



# 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.



**Purchase Decision Depends On UX**

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. <sup>1</sup>



**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. <sup>2</sup>



**2X Revenue**

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 High-Resolution 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.

02

03

### 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.

04

### 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.



## 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/>

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1. \* Expedia (2021, Jan) The Year Of The Travel Rebound: 5 Traveler Trends To Watch Out For In 2021

2. \* Salescycle (2019, Nov) Travel Ecommerce Remarketing Report