

Why Accurate Hotel Mapping Matters: The Hidden Cost of Bad Data

Poor Hotel Data Silently Erodes Your Revenue, Reputation & ROI

Bad hotel data is not just a tech issue; it's a growth barrier for your online travel business. Yet, many travel brands underestimate the silent killer of profitability—poor hotel and room mapping. From duplicate listings and inaccurate geolocation to mismatched amenities and rate plans, bad data doesn't just frustrate customers; it directly hits your bottom line.



The Scale of the Problem in Numbers

The global travel industry manages over 2 million hotels and 20+ million rooms often across hundreds of suppliers. Out of these:

Most OTA inventories suffer from duplicate, inconsistent, or inaccurate data.

A lot of hotel listings are mapped to the wrong property or location.

Most system downtime in OTA pipelines are caused due to incorrect room-level mapping

Internal teams spend hours per week on manual mapping corrections

Manual fixes = higher operational cost + slower time to market

The Customer Experience Cost

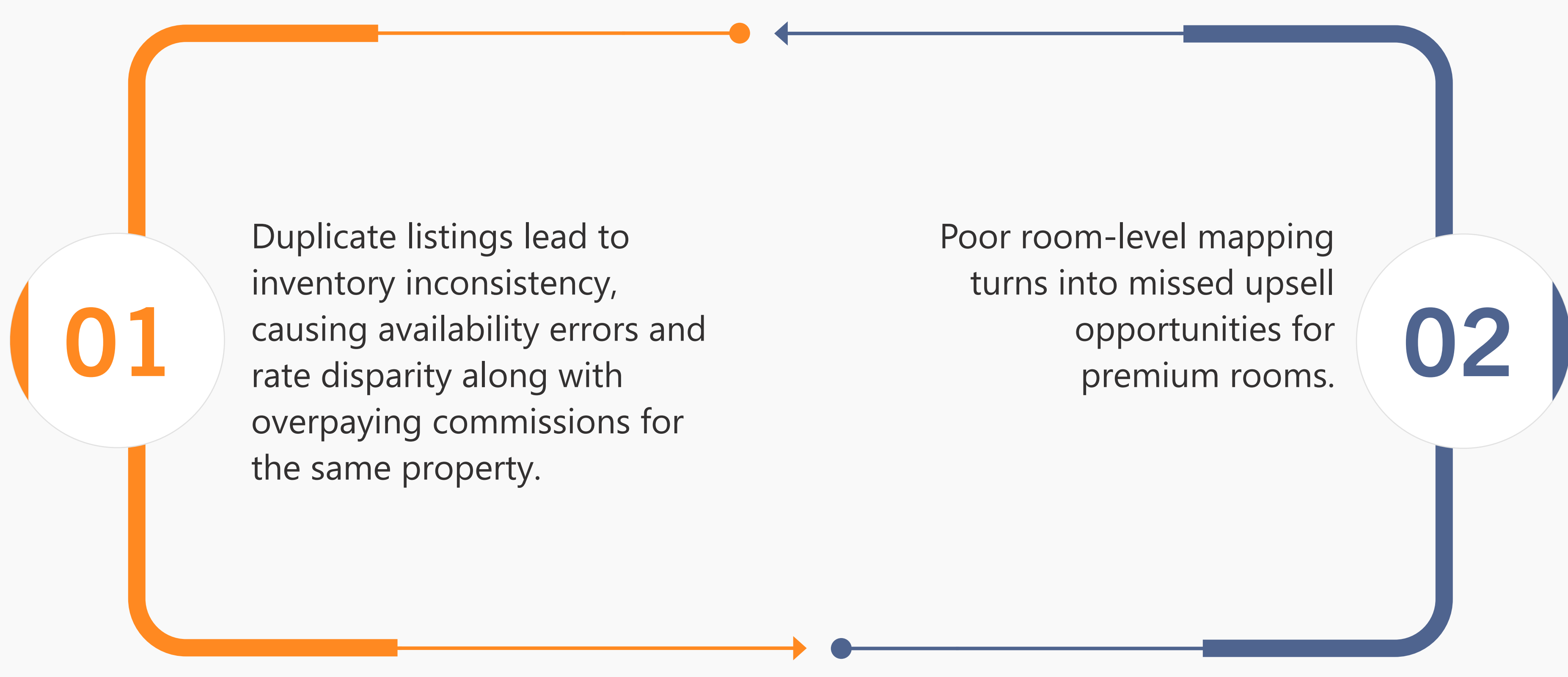
65% of travelers abandon bookings due to bad booking experiences.

(Source: SiteMinder)

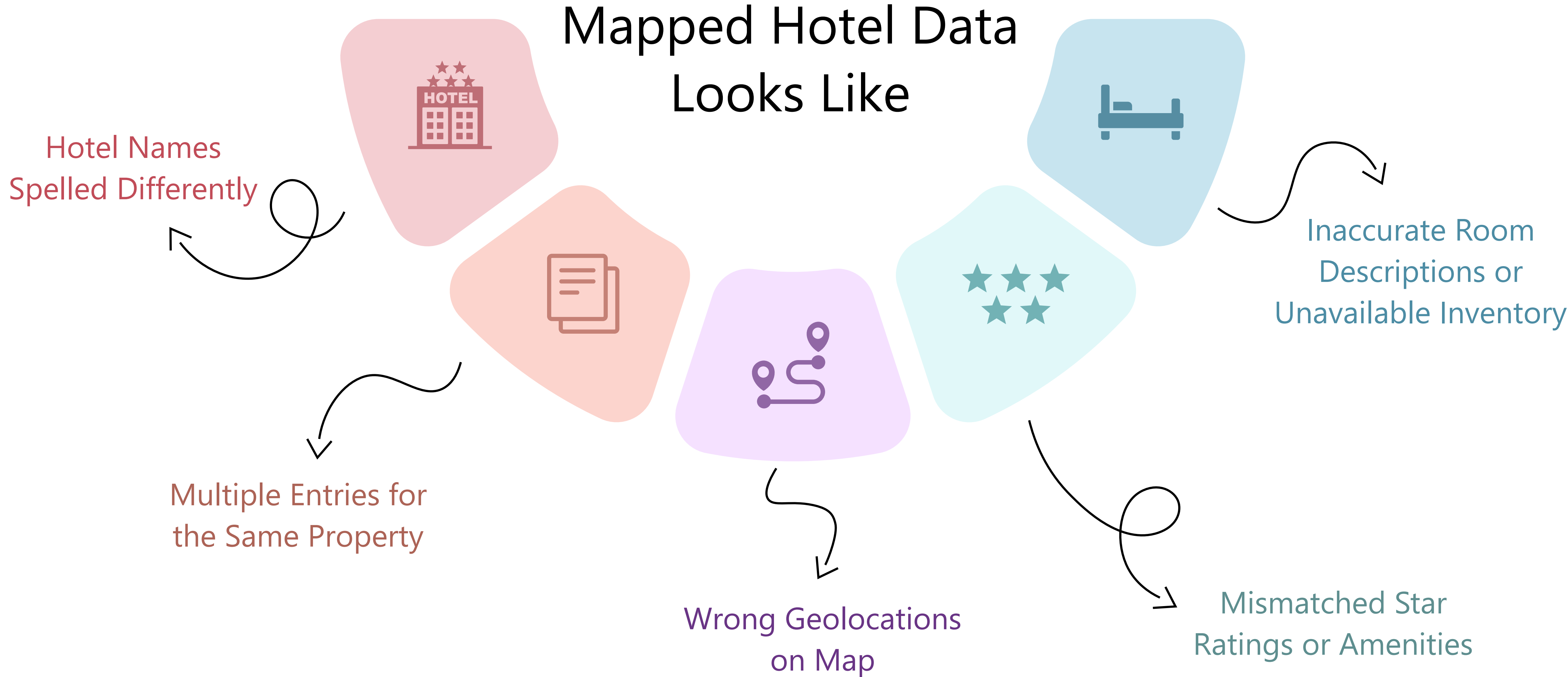


How Does Poorly Mapped Hotel Data Hurt the Bottom Line?

Broken Data = Broken Revenue

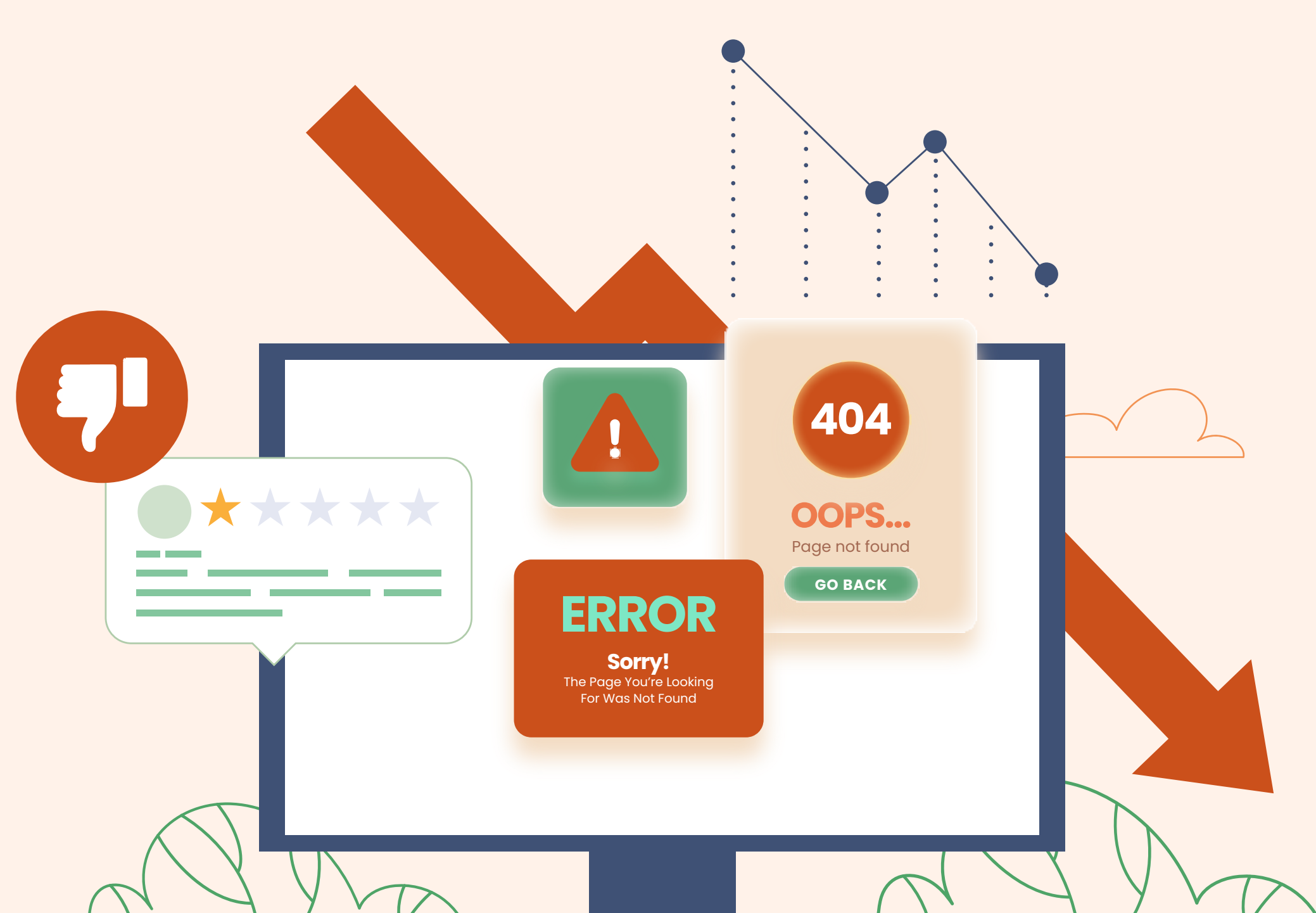


What Poorly Mapped Hotel Data Looks Like

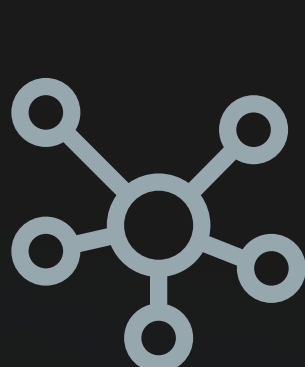


Take The Wake-Up Call Spot The Red Flags

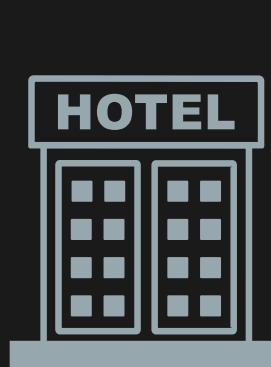
- ⚠ Dropping Conversion Rates
- ⚠ Reputational Damage From Negative Reviews
- ⚠ Customer Churn Due To Inconsistent Experiences
- ⚠ Slower Onboarding Time For New Supply Partners
- ⚠ Eroding Brand Trust With Every Booking Error
- ⚠ Higher Refund Rates Due To Misrepresented Listings



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Faster Time To Market

Map Right. Sell Better. Grow Smarter.

Your Hotel Data Is More Than Just Backend Plumbing; It's The Foundation of Your Booking Experience.