

A top-down view of a desk with a yellow background. In the center is an open silver laptop displaying a 'Social media' dashboard. To the left is a black tablet also showing a 'Social media' page. In the top left corner, there is a small potted plant with green leaves. To the right of the laptop, there is a wooden pencil and a spiral notebook. The overall scene is brightly lit and organized.

WEB MARKETING PER LA TUA ATTIVITÀ TURISTICA

4 webinar gratuiti, organizzati nell'ambito del progetto "Filiera outdoor per una montagna sostenibile del Piemonte", per supportare la crescita professionale della tua impresa e migliorare l'immagine delle tue proposte turistiche.



Sito web di successo

architettura, grafica, funzioni e contenuti che rendono un sito web un vero strumento di business, che piace ai motori di ricerca e agli utenti. Introduzione di Content Marketing.

01
3 aprile
15.00-17.00

Social Media Marketing

I social veramente utili in ambito travel, meglio pochi ma buoni. Best practice sulla pianificazione e gestione di pagine e profili social.

02
10 aprile
15.00-17.00

Booking Engine

come scegliere quello giusto valutandone le funzionalità e come utilizzarlo al meglio per migliorare le conversioni.

03
17 aprile
15.00-17.00

Gestione Clienti

dal primo contatto all'esperienza di arrivo in struttura, come mantenere l'engagement per trasformarli in nostri ambassador. Introduzione all'email marketing e Whatsapp marketing.

04
22 aprile
15.00-17.00

Per maggiori informazioni: <https://shorturl.at/rtzL6>
Iscrizioni: <https://shorturl.at/vBPS8>



Booking Engine

Come scegliere quello giusto valutandone le funzionalità e come utilizzarlo al meglio per migliorare le conversioni.

Cos'è un Booking Engine?



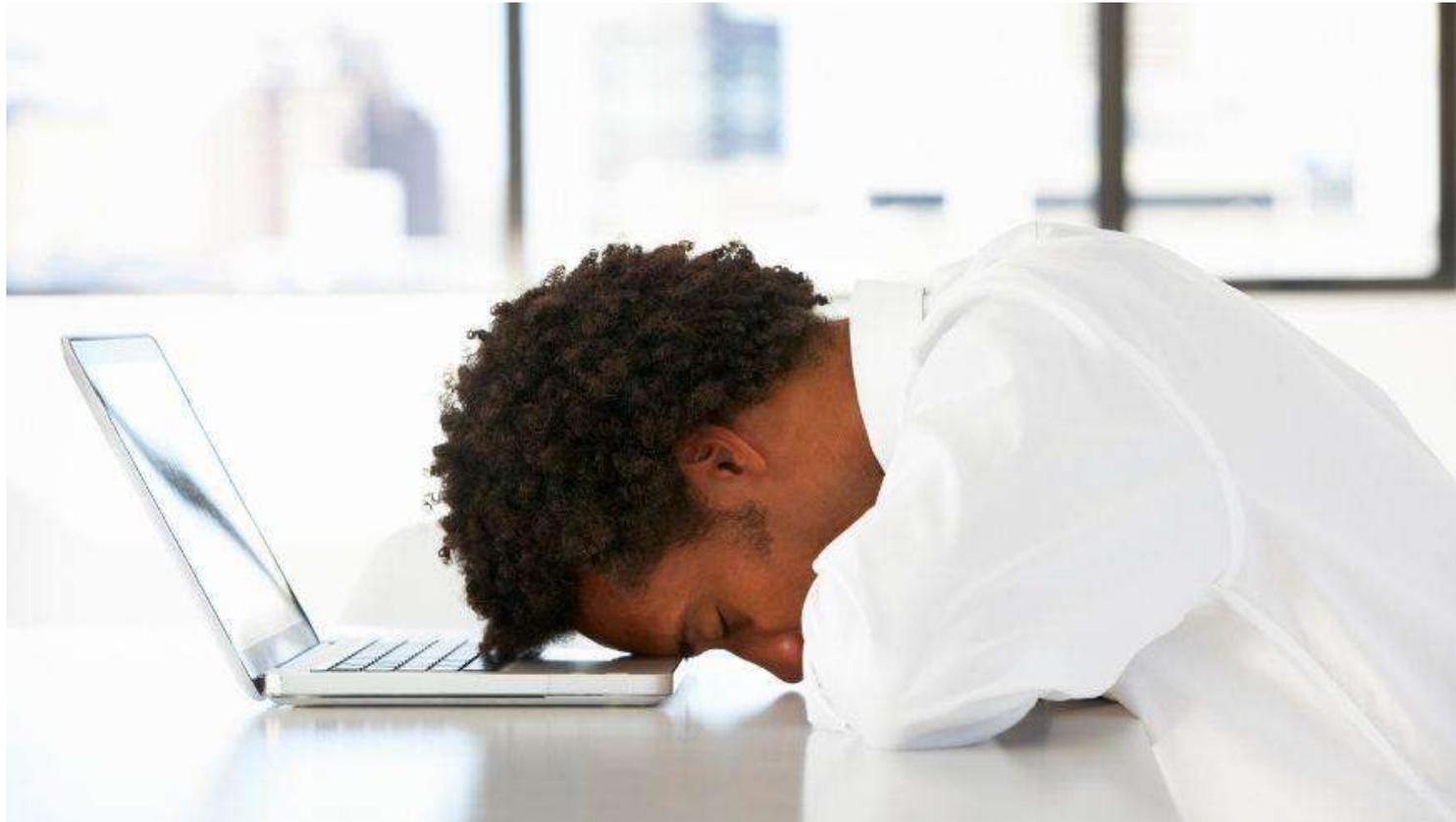
Prenotazioni Dirette

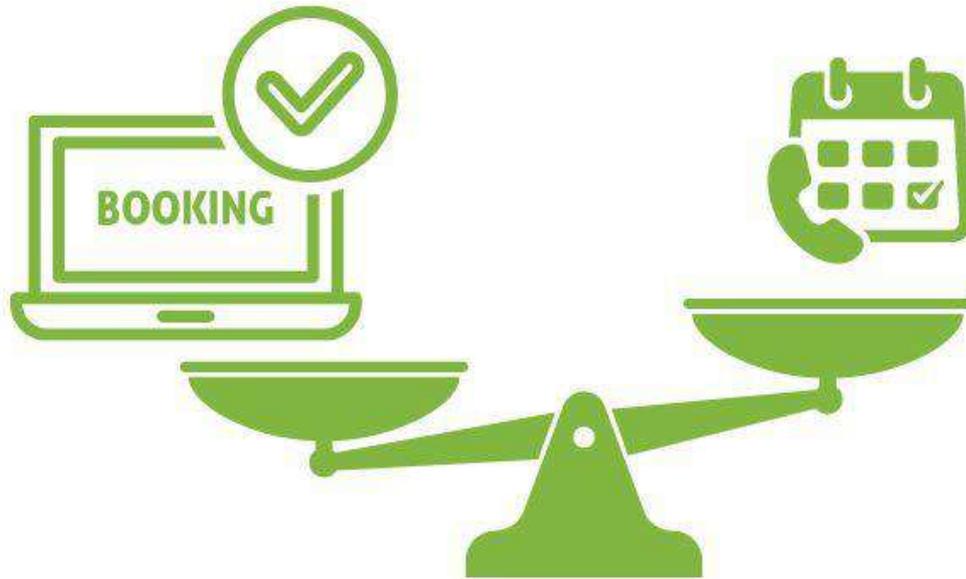
Assieme al sito web, il Booking Engine è l'asset principale per **disintermediare**

I Vantaggi del Booking Engine



Quali Svantaggi?





In quali casi il Booking Engine non è necessario?

Domanda quello che desideri:

Accettazione privacy ([leggi informativa](#))

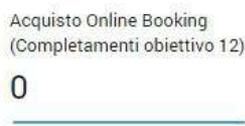
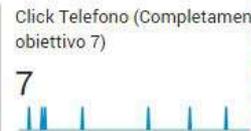
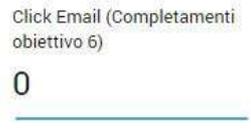
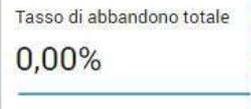
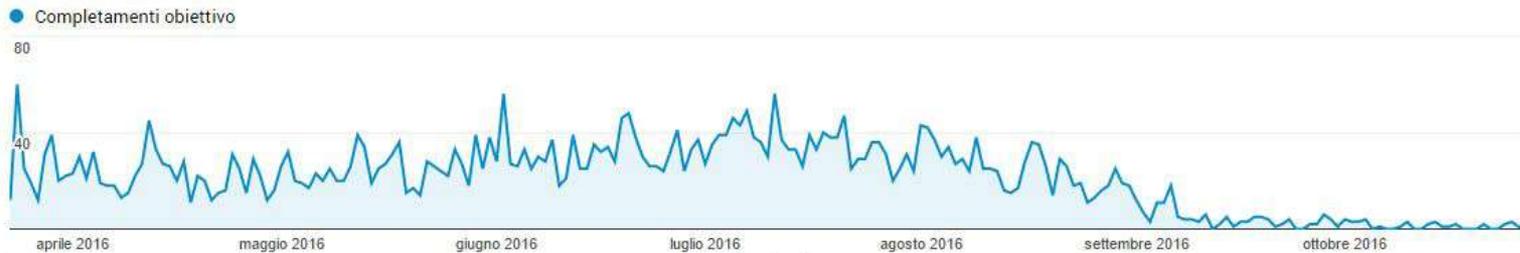
Ai sensi e per gli effetti degli articoli 7, 13 e 15 del Regolamento UE 2016/679 acconsento al trattamento dei miei dati personali come da informativa privacy di Confesercenti Parma

1 + 2 =

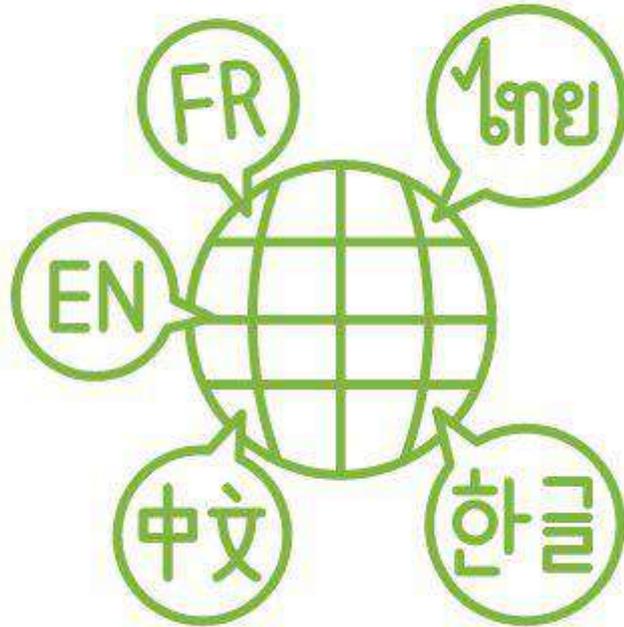
Invia



Quante visite ha il tuo sito web?



Accesso Globale, Traduzioni e Valute Multiple

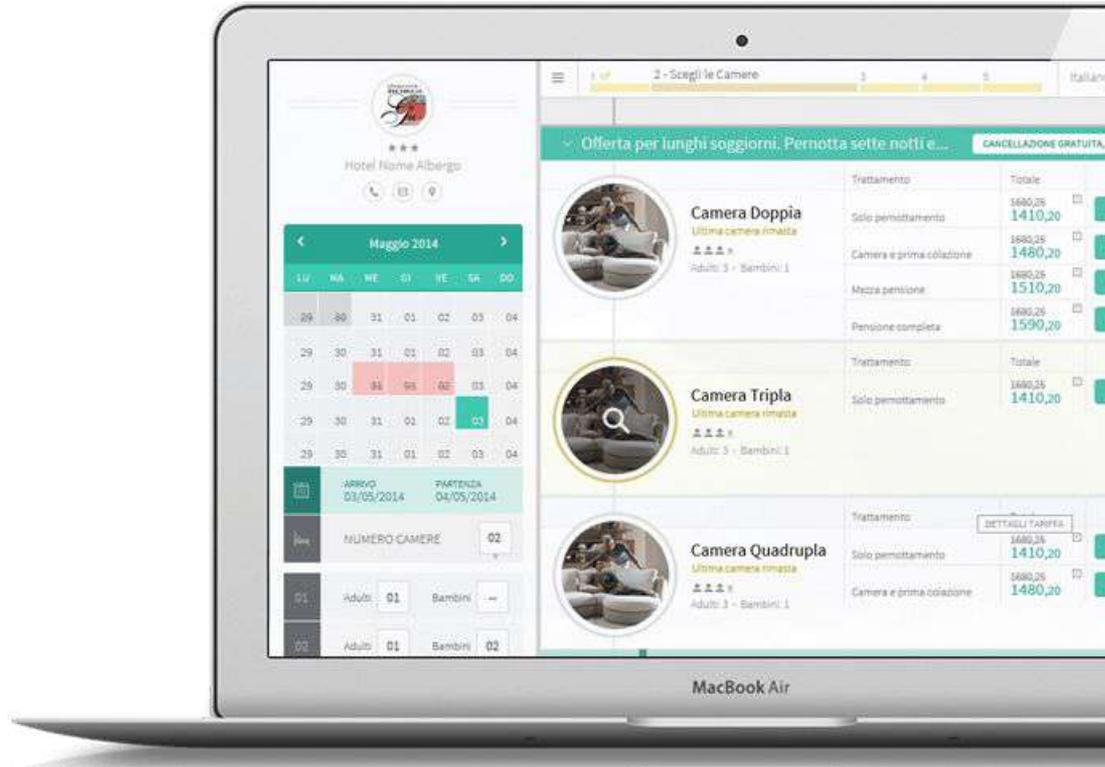


Promozione su Mercati Internazionali

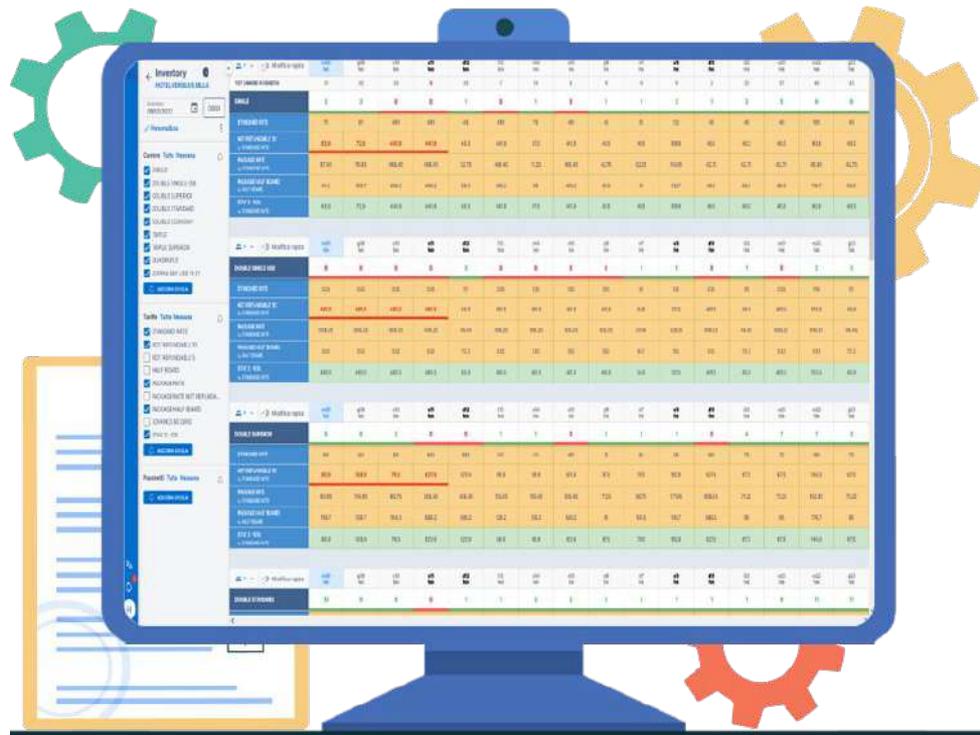


**Quali funzioni fondamentali
deve avere un buon booking engine?**

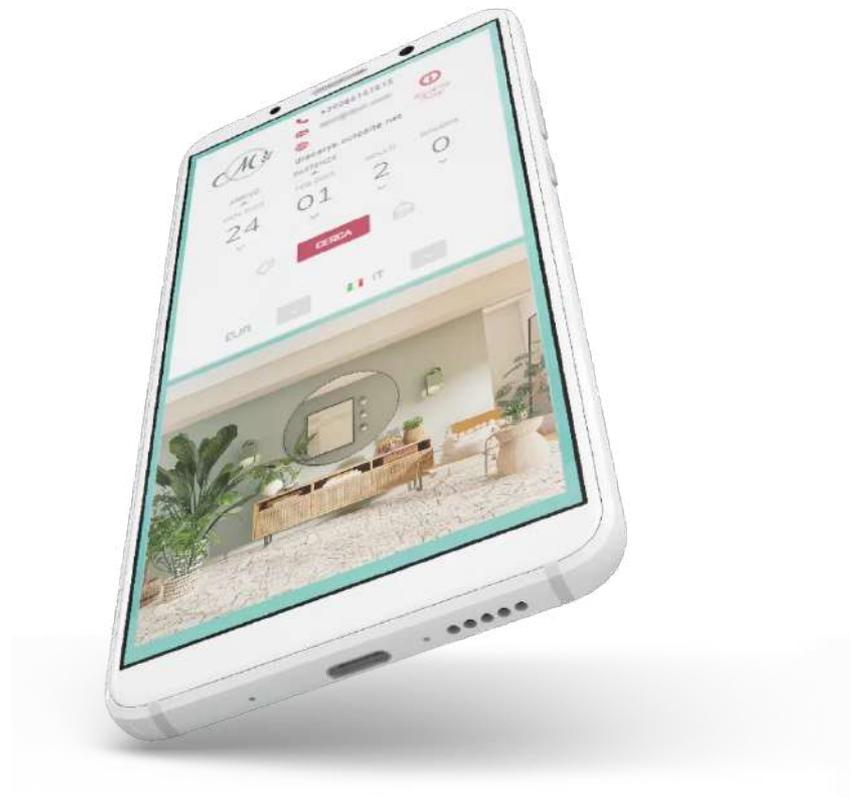
Interfaccia Utente Intuitiva



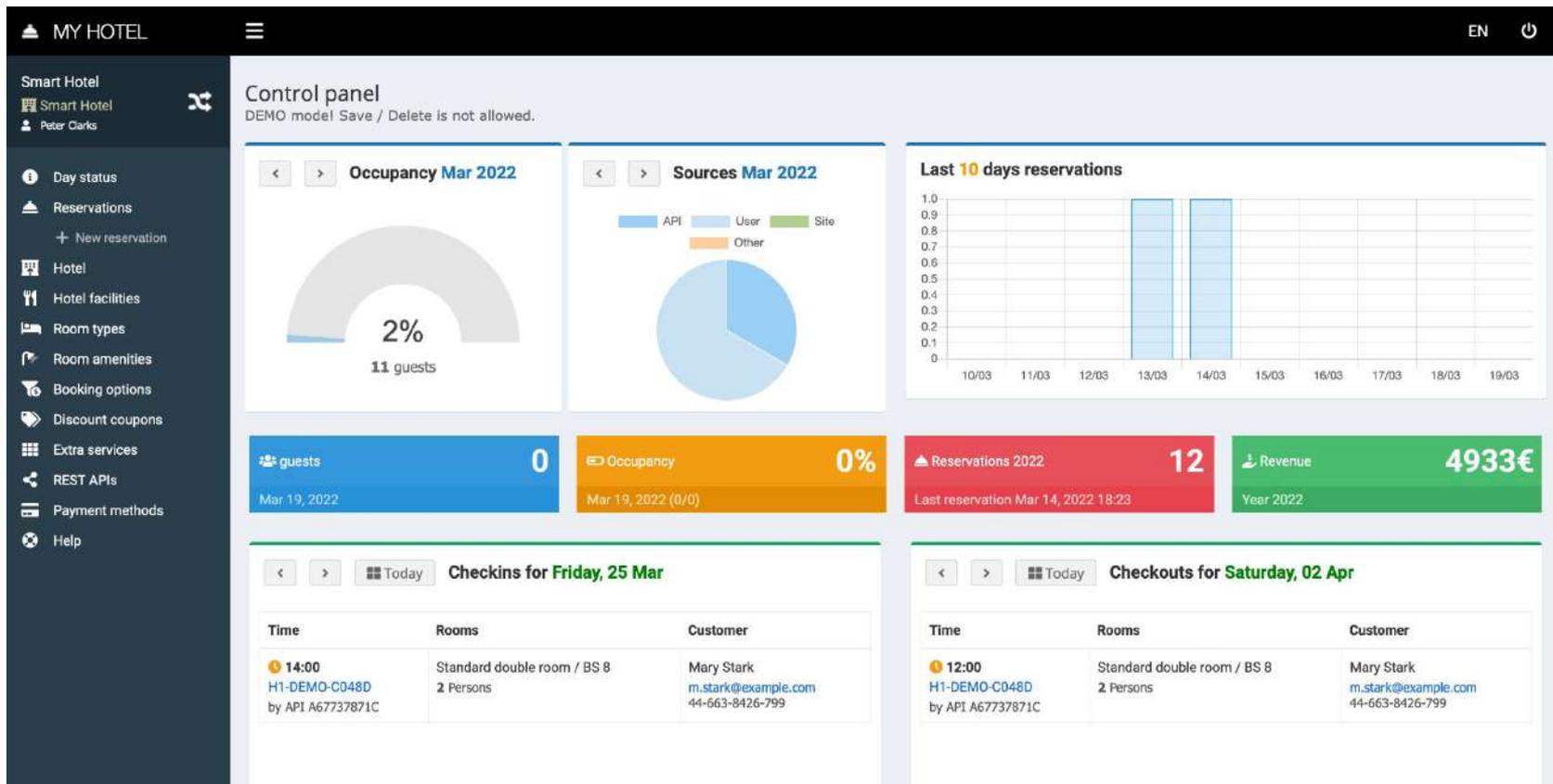
Gestione Tariffe e Disponibilità



Compatibilità con Dispositivi Mobili



Reportistica e Analisi dei Dati



Automatizzazione delle comunicazioni

The screenshot displays the 'bellebnb.com' dashboard with a sidebar menu on the left. The sidebar includes sections for 'SETTINGS' (Dashboard, Hotel Staff, OTA Connections, Payment Gateway, Email Settings, Room Service, Instant Messaging) and 'MY PROPERTIES' (Hotel Yorba, Villa Giulia, Hostal Zurigo, Add A New Hotel). The main content area is titled 'DASHBOARD Email Options' and features two primary settings cards: 'New Reservations' and 'SMTP Settings'. The 'New Reservations' card shows 'No message set.' and a blue callout box with an information icon and the text 'Add a greeting message' followed by 'Set a greeting message for when your guests create a new reservation.' and a green 'ADD A MESSAGE' button. The 'SMTP Settings' card has a blue callout box with an '@' icon and the text 'Add a reply-to address' followed by 'Add an email address to use for emails sent to your guests' and a green 'ADD YOUR EMAIL ADDRESS' button. A 'Check-Out' card is partially visible at the bottom. A URL is shown at the bottom left, and a chat icon is at the bottom right.

SETTINGS

- Dashboard
- Hotel Staff
- OTA Connections
- Payment Gateway
- Email Settings**
- Room Service
- Instant Messaging

MY PROPERTIES

- Hotel Yorba
- Villa Giulia
- Hostal Zurigo
- Add A New Hotel

bellebnb.com

DASHBOARD

Email Options

New Reservations

No message set.

i Add a greeting message

Set a greeting message for when your guests create a new reservation.

✉ ADD A MESSAGE

SMTP Settings

@ Add a reply-to address

Add an email address to use for emails sent to your guests.

✉ ADD YOUR EMAIL ADDRESS

Check-Out

<https://bellebnb.com/apps/frontdesk/manage-account/Dashboard/ViewEmailOptions>

Traduzioni e Valute

The screenshot displays the 'Booking Engine' configuration interface. It features a dark sidebar on the left with various icons. The main content area is divided into two panels: 'Branding' and 'Online Check-in'.

Branding Panel:

- Logo:** A green logo with a stylized 'J' and a checkmark. A 'Scegli File' button is next to it.
- Scegli tema:** A dropdown menu currently set to 'Tema luce'.
- Colori:** Two color swatches are shown: a teal one labeled 'Pulsante prenotazione' and a black one labeled 'Colore principale'.

Online Check-in Panel:

- Pagamento Check-in:** A dropdown menu set to 'Paga l'intero importo'.
- Lingue disponibili:** A list of language checkboxes: IT (checked), NL (checked), FR (checked), DE (checked), ES (unchecked), and EN (unchecked).
- Condizioni prenotazione:** A section for booking conditions, currently empty.

At the bottom of the interface, there are two buttons: a blue 'STAGING BOOKING ENGINE >' button and a dark grey 'SALVA' button with a save icon.

Pagamenti Sicuri



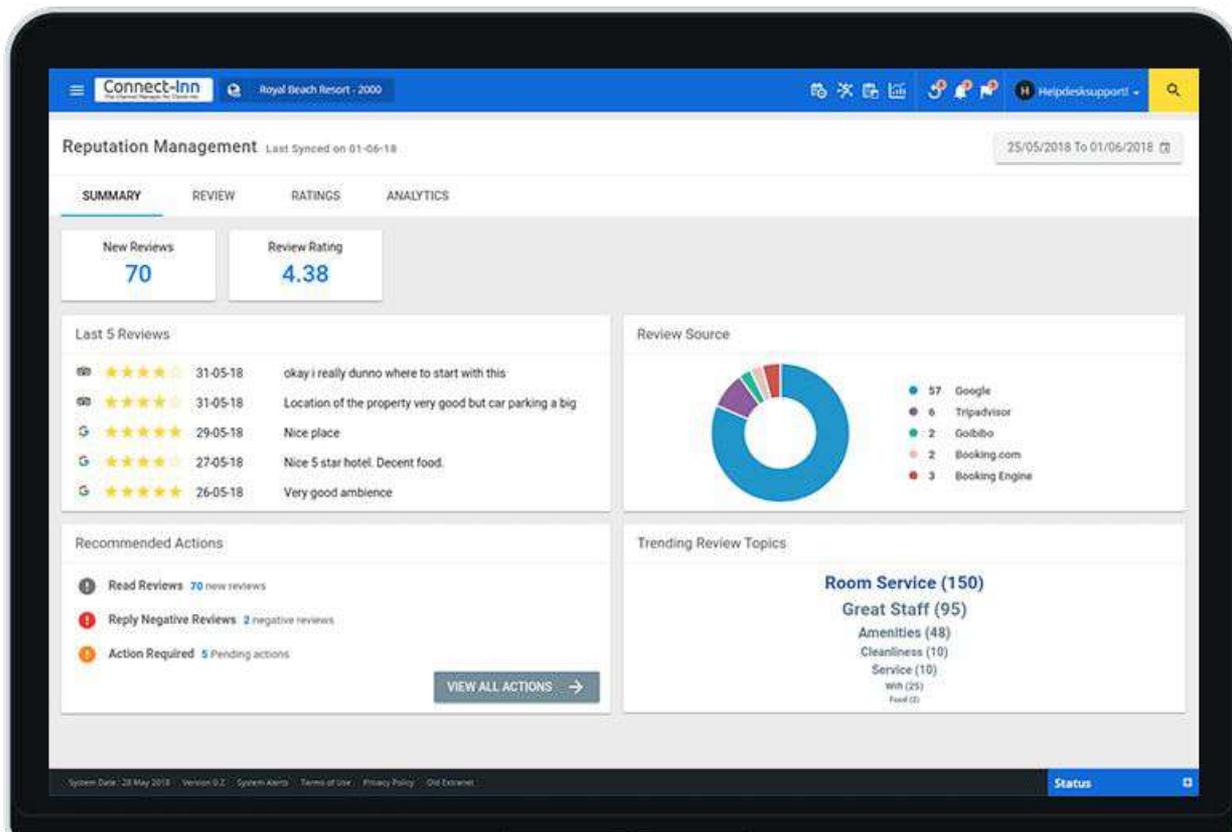
Coupon e Codici Promozionali



Integrazione con il sito web



Gestione Recensioni e Feedback degli Ospiti



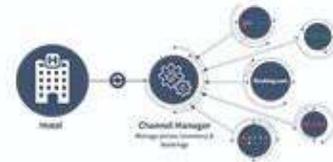
Assistenza Clienti e Supporto Tecnico



Collegamento con Channel Manager?



OTA



Channel Manager



Booking Engine
(Website, Facebook)

Cos'è un Channel Manager?



Booking Engine o Channel Manager?

Fattori considerare nella scelta



Volumi di prenotazione e canali di distribuzione



Focus su prenotazioni dirette



Esigenze di Gestione delle Tariffe

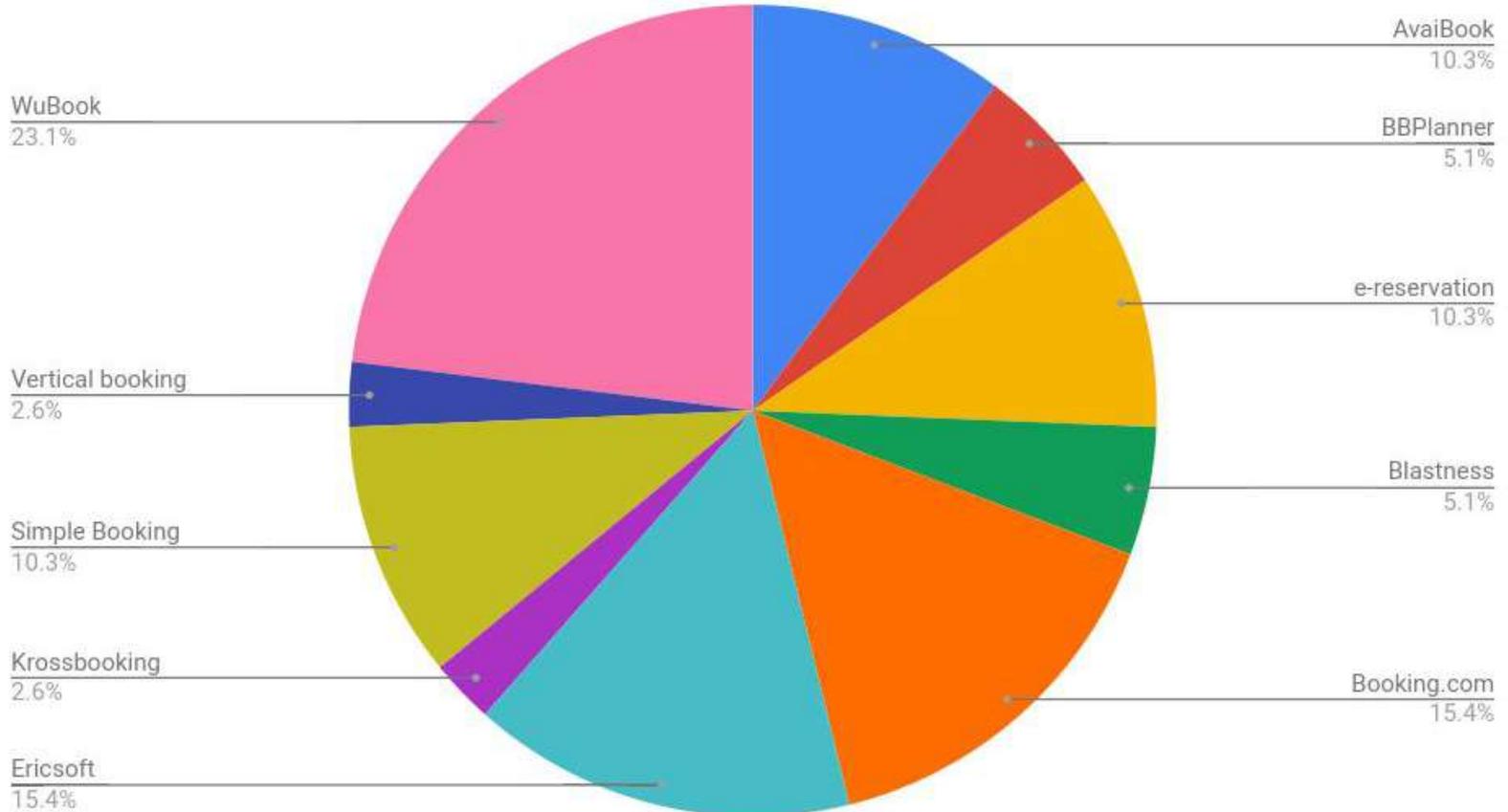


Budget e Risorse Disponibili



Quale Software di Prenotazione Online Scegliere?

Indagine Ecobnb



6 opzioni a confronto

1. Freetobook (gratuito)
2. iReservation (gratuito per i clienti di Bed & Breakfast.it)
3. WuBook
4. Little Hotelier
5. SimpleBooking
6. KrossBooking

1. Freetobook

Direct Booking Engine CORE SYSTEM	Channel Manager POPULAR
<p>FREE forever</p>	<p>£1 / Booking</p>
<p>No tie-in, no annual fee and no commission</p>	<p>Great Value</p>
<p>Easy to use booking diary</p>	<p>Connect to Booking.com, Expedia, Airbnb, Hostelworld and others...</p>
<p>Simple Direct Booking links for your website</p>	<p>Pay a minimum of £0 (no bookings) and a maximum £69 (69+ bookings) * All direct bookings are free</p>
<p>Flexible occupancy pricing</p>	<p>£49 one off connection fee per channel</p>
<p>Report booking source & occupancy</p>	
<p>Find Out More</p>	<p>Find Out More</p>

1. Freetobook

The image displays the Freetobook mobile application interface. The main screen shows a calendar view for October 2022, with room bookings for various room types: Double Room, Family Room, and Single Room. Each booking entry includes the guest name, room type, and status (e.g., 'Closed Out').

Key features and annotations are highlighted with blue callouts:

- Channel Bookings:** Points to the top navigation bar.
- Message Guests:** Points to a guest name in a booking entry.
- Booking Page:** Points to an overlay showing a calendar for selecting stay dates and a preview of a room (Triple room).
- Payment Status:** Points to a status icon in a booking entry.

The booking page overlay includes a calendar for selecting stay dates, a search bar for the number of adults, and a preview of a room with details such as 'Triple', 'Large room with three large beds', and 'Full breakfast' for £100.00.

At the bottom of the image, there is a 'Video' button with a play icon.

2. iReservation

Informazioni e prenotazioni

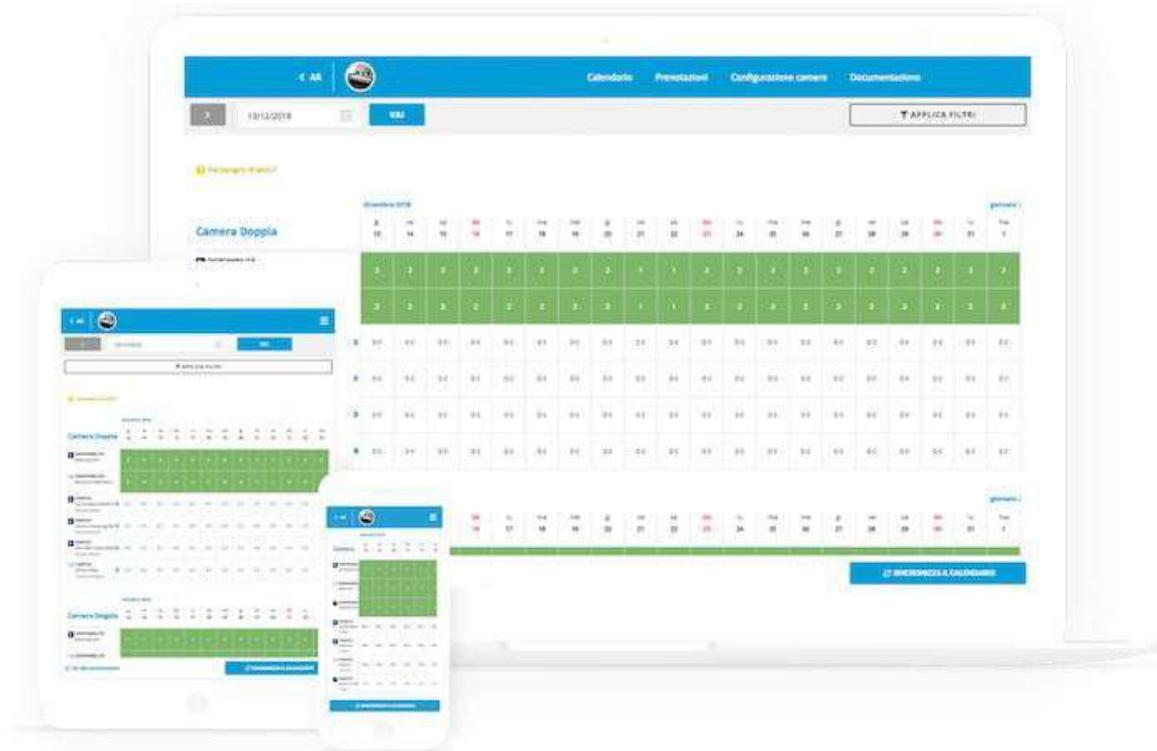
Ti risponderemo entro qualche ora.

 BED-AND-BREAKFAST.IT	Check-in <input type="text"/>	Check-out <input type="text"/>	Prenota ora
---	----------------------------------	-----------------------------------	-----------------------------

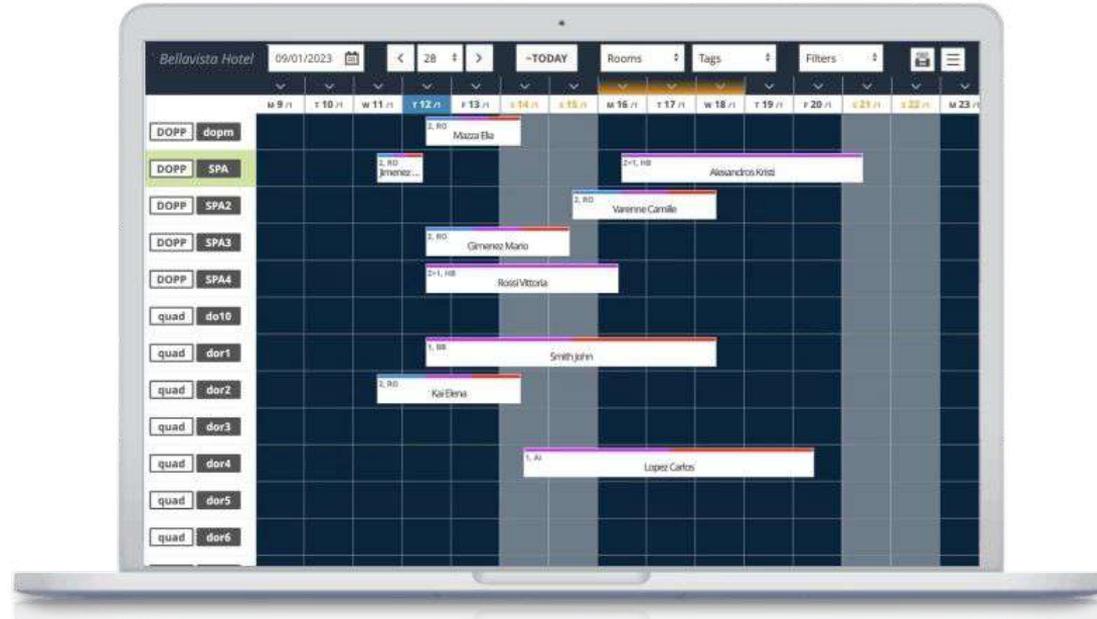
 [CONTATTO WHATSAPP](#)

 [CONTATTO MAIL](#)

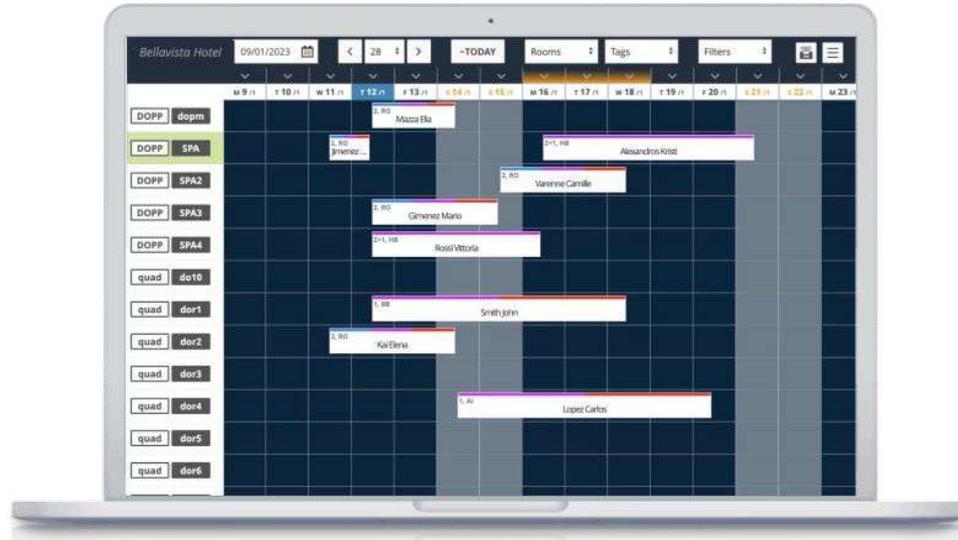
2. iReservation



3. WuBook



3. WuBook



4. Little Hotelier

The screenshot displays the Little Hotelier software interface. At the top, the logo "Little Hotelier" is visible, along with a language selection dropdown set to "EN" and a "Help" button. Below the logo, the text "Little Hotelier Training" is shown. The main navigation bar includes "Calendar", "Reservations", "Inventory", "Setup", and "Reports".

The central part of the interface is a calendar view for December 16, 2016. The calendar shows a grid of days from Friday, Dec 16, to Thursday, Dec 29. The rooms are categorized into "Deluxe Room" (Rooms 01-05) and "Superior Room" (Rooms 06-07). Reservations are represented by colored bars:

- Room 01: Smith, Steve (Dec 17-18), Warner, David (Dec 24-25)
- Room 02: Unavailable (Dec 16-17)
- Room 03: Hazenwood, John (Dec 17-19), Grant, Michael (Dec 22-24)
- Room 04: Unavailable (Dec 16-17)
- Room 05: Lynch, Nathan (Dec 19-21)
- Room 06: Bathroom Re-tile (Dec 19-21)
- Room 07: Unavailable (Dec 16-17)

At the bottom, a dark navigation bar contains links for "Reservations", "Inventory", "Setup", "Reports", "Documentation", and "Contact Us". The "Little Hotelier" logo is also present in the bottom right corner.

4. Little Hotelier



5. SimpleBooking

Simple Booking

DASHBOARD

RATES AND INVENTORY

Master planner

Planner

Multi-Data Planner

Rate plans

Offers

Packages

Additional services

Fast rates

Rates Summary

RESERVATIONS & ARRIVALS

CRM AND SOCIAL

ONLINE DISTRIBUTION

ANALYTICS

Hotel Petit Ritz Paris (EX)

Planner » Standard Rate

Active org: Web Mobile Facebook

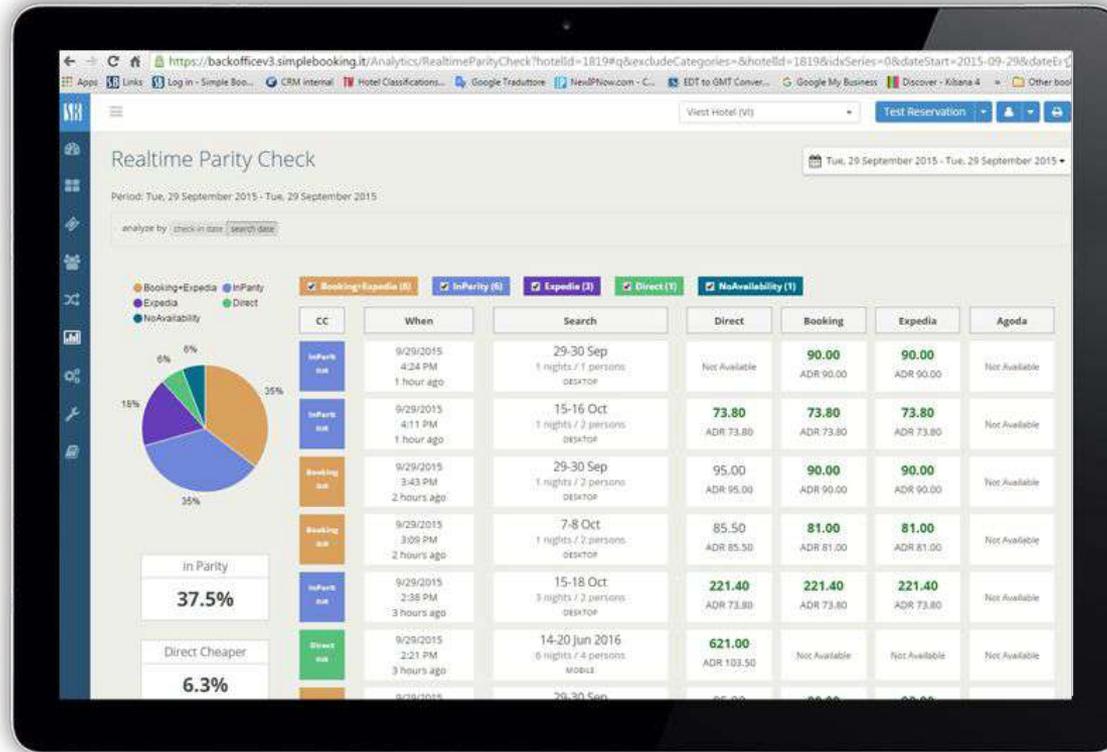
Distribution channels: Expedia BOOKING.COM Hotels.com

	2015	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov			
	Fri 4 MAR	Sat 5 MAR	Sun 6 MAR	Mon 7 MAR	Tue 8 MAR	Wed 9 MAR	Thu 10 MAR	Fri 11 MAR	Sat 12 MAR	Sun 13 MAR	Mon 14 MAR	Tue 15 MAR	Wed 16 MAR	Thu 17 MAR	Fri 18 MAR
Comfort Double Room	5	5	5	5	5	5	5	5	0	0	5	5	5	5	5
Price in BB	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234
Price in HB	316	316	316	316	316	316	316	316	316	316	316	316	316	316	316
Standard Double Sin...	5	5	5	5	5	5	5	5	0	0	5	5	5	5	5
Price in BB	134	134	134	134	134	134	134	134	134	134	134	134	134	134	134
Price in HB	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176
Presidential Large Su...	5	5	5	5	5	5	5	5	0	0	5				
Price in BB	334	334	334	334	334	334	334	334	334	334	334				

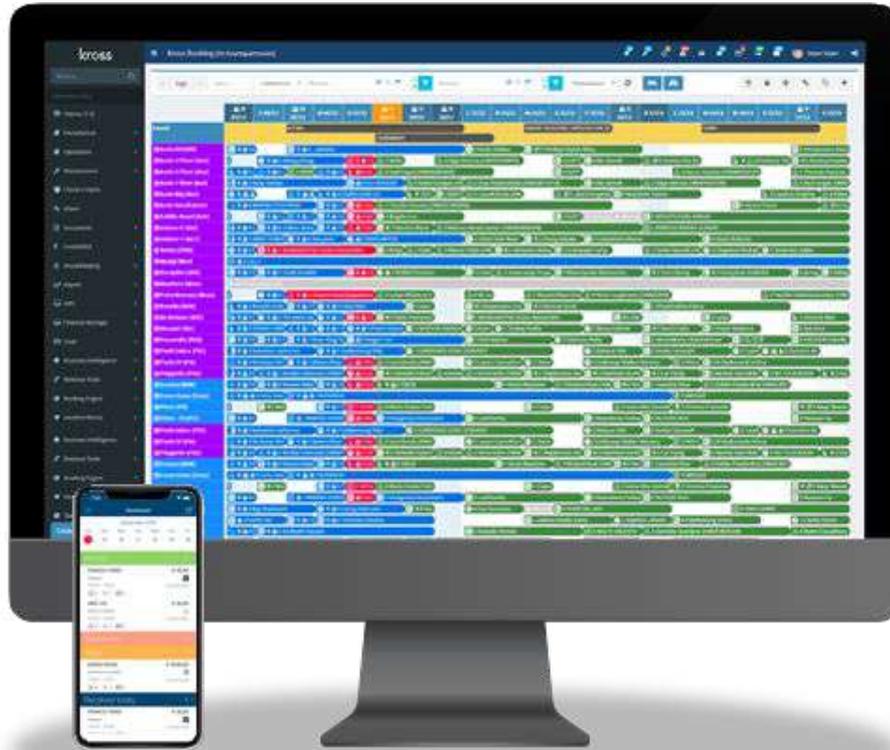
Re-open - Not Refundable Rate

Request #3434595 - done: 5 / 5
From 22/03/2016 to 22/03/2016
Created in a few seconds
Done in a few seconds

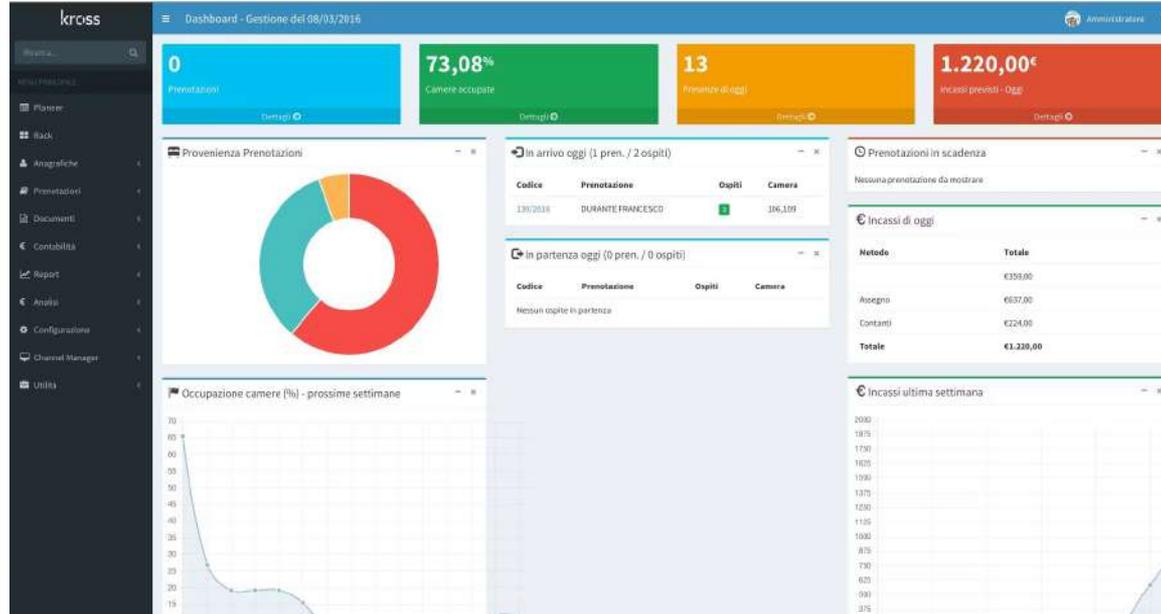
5. SimpleBooking



6. Kross booking

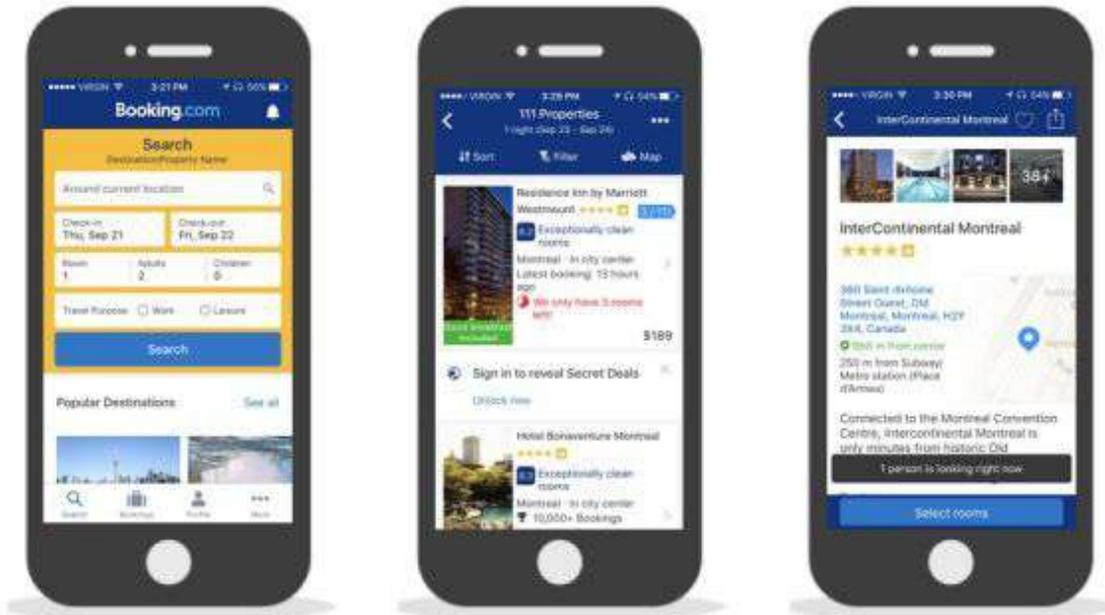


6. Kross booking



**Come utilizzare al meglio il
Booking Engine o Channel Manager
per migliorare le conversioni?**

1. Verifica che il processo sia intuitivo



hotjar

device



type



YOUR SITE

734 clicks (10.1%)

CLICKS RECORDED

7,376

HOT

COLD



2. Immagini di Qualità



3. Informazioni Chiare e Complete

<p>Scegli il letto:</p> <p><input type="radio"/> 1 letto matrimoniale </p> <p><input type="radio"/> 2 letti singoli </p> <p>Camera eleganti con internet Wi-Fi gratuito, aria condizionata e TV satellitare.</p> <table border="0"><tr><td> vasca</td><td> TV a schermo piatto</td></tr><tr><td> aria condizionata</td><td> WiFi gratis</td></tr><tr><td> bagno privato</td><td></td></tr></table> <ul style="list-style-type: none">• minibar• doccia• cassaforte• canali pay per view• telefono• asciugacapelli• accappatoio• WC• riscaldamento• pantofole• canali satellitari <p>I prezzi si intendono per camera include: 10 % di IVA, Colazione non include: 3.00 € di Tassa di soggiorno per persona a notte</p>	 vasca	 TV a schermo piatto	 aria condizionata	 WiFi gratis	 bagno privato		<table border="1"><tr><td data-bbox="994 275 1149 551"><p>€ 128,52 € 115,67</p></td><td data-bbox="1149 275 1429 551"><ul style="list-style-type: none">✓ Cancellazione GRATUITA prima del 20 febbraio 2018 alle 23:59✓ NON SERVE ALCUN PAGAMENTO ANTICIPATO – Paga in struttura✓ Sconto Genius del 10% incluso</td></tr><tr><td colspan="2" data-bbox="937 551 1506 677"><p>Bel colpo! Questo è il prezzo più basso che hai trovato per Riccione nelle tue date!</p><p>1 notti (gio 22 feb - ven 23 feb)</p></td></tr><tr><td data-bbox="994 677 1149 1012"><p> € 123,12 € 108 € 97,20</p><p>Risparmia il 21% Oggi!</p></td><td data-bbox="1149 677 1429 1012"><ul style="list-style-type: none">•  Eccellente colazione inclusa✓ Cancellazione GRATUITA prima del 20 febbraio 2018 alle 23:59✓ NON SERVE ALCUN PAGAMENTO ANTICIPATO – Paga in struttura✓ Sconto Genius del 10% incluso</td></tr></table>	<p>€ 128,52 € 115,67</p>	<ul style="list-style-type: none">✓ Cancellazione GRATUITA prima del 20 febbraio 2018 alle 23:59✓ NON SERVE ALCUN PAGAMENTO ANTICIPATO – Paga in struttura✓ Sconto Genius del 10% incluso	<p>Bel colpo! Questo è il prezzo più basso che hai trovato per Riccione nelle tue date!</p> <p>1 notti (gio 22 feb - ven 23 feb)</p>		<p> € 123,12 € 108 € 97,20</p> <p>Risparmia il 21% Oggi!</p>	<ul style="list-style-type: none">•  Eccellente colazione inclusa✓ Cancellazione GRATUITA prima del 20 febbraio 2018 alle 23:59✓ NON SERVE ALCUN PAGAMENTO ANTICIPATO – Paga in struttura✓ Sconto Genius del 10% incluso
 vasca	 TV a schermo piatto												
 aria condizionata	 WiFi gratis												
 bagno privato													
<p>€ 128,52 € 115,67</p>	<ul style="list-style-type: none">✓ Cancellazione GRATUITA prima del 20 febbraio 2018 alle 23:59✓ NON SERVE ALCUN PAGAMENTO ANTICIPATO – Paga in struttura✓ Sconto Genius del 10% incluso												
<p>Bel colpo! Questo è il prezzo più basso che hai trovato per Riccione nelle tue date!</p> <p>1 notti (gio 22 feb - ven 23 feb)</p>													
<p> € 123,12 € 108 € 97,20</p> <p>Risparmia il 21% Oggi!</p>	<ul style="list-style-type: none">•  Eccellente colazione inclusa✓ Cancellazione GRATUITA prima del 20 febbraio 2018 alle 23:59✓ NON SERVE ALCUN PAGAMENTO ANTICIPATO – Paga in struttura✓ Sconto Genius del 10% incluso												

4. Applica condizioni più favorevoli

 <p>Quality Hotel Michelino Fiera ★★★★ (10) 491 Recensioni Via Michelino 75 (2,52 km dal centro)</p> <p>Foto Mappa</p>	<p>Miglior prezzo on-line: €49 Booking.com</p>	<p>Nostra prezzo: €47 bidroom</p> <p>Vedi altre offerte</p>
 <p>Grand Hotel Elite ★★★★ (10) 941 Recensioni Via Aurelio Saffi 36 (2,2 km dal centro)</p> <p>Foto Mappa</p>	<p>Miglior prezzo on-line: €50 Booking.com</p>	<p>Nostra prezzo: €48 bidroom</p> <p>Vedi altre offerte</p>
 <p>Cosmopolitan Hotel ★★★★ (10) 1626 Recensioni Via del Commercio Associato 9 (5,09 km dal centro)</p> <p>Foto Mappa</p>	<p>Miglior prezzo on-line: €56 Booking.com</p>	<p>Nostra prezzo: €53 bidroom</p> <p>Vedi altre offerte</p>
 <p>Hotel Touring ★★★★ (10) 1353 Recensioni Via De Mattiiani 1/2 (0,25 km dal centro)</p> <p>Foto Mappa</p>	<p>Miglior prezzo on-line: €62 Hotels.com</p>	<p>Nostra prezzo: €59 bidroom</p> <p>Vedi altre offerte</p>

Widget di comparazione prezzi

✔ RATE CHECK

👍 Our best official rate

€ 61.00

Secure SSL Booking
Best price guarantee
No booking fees

Booking.com	€ 68.00
Expedia	€ 63.41
Agoda	€ 67.10

Verified by **WebHotelier**

✔ RATE CHECK

👍 Our best official rate

€ 81.00

Secure SSL Booking
Best price guarantee
No booking fees

♥ Members-only rate

€ 78.00

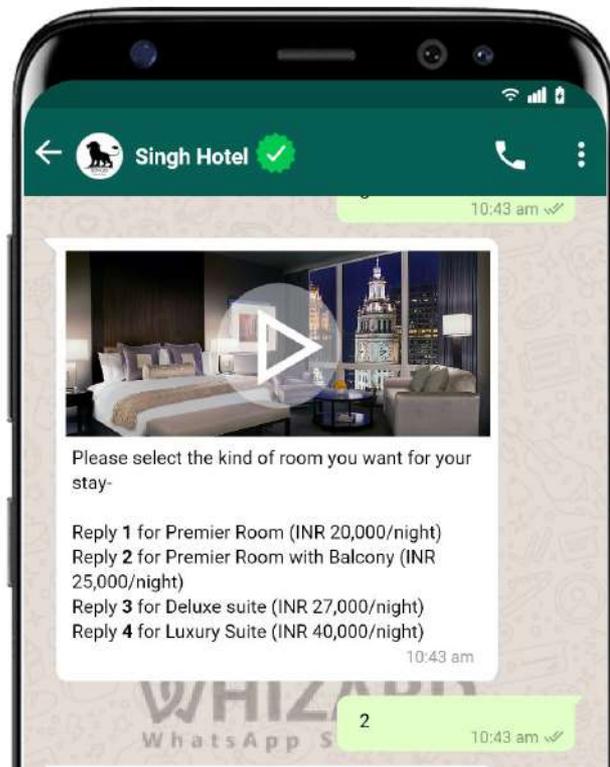
Sign in to get an extra discount!

Booking.com	€ 93.50
Expedia	€ 93.50
Agoda	€ 93.50

Verified by **WebHotelier**

5. Integra il booking engine con i socials





6. Assicurati la presenza in GoogleTravel

Assicurati di aver attivato i [link di prenotazione gratuiti su Google Travel](#).

The screenshot shows a Google Travel search for hotels in Rovereto. The search bar contains 'Rovereto' and the dates 'Fri, Apr 26' to 'Sat, Apr 27'. Below the search bar are filters: 'All filters', 'Under €100', 'Pool', '4+ rating', '4- or 5-star', 'Free parking', 'Price', and 'Property'. The results are displayed in a grid of three sponsored hotel cards. The first card is for Hotel Leon D'Oro, priced at €109, with a 4.5/5 rating (728 reviews) and 4-star status. The second card is for Mercure Nerocubo Rovereto, priced at €97, with a 4.3/5 rating (1,669 reviews) and 4-star status. The third card is for Casa Del Vino della Vallagar... priced at €153, with a 4.6/5 rating (1,279 reviews) and 3-star status. Below the grid, it says 'Rovereto · 120 results' and 'About these results'. A detailed view of Hotel Leon D'Oro is shown below, with a price of €93 and a 4.5/5 rating. The detailed view includes a photo of a hotel room and a list of amenities: 4-star hotel, Free breakfast, Free Wi-Fi, Free parking, Pool, Air conditioning, Pet-friendly, Bar, and Room service. A 'View prices' button is visible at the bottom right of the detailed view.

Rovereto

Fri, Apr 26

Sat, Apr 27

All filters Under €100 Pool 4+ rating 4- or 5-star Free parking Price Property

When to visit What you'll pay

Sponsored · Rovereto hotels

Hotel Leon D'Oro
€109
Booking.com
4.5/5 (728) · 4-star hotel
Pool · Pet-friendly

Mercure Nerocubo Rovereto
€97
Booking.com
4.3/5 (1,669) · 4-star hotel
Pet-friendly · Kid-friendly

Casa Del Vino della Vallagar...
€153
Booking.com
4.6/5 (1,279) · 3-star hotel
Free cancellation · Pet-friendly

Rovereto · 120 results

About these results

Hotel Leon D'Oro €93
4.5 (728) · Excellent location

4-star hotel Free breakfast Free Wi-Fi
Free parking Pool Air conditioning
Pet-friendly Bar Room service

View prices

Hotel Rovereto €111

7. Pensa ad offerte speciali

Cerca la tua offerta

PERIODO DA  A  Cosa stai cercando? 

ESPERIENZE

OFFERTE BEAUTY E SPA

VACANZE BENESSERE

VACANZE PER COPPIE

GIFT BOX

OFFERTE DEL MOMENTO

VACANZE FAMILY

OFFERTE #PINETALOVERS

SETTIMANE SPECIALI AL PINETA

VACANZE IN CHALET

[MOSTRA RISULTATI](#)



WELLNESS DI PRIMAVERA: INTORNO A TE
Fino al 08 Giugno 2024

L'offerta per una vacanza di primavera rigenerante, interamente modulabile e personalizzabile

[DA 110 € A PERSONA AL GIORNO](#) →



PINETA SPRING COLORS: SU MISURA PER TE
Fino al 08 Giugno 2024

La nostra offerta di primavera, interamente modulabile e personalizzabile

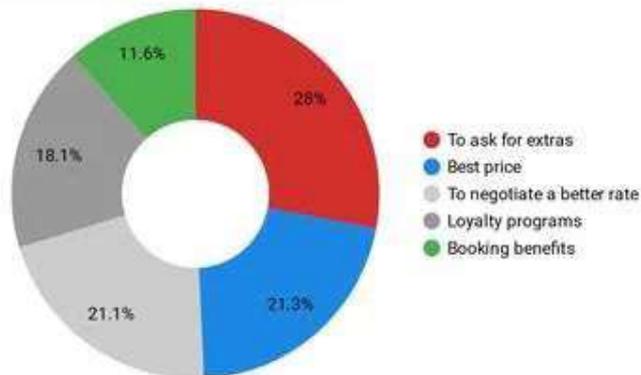
8. Proponi Upgrade e Extra



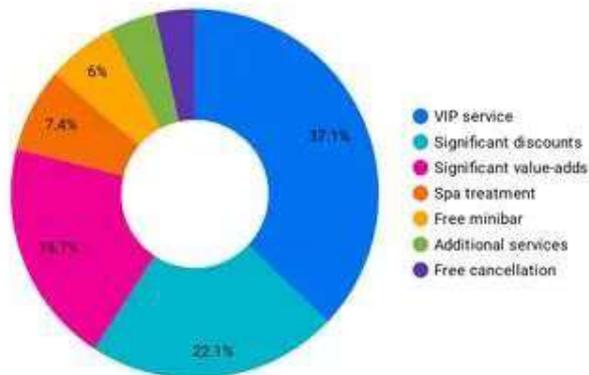
9. Sfrutta coupon e giftcard



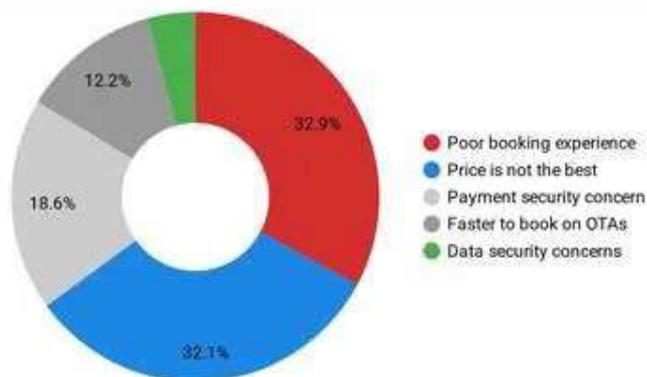
What is the topmost reason you book direct?



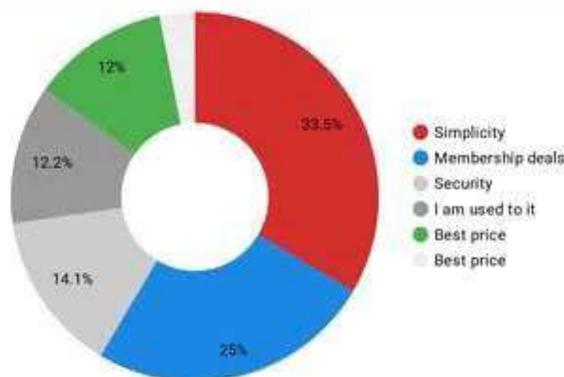
What should hotels offer for direct bookings?



What are the topmost reasons you don't book direct?



If prices are identical, would you book direct or OTA?



Why people book either direct or on OTAs?

#46042b
24/04/2022

Responses
1,573

Gender

Direct or OTA?

Age

18

65

Direct or OTA? Record Count

OTA 69.8%

Direct 30.2%

10. Cura le recensioni e reputazione online



Domande e risposte

Lascia il tuo feedback!