



Why book directly with a Bed and Breakfast accommodation provider than through an Online Travel Agency (OTA).

There has recently been issues raised by The Bed and Breakfast Association with the Competition and Marketing Authorities regarding certain OTA's not treating consumers fairly and concerns that some ads via some OTA's may have been misleading and quoted incorrect prices. This led me to wonder why guests booked via an OTA rather than directly with the Bed and Breakfast accommodation or hotel.

Obviously with the proliferation of the Internet and rise of online booking intermediaries it has been made easier to compare prices, see hotel or even guest photos and book a room by simply clicking the book button. Do people book this way because it is easier to do, or because people think there is more of a choice of rooms or that rooms are cheaper? Or is it that people have got so used to the internet that they prefer to do everything online and not to talk to a person? Have we become too dependant on the Online Intermediaries and have no time to do our own research and speak to the accommodation providers directly.

Certainly when booking a room at one of the big chain hotels the rooms are pretty much the same regardless of whether you are in London or New York. However the bed and breakfast accommodations or small boutique hotels are different. Professional small accommodation providers nowadays have their own website and more information can be found on the website. However by contacting the Bed and Breakfast directly either by phone or through the website you will also discover the following:

Customer Service

Small Bed and Breakfast business owners have a vested interest in keeping their guests happy and are happy to provide more information on the rooms, the best restaurants in the area, places to visit, whether there is a local taxi service and much more. We are close to the South West Coast Path and always have the tide times available when a walker calls if they are crossing the local river. We will spend as much time on the phone with you as necessary to ensure all your questions are answered thoroughly.

There is a greater choice of rooms

Small bed and breakfast accommodations and hotels do not always put all of their rooms on the Online Booking Agency site. The reason for this is that they pay a substantial commission to the booking intermediaries when a room is booked. By booking through the property's own web site or reserving a room on the telephone, you may find that there is more of a choice available and can book a particular room that is available than being allocated one with no choice.

Ability to Change a Reservation Easily

If you have tried changing dates through an OTA how easy has it been? One phone call directly to the accommodation will normally sort a change of dates out.

Discounts available

If Bed and Breakfast accommodations use a number of different OTAs they will normally have the same rate on all sites so you don't always get the best rate booking through an OTA. Bed and Breakfast accommodations frequently have discounted deals, such as last-minute booking discount or a "stay four nights and get the forth night at a discounted rate". Normally the Bed and Breakfast websites will refer to these discounts or the discounts may only be available if you book directly on the telephone.

So why not try booking directly and start the Bed and Breakfast experience now. Call 01752 830484 and speak to either Nicky or Rik.

Written by Nicky Cole December 2018