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# How Hoteliers Can Benefit From Last-Minute Booking Apps

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Guests have many spontaneous accommodation needs, and mobile apps are ready to meet them. It's becoming increasingly common to finalize plans on-the-go, as 31 percent of leisure travelers and 53 percent of business travelers have booked on a smartphone.



Mobile booking isn't just a perk for customers — hoteliers can flourish when partnering with last-minute booking apps, too.

When the night winds down and there are empty

rooms, hotels lose an opportunity. You can't always attract a full house of customers, and you miss out on

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Last-minute booking apps can make the most of the mobile habits of consumers and your fluctuating occupancy rate. Down to the last minute, you can get rid of spare rooms and bring in a profit rather than leaving vacant spaces. Check out these eight specific ways hoteliers can benefit from final booking apps.

## 1. Get Closer to 100 Percent

In 2018, the annual occupancy rate of the U.S. hotel industry was at 66.2 percent. It's typical to run at partial capacity, but hotels are more likely to operate efficiently when they offer last-minute lodging.

You can boost your occupancy rate by joining mobile apps so customers can find a place until the eleventh hour. Even offering lower prices to customers is better than squandering a significant portion of rooms. Get nearer to full capacity by listing your extra rooms.

## 2. Reach a Wider Audience

As travelers search for any available rooming, they go beyond their typical hotel picks. Listing on last-minute booking apps brings you visibility with customers you may not have reached before.

With a wider customer base, you can attract and retain loyal guests for your hotel. Branch out from your standard target audience to engage new customers.



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experience requires data, and mobile apps give you more insight and access to your visitors.

You need to keep up with customer preferences and practices to shape your business plans. Collect customer information on these platforms to direct your next steps for improvement.

#### 4. Develop Brand Awareness

To promote your hotel brand, you need to bring attention to it. However, competition is fierce in the hospitality industry. You can encourage exposure for your brand on last-minute booking apps, though.

Mobile apps can complement your marketing strategies, and you can help customers recognize your brand by getting your name and deals out there.

#### 5. Streamline the Booking Process

In the booking process, both the customer and the hotel can have many hoops to jump through. If it's down to the wire, there's no time for lots of steps. Mobile booking can facilitate a clear process, boosting customer satisfaction.

With apps like HotelTonight, you can effortlessly display your rooms for last-minute guests. These services make it simple for you to show your inventory and receive payments.





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ces travelers' lodging

decisions. Gaining reviews on the last-minute booking apps can drive future sales.

Forming a positive reputation on these mobile apps can recommend you to users. Increase your chances for an advantageous online presence by taking advantage of these apps.

## 7. Match Property and Preferences

If you have a specialty lodging facility, you can find an app that specifically services you. Whether you operate a luxury resort or a charming bed-and-breakfast, you can partner with an app that suits your style and services.

Several apps divide hotel listings into categories to house a variety of types. Customers can then narrow down their search to match with your business.

## 8. Thrive Mutually

Snagging a final deal is beneficial to customers and hoteliers, and you can share a rewarding exchange. Last-minute booking apps save each party time and money.

Maximizing the common good creates a valuable arrangement. When everyone is thriving, you can see this as an all-around win for your business.

