

Revenue Review

THE WILLOWSTONE INN

A Conversion Intelligence Review



Find the revenue hiding in plain sight.

A focused review of public booking prices, direct checkout, visible guest value and practical revenue opportunities — with evidence and actions management can use.

OCT 2026	BOUTIQUE HOTEL	PUBLIC DATA
RESEARCH DATE	PROPERTY	METHOD
public snapshot	one location	no internal systems

SAMPLE REVIEW · IDENTITIES CHANGED FOR ANONYMITY

Adapted from a full public-data Revenue Review of an independent lodging property. “The Willowstone Inn” is a fictional name. Business and competitor identities, details, dates, prices, ratings and booking-screen images have been changed or recreated. The researched hotel was not a client and did not sponsor or approve this review.

Executive Revenue Map

PUBLIC PREVIEW: 2 complete findings are shown here. The paid Revenue Review contains ALL 5 fully developed findings, with evidence, commercial reasoning and management-ready actions. Three additional findings are included only in the purchased report.

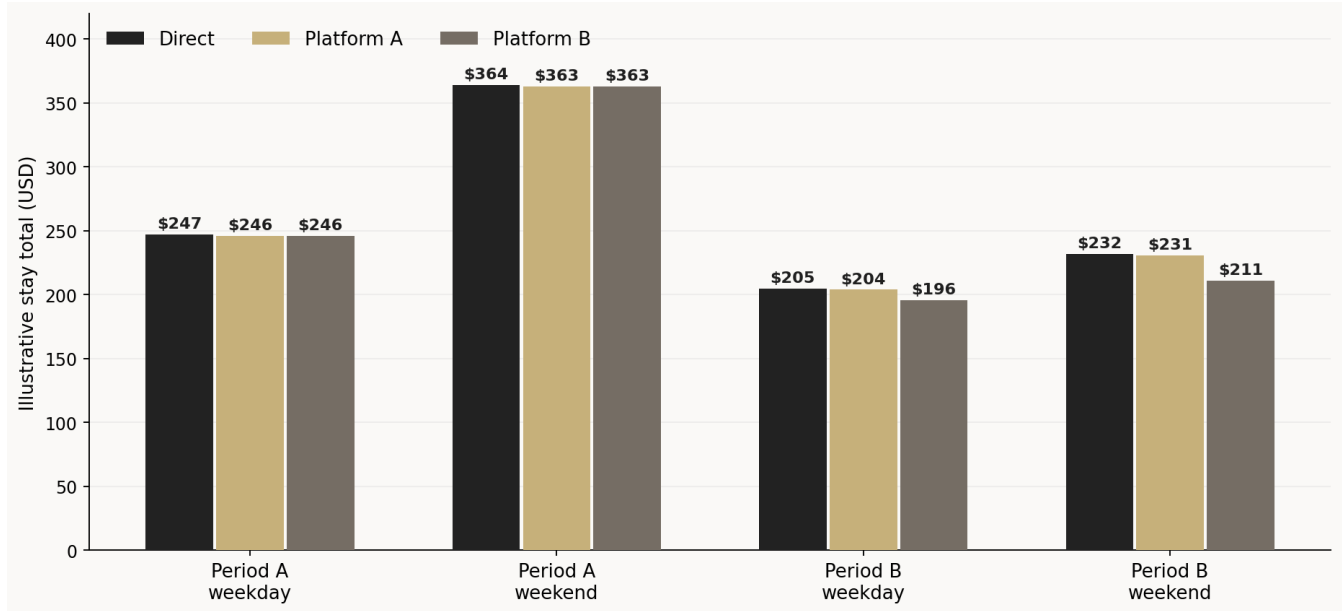
5	2	4	3
SELECTED FINDINGS	COMPLETE FINDINGS	MATCHED STAYS	CHANNELS CHECKED
in the full Review	shown in this sample	same room and guests	direct + 2 OTAs

#	OPPORTUNITY	PRIORITY	COMMERCIAL MECHANISM	EVIDENCE
01	<u>Direct booking price gaps</u>	HIGH	Direct conversion / OTA cost	SHOWN
02	<u>Checkout benefits and policy clarity</u>	HIGH	Conversion / reassurance	SHOWN

THE FULL \$295 REVIEW INCLUDES 5 COMPLETE FINDINGS. This free sample shows only 2. The remaining 3 findings, their evidence, commercial analysis and implementation steps are included in the purchased report.

Matched Direct-vs-OTA Rate Shop

We matched the same fictionalized room, travel period and two-adult occupancy across direct reservations and two third-party channels. The reconstructed amounts and dates are altered for anonymity; the illustrated price pattern is based on the original public-data check.



What the pattern says

+\$1	+\$1	+\$9	+\$21
PERIOD A weekday	PERIOD A weekend	PERIOD B weekday	PERIOD B weekend

Rate parity means equivalent stays have the same or nearly the same public checkout total. In Period A, all three channels were nearly equal. In Period B, one OTA presented a lower public total. The amounts below are illustrative and intentionally differ from the original research.

IMPORTANT NUANCE

A third-party channel can show a lower public total through a promotion with terms. That is not proof the hotel set the discount. Before changing rates, management should investigate the promotion and compare cancellation and payment conditions.

[Open the individual recreated booking screens →](#)

FINDING 01 / HIGH PRIORITY

Protect direct bookings from visible rate gaps

HIGH
PRIORITY

STRONG
EVIDENCE

**Direct conversion / retained
margin**
MECHANISM

OBSERVED

The real-data scan found near-equal public totals on one travel period, but a meaningful direct-vs-OTA difference on later stays. In this anonymized illustration, the matched weekday totals are \$205 direct, \$204 on OTA A and \$196 on OTA B. Screens and amounts are recreations; the existence of a channel gap is the verified commercial observation.

WHY IT MATTERS

If guests start on the hotel's site but finish booking on a lower-priced third-party channel, the hotel can lose a potential direct reservation and incur OTA distribution costs.

COMMERCIAL CONTEXT

A public price difference might be an OTA-funded coupon, a member rate, or an actual rate-plan mismatch. Investigate the cause before changing the hotel's own price.

ILLUSTRATIVE ECONOMICS

Example only: 10 OTA bookings per month × a hypothetical \$220 average room value × 15% commission would represent \$330 per month in distribution cost. This is a scenario, not a revenue forecast. Actual commission and channel mix require confirmation.

FINDING 01 / ACTION PLAN

What to do next

- Check one weekday and one weekend using identical rooms, occupancy and terms.
- Identify hotel-funded versus OTA-funded discounts before changing direct rates.
- Make one direct-only value proposition visible near the booking button.
- Test and monitor before making any lowest-rate guarantee.

Ready-to-use implementation

STARTER DIRECT-BOOKING MESSAGE

“Book directly for the full value of your stay. If you see a lower publicly available total for the same room, dates and cancellation terms, contact us before booking so we can review it.”

RECOMMENDED LOW-FRICTION TEST

Try one simple, management-approved direct-booking perk, such as late checkout when available. Compare actual fulfillment cost with the property's distribution cost before launching.

EVIDENCE SNAPSHOT

Complete your reservation
 Classic King - Courtyard
 Room only \$145
 Taxes and fees \$60
Total \$205

Direct • \$205

Review and complete your booking
 Classic King - Courtyard
 Room only \$145
 Taxes and fees \$59
Total \$204

OTA A • \$204

Review and complete your booking
 Classic King - Courtyard
 Room only \$145
 Taxes and fees \$51
Total \$196

OTA B • \$196

[Click any thumbnail to open its enlarged recreation →](#)

MANAGEMENT CONFIRMATION Actual OTA fees, promotion ownership, benefit costs and restrictions determine what is profitable and feasible.

FINDING 02 / HIGH PRIORITY

Make direct checkout communicate the stay

HIGH PRIORITY	STRONG EVIDENCE	Direct conversion / reassurance MECHANISM
-------------------------	---------------------------	---

OBSERVED

The direct-booking flow emphasized room selection, price and payment fields; third-party checkout pages presented more guest-facing reassurance near booking. Included value and policy details were not equally prominent in the captured direct experience. The visuals in this public sample are recreations rather than original screen captures.

WHY IT MATTERS An OTA checkout can look more reassuring than the hotel’s own checkout when it repeats useful benefits, cancellation information, room details and payment timing near the final booking action.	COMMERCIAL CONTEXT The subject property already includes valued amenities. The opportunity is not to add facilities: it is to bring proof of existing value into the direct purchase decision.
---	--

ILLUSTRATIVE ECONOMICS This finding does not require a promised conversion lift. If an improved direct checkout retained two additional \$220 bookings in one month, that would represent \$440 of gross room sales. The calculation illustrates scale only; internal analytics are needed to confirm any actual gain.
--

FINDING 02 / ACTION PLAN

What to do next

- Add an “Included with your stay” strip above the payment step.
- Show clear cancellation deadline and payment timing next to the selected rate.
- Reassure guests about room-specific limitations before the final confirmation.
- Recheck direct and OTA presentation after the change.

Ready-to-use implementation

STARTER CHECKOUT VALUE STRIP

“Included with your stay: breakfast • parking • Wi-Fi • local transportation options.” Display only benefits actually included in the selected rate.

POLICY REASSURANCE

“Your selected rate: [cancellation deadline]. [Deposit/payment timing].” Place beside the room total and confirmation action.

EVIDENCE SNAPSHOT • CLICK A CHANNEL TO ENLARGE

Direct • \$205

OTA A • \$204

OTA B • \$196

MANAGEMENT INPUT THAT WOULD SHARPEN THIS FINDING

Verify cancellation rules by rate plan, actual included amenities and what the booking engine can display immediately before checkout.

SOURCE BASIS Reconstructed direct and OTA checkout flows based on publicly captured booking observations. Identifying details removed.

Priority Action Plan

The two examples shown here are only part of the finished product. The full \$295 Revenue Review develops FIVE evidence-backed opportunities, with supporting sources and practical steps for each.

PHASE	WINDOW	PRIORITY ACTIONS	WHAT TO WATCH
NOW	0–30 days	Matched rate checks; fix checkout inclusion and policy copy; surface guest-value proof.	Parity exceptions; booking feedback
NEXT	30–60 days	Test one approved direct-booking perk; sharpen one offer for a plausible guest occasion.	Direct booking mix; offer take-up
WATCH	60–90 days	Measure results and pause changes that add friction or fulfillment cost without value.	Cancellation issues; cost to fulfill

THE PAID REVIEW INCLUDES ALL 5 COMPLETE FINDINGS

This public sample contains only 2 developed findings. The full \$295 Review delivers five prioritized commercial opportunities, matched-rate evidence, a practical action sequence, short copy-ready improvements, source documentation and high-resolution screenshots. The deeper Revenue Analysis is a separate product with eight findings and an Implementation Toolkit.

RECREATED EVIDENCE / E01

Direct checkout

Period B weekday · 1 room · 2 adults · \$205 · ILLUSTRATIVE, NOT SOURCE SCREENSHOT

PROPERTY A / OFFICIAL RESERVATIONS

ILLUSTRATIVE RECREATION · NOT A LIVE WEBSITE · FIGURES ALTERED

Complete your reservation

Period B · weekday | 1 room | 2 adults | 0 children

Classic King · Courtyard

Flexible room rate | 1 night

Guest information

First name

Last name

Email address

Phone

Reservation summary

Room rate	\$183
Taxes and fees	\$22
Total	\$205

[See rate conditions ›](#)

CONFIRM BOOKING

Included benefits are not summarized here.

RESEARCH OBSERVATION

The demonstrated booking path illustrates how channel price and reassurance can affect a traveler's choice. This image is not evidence from the original property.

High-resolution illustrative reconstruction based on a public booking journey. The fictional name, room, totals, benefits and brand styling are not original source screenshots. Zoom using your PDF viewer.

[← Return to Finding 01](#) • [← Return to Finding 02](#)

RECREATED EVIDENCE / E02

OTA A / Booking-style checkout

Period B weekday · 1 room · 2 adults · \$204 · ILLUSTRATIVE, NOT SOURCE SCREENSHOT

PLATFORM A / CHECKOUT

ILLUSTRATIVE RECREATION · NOT A LIVE WEBSITE · FIGURES ALTERED

Review and complete your booking

Period B · weekday | 1 room | 2 adults | 0 children

Classic King · Courtyard

For 2 adults · 1 night

Your room includes

- ☐ Breakfast available
- ☐ Parking included
- ☐ Flexible cancellation
- ☐ Pay according to selected terms

Cancellation & payment

Cancel by the deadline shown at booking.
Selected rate conditions apply.

Price summary

Room + taxes **\$205**

Rate adjustment

-\$1 applied

TOTAL **\$204**

COMPLETE BOOKING

RESEARCH OBSERVATION

The demonstrated booking path illustrates how channel price and reassurance can affect a traveler's choice. This image is not evidence from the original property.

High-resolution illustrative reconstruction based on a public booking journey. The fictional name, room, totals, benefits and brand styling are not original source screenshots. Zoom using your PDF viewer.

[← Return to Finding 01](#) • [← Return to Finding 02](#)

RECREATED EVIDENCE / E03

OTA B / Expedia-style checkout

Period B weekday · 1 room · 2 adults · \$196 · ILLUSTRATIVE, NOT SOURCE SCREENSHOT

PLATFORM B / CHECKOUT

ILLUSTRATIVE RECREATION · NOT A LIVE WEBSITE · FIGURES ALTERED

Review and complete your booking

Period B · weekday | 1 room | 2 adults | 0 children

Classic King · Courtyard

For 2 adults · 1 night

Your room includes

- Breakfast available
- Parking included
- Flexible cancellation
- Pay according to selected terms

Cancellation & payment

Cancel by the deadline shown at booking.
Selected rate conditions apply.

Price summary

Room + taxes **\$205**

Platform-funded promotion
\$9 applied

TOTAL **\$196**

COMPLETE BOOKING

RESEARCH OBSERVATION

The demonstrated booking path illustrates how channel price and reassurance can affect a traveler's choice. This image is not evidence from the original property.

High-resolution illustrative reconstruction based on a public booking journey. The fictional name, room, totals, benefits and brand styling are not original source screenshots. Zoom using your PDF viewer.

[← Return to Finding 01](#) • [← Return to Finding 02](#)