Vervotech

The impact of descriptive content
on OTA's revenue

?
- Does your travel agency business receive consistent website visitors?
- And do you have trouble converting them into clients?

It's time to focus on the descriptive content of your website. Travelers' purchasing decisions are highly influenced by static or descriptive content like images, hotel amenities, nearby points of interest. Discover how improving descriptive content can transform your business revenue.

Hotel Property Images

Photography plays a crucial factor when travelers search for hotels on online travel agency's platform.

Better hotel photos generate 150% more interest from travelers[1]

Improving the quality of hotel and room images increases
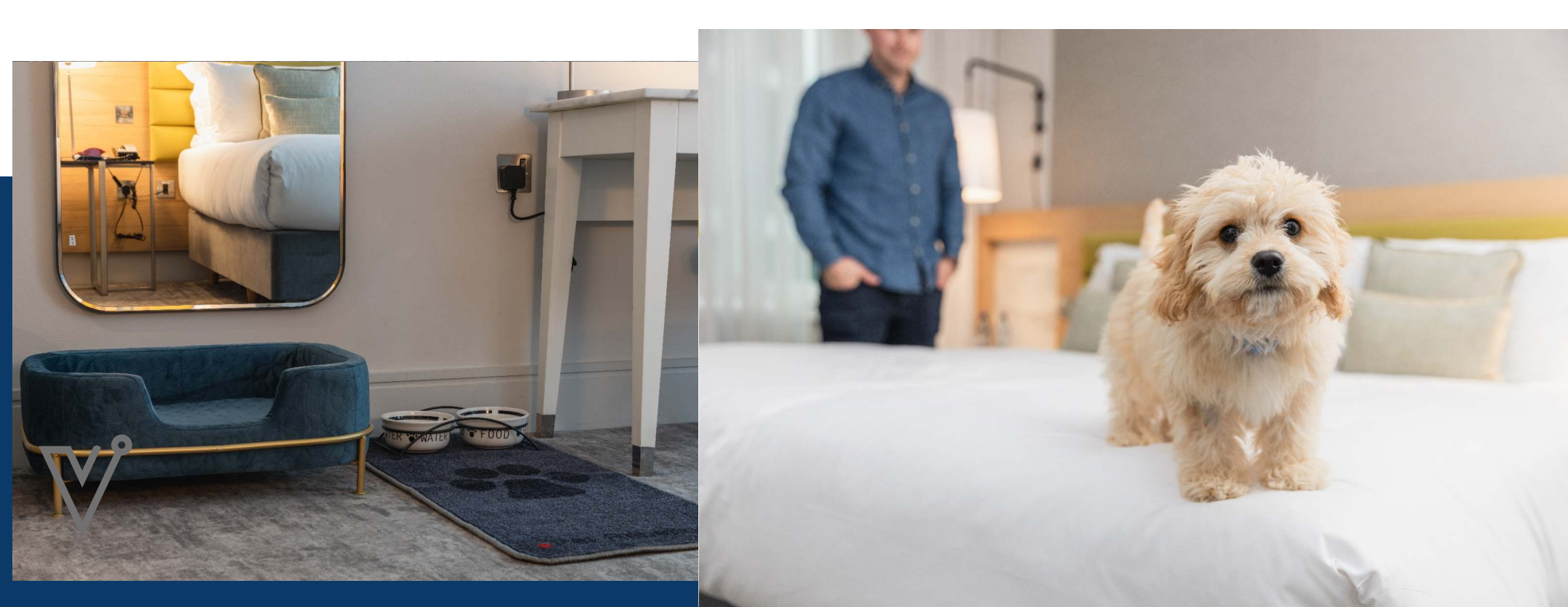
- Booking volume
- Customer engagement

Hotel Amenities

Incorrect hotel amenities can have a negative impact on the traveler's stay. A poor guest review can damage your brand reputation and loyalty. Various automation tools audit the descriptive content of the hotel listings to make sure customers get what they paid for.

Hotel with pet-friendly rooms

The guest reaches with pet and finds hotel is not pet-friendly!

Room Types

Incorrect hotel amenities can have a negative impact on the traveler's stay. A poor guest review can damage your brand reputation and loyalty. Various automation tools audit the descriptive content of the hotel listings to make sure customers get what they paid for.

Did you know that on average there are 30 different names of hotel rooms?

Majority of hotels group hotel rooms based on:

- Room size
- Room layout
- Board basis
- Board basis
- Bed types
- Room View
- Interior design

This confuses travelers in their booking decision.

Hence, accurate room data is an absolute necessity and gives customers confidence while booking their rooms. This leads to better revenue and an increase in booking volumes.
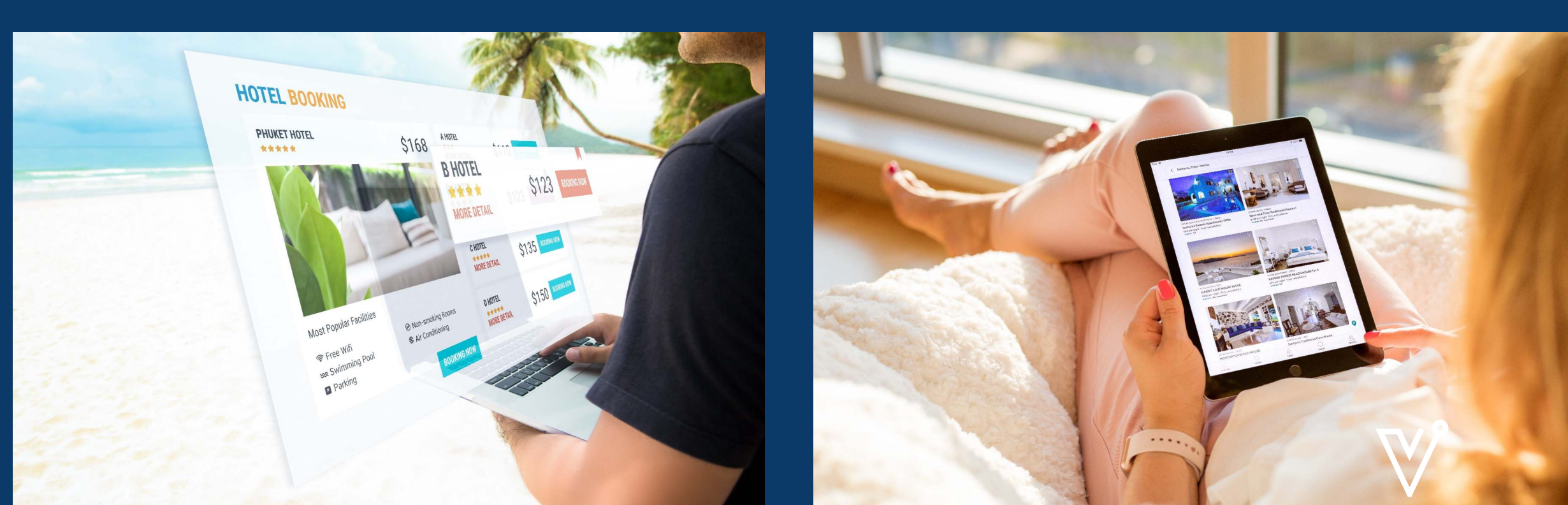
Geo Coordinates And Hotel Address

Incorrect hotel addresses will result in negative reviews, unhappy customers, and fewer bookings.

Curated content technologies with AI/ML capabilities can guarantee accurate hotel addresses in your database.

Vervotech Curated Content to enhance descrip   ve content

Our intuitive AI-powered Curated Content tool utilizes several parameters to identify, segregate and de-duplicate descriptive and illustrative hotel content from multiple suppliers. Vervotech Curated Content tool curates over 38 hotel attributes with 99.999% accuracy with 98% coverage so that every accommodation provider delivers a paramount customer experience and gains higher revenue.

1 Based on a study by TripAdvisor