Check the reviews – sites such as Capterra.com can be helpful
- ❖ Assess the user-experience
  - Mobile-friendly
  - Cancellations possible
  - Minimal steps in the booking process
  - Multiple language and currency options
  - Automatic email responses
  - Dynamic pricing based on demand
  - Secure experience (PCI compliant)
- ❖ Consider if the new booking system will improve your daily routine?

### THE BIGGEST ONLINE TRAVEL AGENTS OPERATING IN THE ACCOMMODATION SECTOR

No signup costs & all have foreign language pages for Scottish accommodation.

- ❖ Booking.com
  - Commission is generally between 15% & 20%
- ❖ Expedia
  - Commission is generally between 15% & 20%
- ❖ Airbnb
  - Shared guest-host commission of 15 – 20%. Various models currently available.
- ❖ TripAdvisor
  - Various commission levels depending on the accommodation type. Commonly between 12 & 15%