

10 Ways Online Travel Agencies Can Boost Revenue in 2020



Strengthen Site Content

Incorporate stunning images, hotel video tours and personalized offers to maximize engagement



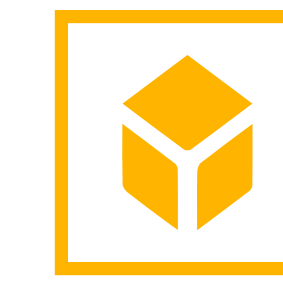
Use Social Media Stories

Facebook & Instagram stories are a great way to promote hot deals & popular destinations to your audience



Minimize Loading Time

Optimize your content to ensure your site and app load quickly, especially the booking engine



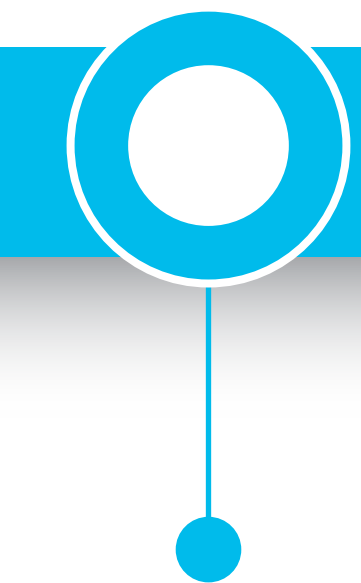
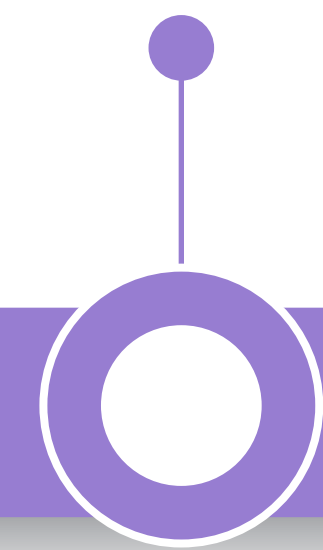
Offer Dynamic Packaging

Allow your customers to build customized packages with live rates from your available pool of inventory



Save User History

Save past searches and user details to minimize time users spend on searches and filling out details at checkout



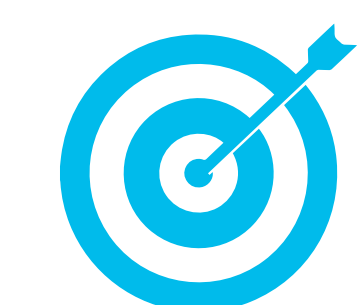
Add Multiple Suppliers

The more suppliers you're connected to in the back end, better your rates will be, higher the conversions



Build Targeted Microportals

Create microsites for different regions and themes to personalize user experience and increase organic traffic



Personalized Campaigns

Send your customers personalized offers through emails and text messages based on their past behavior



Cross-sales & Ancillaries

Offer add-ons, eg. Airport transfer & insurance to users booking a flight, sightseeing to hotel bookers etc



Leverage AI & Voice

Implement Voice Commands & Chatbot technologies to automate customer service and simplify searches

