



The SAT Guide to Better Direct Bookings

Improve enquiries and the booking journey without
making unsupported revenue promises

Guide + editable templates + working spreadsheet

Edition 1 | October 2026

How to use this toolkit

Independent hotel and accommodation operators reviewing their own website and direct enquiry process.

Read the guide first, then use the Word templates to record decisions and the Excel workbook for calculations and follow up. Workbooks open as blank templates. Use your own figures and retain evidence behind important decisions. The worked examples are illustrative and are not quotations or forecasts.

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These materials support practical planning. Obtain current advice from the appropriate authority or qualified professional for legal, tax, immigration, healthcare and technical safety decisions. Do not store passwords, access codes, payment data or identity document numbers in shared templates.

01 Map the actual booking journey

Begin with a real potential guest on a phone. Search for the property by name, open the site, find dates, compare the room options and attempt to reach a booking confirmation. Record the number of decisions, confusing labels and missing information. Use a test reservation in a controlled environment or follow the provider's test procedure. Do not create real bookings or payments without authority. Check the route from social media and map listings as well as the homepage.

Define one primary booking action for each page. A phone call, availability search and email enquiry may all be useful, but visitors should understand which route gives an immediate reservation and which requires a reply. Write down what happens when rooms are unavailable or the booking engine fails. A fallback contact route needs an owner and a response target. Review the journey on a slower mobile connection and with ordinary text sizes. A visually attractive site can still lose a guest if the date picker, room descriptions or final total are difficult to understand.

Run three guest journeys

Use a phone, a desktop and a social media link. Record the exact page and step where confusion occurs. Separate a missing fact from a technical failure. Prioritise the issue that prevents a guest completing a valid booking.

Decision or observation
