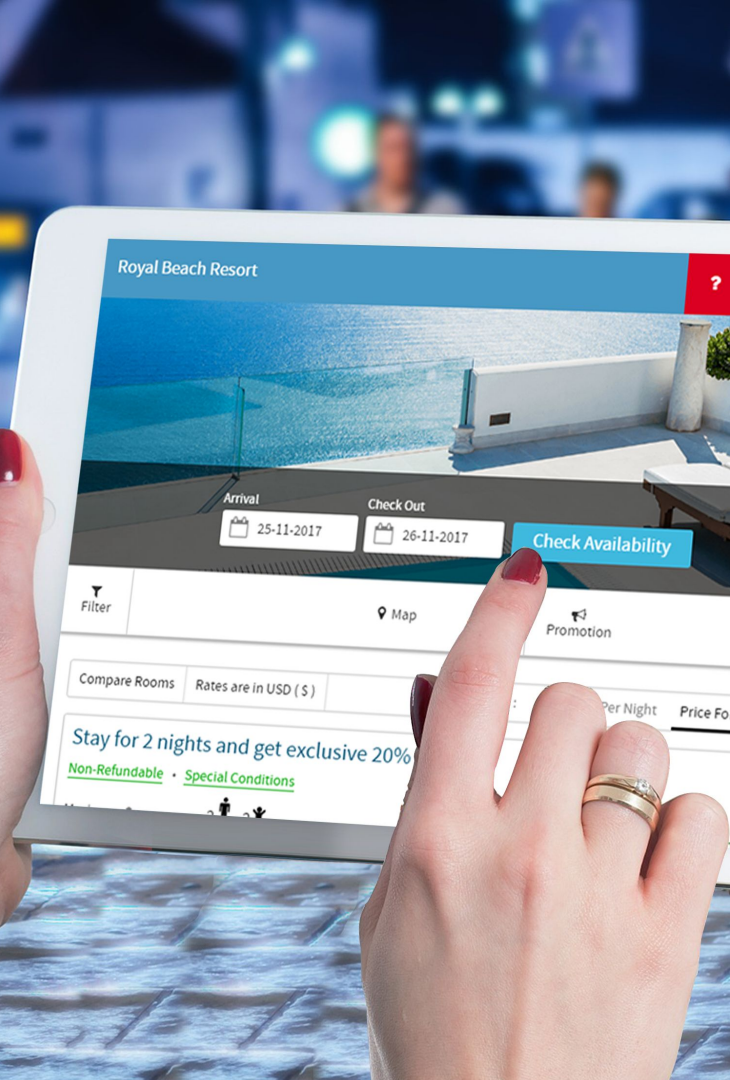# A Complete Booking Engine Buyer's Guide For Hoteliers

[Free Comparison Tool]

Why do you need a booking engine?

Let your guests book directly with you from your website

Increase in Direct Bookings

Better Guest Experience

Be Responsive Be Accessible

Available 24x7 to Take Reservations
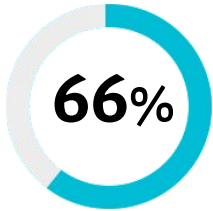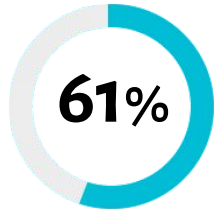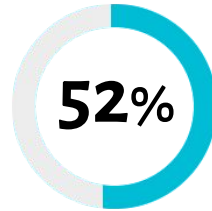
Commission Free Bookings

Minimized Efforts

Upsell Your Services

Why should you get one?

66%
Guests prefer
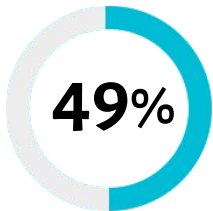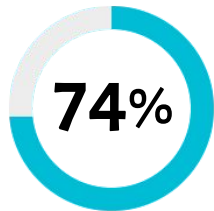to book direct with
hotels

61%
Online travel sales are
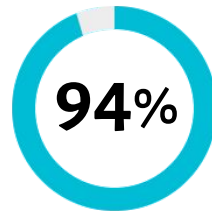made directly at the hotel
websites

52%
Travellers visit your hotel
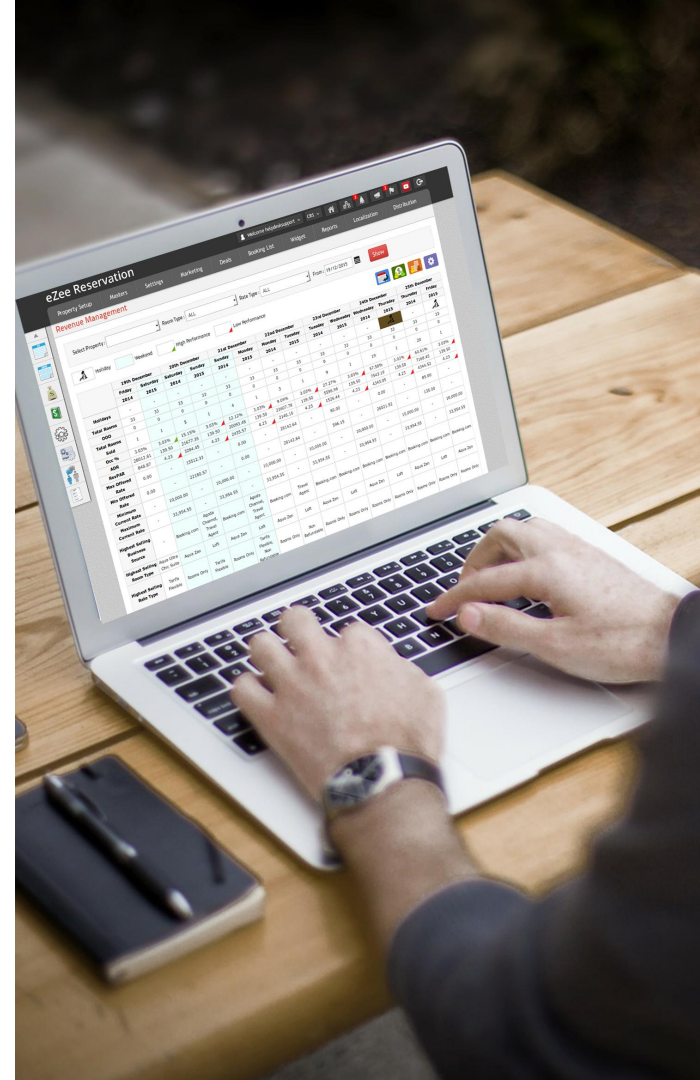website after seeing you on
an OTA

49%
Millennials make travel
bookings using phone and
tablets

74%
Millennials look for travel
information on mobile
devices

94%
Guests are likely to book direct
if hotels have special offers for
returning guests

What should you look for in a booking engine: Buyer's Checklist

Attributes	Benefits	eZee Reservation	Other Vendor
Visitor Experience How visitors engage on your website and book with you.	Can the booking engine be **accessed from any device** by your guests? Is it **mobile-optimized**?	**Yes**	
	Does it take just a **few clicks** for your guests to book with you?	**Yes** 2-step flow	
	Can you have a **booking flow which matches your brand** and visitor persona?	**Yes** We provide API to customize your booking flow.	
	Can you **add different widgets on the booking engine** to make your visitor book faster with you?	**Yes** Plug and Play Widgets	
	Does the booking engine help you **convert more visitors to guests** and thus **increase your direct bookings**?	**Yes** Looker to Booker	
	Can your visitors **see and compare your pricing of different OTAs** on the booking engine?	**Yes** Price Widget	

Attributes	Benefits	eZee Reservation	Other Vendor
	Can your booking engine **change its currency and language as per the regions** from which guests are booking?	**Yes**	
	Does the booking engine **integrate with the CMS website** you have?	**Yes** We've plugins of Joomla, Wordpress and other CMS.	
Chain of Hotels Supervise direct bookings of your hotel chain.	Is there **a centralized booking management system** for your chain of properties?	**Yes** CRS	
	Can you **keep a check on stats, revenue and bookings** happening from the website of your multiple properties?	**Yes**	
	Can you **manage rate and inventory** on your hotel website **of all your properties simultaneously**?	**Yes**	
	Can you access details of **all your properties at once**?	**Yes** Single login for all properties	

Attributes	Benefits	eZee Reservation	Other Vendor
Security and Stability Ensure data security and minimal downtime of the system.	Are your **guests' card details secure** when they make payment from the booking engine?	**Yes** We have PCI DSS version 3.2 certification.	
	What is the **server uptime guarantee**?	**99.99%** Our systems are hosted on Amazon Web Services.	
	Does the booking engine run over **secure protocol**?	**Yes** It runs on HTTPS with TLS 1.2	
Packages and Deals Highlight hot deals and upsell your services and packages.	Can you set up **attractive promotions and packages** for the guests who book direct with you?	**Yes**	
	Can you create **deals and discounts** for **special guests** and **corporate clients**?	**Yes**	
	Can you put up **last minute and advance purchase deals** on the booking engine?	**Yes**	

Attributes	Benefits	eZee Reservation	Other Vendor
Integrations Make your operations and guest experience better with integrations.	Can you get **bookings from your Facebook page** by integrating it with the booking engine?	**Yes**	
	Can you **track where the bookings are made from** and other stats from the booking engine?	**Yes** We're integrated with Google Analytics and other analytics systems.	
	Can your guests **pay online while booking with you** from the booking engine page?	**Yes** We're integrated with 90+ global and regional payment gateways like Paypal, Airpay, etc.	
	Can you take **bookings from Google Hotel Ads, TripAdvisor and Trivago** meta-search engines?	**Yes** We're authorized Hotel Ads Integration Partner of Google.	
	Can you **update live inventory from the PMS** you're using, on your website and in the booking engine?	**Yes** Integrable with our in-house online, on-premise and third-party PMS.	
	Can you manage **bookings from website and third-party channels** simultaneously?	**Yes** Integrable with several third party and our in-house channel manager.	

Attributes	Benefits	eZee Reservation	Other Vendor
Marketing and Guest Engagement Engage with your guests on each step with marketing emails.	Can you **send pre-arrival, during stay, post-departure emails** to your guests to **handle your arrivals and checkout**?	**Yes**	
	Can you **advertise your booking engine on any other websites** by embedding a script in the code?	**Yes** Affiliate Tracking	
	Is there a **detailed analysis of visitor stats and their engagement** to help you determine your most favored services?	**Yes** Guest Stats	
	Can you see and **manage the reviews your guests give** from the booking engine system?	**Yes**	
	Can you **show your availability, rates and other information** from your booking engine on your website, Facebook page, etc to get more bookings?	**Yes** We have ready API integrations which allow you to display your details on any webpage.	

Attributes	Benefits	eZee Reservation	Other Vendor
Manage Bookings Handle your bookings effortlessly with the booking engine.	Can you **add offline bookings** or track the inquiries you get on your booking engine?	**Yes**	
	Can you **hold bookings** in the system? Can the system **release those bookings automatically** after certain time period?	**Yes**	
	Can you send **vouchers in custom languages** to guests from different countries?	**Yes**	
	Can you **manage online payments** from any guest or travel agent **on the go**?	**Yes** ePayments	
Profile Management Handle multiple profiles with the help of secure user privileges.	Can you grant **limited access to your travel agents, corporate agents and staff members** to use the system?	**Yes**	
	Can you manage bookings and inventory distribution on **all your hotel websites**?	**Yes**	
Notifications Stay updated on the bookings you get and their modifications.	Are you **instantly notified on new bookings** and other updates on bookings?	**Yes**	
	Do you get to know about any **failed bookings** from the system?	**Yes**	

Attributes	Benefits	eZee Reservation	Other Vendor
Competitor Analysis Form effective pricing strategies by monitoring your competitors.	Can you **monitor your competitors' performance and pricing** on the OTAs?	**Yes** Rate Shopper Tool	
24/7 Support Make sure that all your questions are answered.	Do you get access to **24x7 technical support** to solve your queries?	**Yes** We have 24x7x365 live support.	
	Does the vendor provide you **technical support in your preferred language**?	**Yes** We provide support in several languages with the help of our partner network worldwide.	
	Are there any **DIY video tutorials** available for you to know how the system operates?	**Yes** You can find them on our Youtube Channel.	
	Does the vendor help you in **implementing the system** for your property? Do you get **product training**?	**Yes** We offer product training and 100% implementation of the system, giving you a set solution to get started with.	

Attributes	Benefits	eZee Reservation	Other Vendor
Reports and Stats Get insights on your bookings, visitor engagement and revenue.	Do you get detailed **reports on reservations, cancellations and more** as per your requirements?	**Yes**	
	Can you keep an eye on **where and when changes were made** in the system?	**Yes** Update Logs	
	Do you get all the **key information regarding visitors, revenue, and bookings** through various visual aids?	**Yes**	
	Does the booking engine help you **decide on your pricing and marketing strategies** by providing you detailed **stats of current year and past year**?	**Yes**	
	Do you get **in-depth analytics of data** to make important business decisions?	**Yes** Inalytics	
Demo Experience Determine vendor's service based on the demo experience you get.	Do you get a **free trial** of the system before you purchase?	**Yes** We provide a 14-days trial. You can get it here.	
	Can you use the **trial version with your own data**?	**Yes**	

Attributes	Benefits	eZee Reservation	Other Vendor
Revenue Management Get a boost in your confirmed bookings and revenue with this.	Can you set up **dynamic room rates** based on your occupancy?	**Yes** Yield Management	
	Are the **credit card details automatically verified**, saving you from **last minute cancellations** and no-shows and **increasing your confirmed bookings** and revenue?	**Yes**	
	Can you set up **flexible pricing of your rooms** depending on the occupancy?	**Yes** You can configure occupancy-based rates.	

What next?

Explore other booking engines in the market.

→

Check whether they have the features mentioned here.

→

Decide on which booking engine you want for your hotel.

Direct is more. Start receiving direct bookings on your website.

34%
Hike in Mobile Bookers

45%
Increase in Direct Bookings

Get a booking engine today for your hotel

About The Company - eZee Technosys

10,000+
Happy clients

200+
Distributors worldwide

160+
Countries Reached

50+
Languages Supported

12+
Years In Industry

Connectivity Partners

PCI DSS Certified

agoda INNOVATIVE SUPPLIER

Google Hotel Ads

Booking.com PREMIER PARTNER

PayPal

Trip Connect Premium Partner

amazon web services | Partner Network
TECHNOLOGY PARTNER

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