

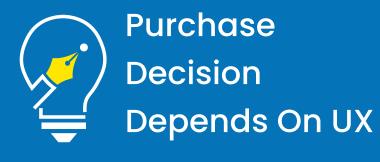
### 4 Ways Room Mapping Can Optimize Your Business Revenue

Data can be a powerful tool to spearhead your business in the right direction. But when you encounter duplicate data on your marketplace, it can have a dramatic impact on your business performance.

The complex distribution system has a mix of suppliers, OTAs, GDS, metasearch sites, wholesalers, etc., which tend to distribute the same rooms, increasing the chances of room content duplication. There is a lack of any global standard when it comes to distributing content. Each distributing channel focuses on its own set of rules when distributing content which makes it difficult and tedious for suppliers to consolidate the data sent out.



Business customers want a hassle-free solution for data duplication. Whether you are a supplier or an OTA, room mapping solutions accurately map the entire room inventory reducing booking errors, boosting customer retention, and conversions. Room mapping is a process that analyzes, identifies, and sorts multiple rooms through several parameters sent by different suppliers. Automated room mapping is beyond data matching and data cleaning, it gives you the power to personalize your data, sell better and ease your operational planning.



In 2021, 72% of travelers spent more time selecting their accommodations, which reflects that booking platforms need to up their game with rooms they are showing on their websites. I



# 90.74% Travel Booking Abandonment Rate

According to recent travel trends, the global travel booking abandonment rate is 90.74%. One of the factors contributing to this high abandonment rate is incorrect or duplicate rooms information on the website, leading to poor user experience.2



Our studies showed that by implementing room mapping technology, accommodation providers have boosted revenue 2X times.

### 4 Ways To Optimize Your Business Revenue With Room Mapping

## 01

#### Standardized Room Data

Vast Amounts Of
Unstructured Room Data
Are Analyzed And
Processed To Create
Standardized, Enriched
Room Data With Accurate
Descriptions And HighResolution Pictures. This
Enhances Occupancy
Rates, Online Visibility,
And Customer Experience.

## Accelerate Time To Market

Managing A Large
Number Of Hotel Room
Data Can Be Complex
And Time-Consuming.
But With Streamlined
Content And Advanced
Technologies, You Save
Time And Can Focus On
Strategic Initiatives That
Drive Your Business
Forward.

#### Enhanced User Experience

Online Visitors Want
Accessible And Credible
Information. Retain Them
On Your Platform By
Offering Organized And
Accurate Information. Room
Mapping Technology Will
Impact Customer Purchase
Decisions, Increasing The
Look-To-Book Ratio.

#### Better Revenue

Room Mapping Delivers
Standardized Room
Content That Will Reduce
Travel Booking
Abandonment Rate. A
Lower Abandonment Rate
Will Boost Conversions,
Automatically Leading To
Increased Sales
Performance And Overall
Booking Revenue.

02

04





## Vervotech, The Solution Provider For Room Duplication

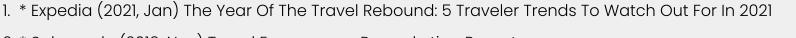


You Can Rely On Vervotech For Innovative Solutions And Advanced Technologies Needed To Address Room Duplication Issue.

Discover How We Can Help You Distribute Your Room Content Efficiently And Optimize Your Business Revenues.

Https://Vervotech.Com/Room-Mapping/

Download



<sup>2. \*</sup> Salescycle (2019, Nov) Travel Ecommerce Remarketing Report





