Avivo Research Summary

Company Overview

Avvio was established in 2002 by Brian & Frank Reeves, when Frank pionnered the very first booking engine software solution that was tailor-made for the hotel industry in Ireland. Working closely with a couple of key clients at the time, Avvio created a booking engine system that for the first time gave hotel managers deeper insights, greater understanding and control of their direct bookings.

Avvio operates client support services, mainly from their Limerick HQ, but also in their Dublin and UK offices, including account management, design support, digital marketing support and tech support teams. Their development team are based in Dublin, and they release new software updates every 6-8 weeks.

Research Highlights

During our interviews with Avvio they spoke about how hotels need to be more focused on converting more visitors online. They suggested that hotels should be converting 30% of all business via the direct online channel and that as a percentage of total online business this should increase to 60%.

They said that hotels should try to understand their online sales funnel in more detail and have a strategy around reducing basket abandonment. They should also be giving customers more compelling reasons to book directly with the hotel on their own website. They said that if the reasons for booking are hidden and not well presented throughout the site booking process then it is very possible that you are using valuable business through more costly channels.

Some tips they provided for hotels:

- Understand your USP's

- Offer your guests something to book direct that OTA's cannot

- Make sure you at least are offering rate parity

- Have a free cancellation policy

- Do not charge a booking deposit

- Place these sales messages effectively around your site so that you are encouraging direct bookings

Cost of Sale

Avvio quoted the following pricing options for their customers:

- Their average commission rate is 2.5% for the booking engine only

- PPC campaign management fees are typically €250-€600

- Other variable costs are PMS connectivity, channel manager, revenue management audit, site hosting, email marketing and multi-variant testing.

Irish Bookings from AVVIO

All of the booking volume and value statistics that Avvio shared with us are shown cumulatively (with the other booking engine providers), in appendix 2 of the main report.

Research Learning's

Avvio also mentioned that hotels have many advantages above the OTA's with their direct websites. They mentioned that the OTA's are very restricted on the offers they provide (usually room only and B&B rates) and lack variety of content for the customer in terms of descriptions, video and social media engagement. It is also very hard to sell a location/region on an OTA, these are all advantages that hotels should be exploiting more on their own websites.