

Smarter Marketing with Online Travel Agents (OTAs)

Get Seen, Get Booked

Hi \${Contacts.Property Name}!

Introducing the June Edition of the GuestPoint Newsletter!

We have been talking a lot about the importance of direct bookings lately, but OTAs are still **essential** for a thriving property management business. In this edition, we explore how OTAs can be a **secret marketing weapon** and how your property can harness their power to increase bookings, grow your brand, and compete in a fast-changing travel economy.

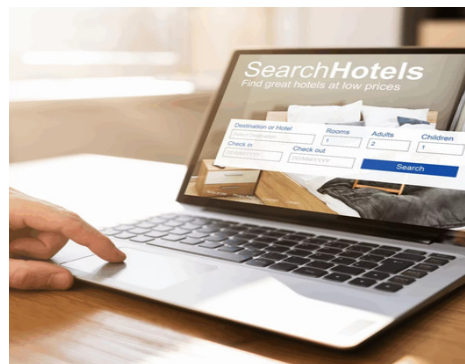
Additionally we share fresh industry insights, powerful product updates from the past 12 months and whats to come in the next 12 months, a quick recap of our recent payments webinar with Eway (plus a special offer!), and a look ahead to NoVacancy 2025

Let's explore!

OTAs in the Travel Industry - Your Secret Weapon for Smarter Marketing

Online Travel Agents have reshaped how travellers discover and book accommodation.

OTAs are here to stay, and when used strategically, they can become your most powerful marketing allies.



In this blog, we explore:

- ✓ How OTAs expand your global reach
- ✓ Why appearing on multiple platforms boosts your trust and bookings
- ✓ How to optimise your OTA listings to drive direct bookings
- ✓ Strategies to reduce reliance while still reaping the benefits
- ✓ Common OTA pitfalls to avoid

Whether you are listing on Booking.com, Expedia, Agoda, or niche channels, understanding the OTA ecosystem is key to building a resilient revenue strategy.

[Read Full Article](#)

Industry Insights: Unlocking the Real Value of OTAs



OTAs aren't just middlemen, they are **powerful marketing machines** with the reach, data, and tools to get your property noticed. With the right strategy, they can do

far more than just fill rooms, they can boost your property visibility, strengthen your brand, and even drive more direct bookings. Let's explore how to make OTAs work harder (and smarter) for your business.

Be Seen by the Masses

Listing on an OTA gives your property instant exposure to **millions of travellers actively searching** for stays, many of whom might not have discovered you otherwise. Even if they don't book right away, that exposure plants the seed for future direct bookings.

Use Their Data, Power Your Strategy

OTAs offers goldmines of booking data, from top-performing dates and regions to traveller demographics. Use these insights to fine-tune your pricing, promotions, and marketing campaigns, and make more informed business decisions.

Think Mobile-First

More than half of OTA bookings happen on mobile devices. That means your listing needs to pop on a small screen. Make sure your photos are bright and crisp, your descriptions are snappy, and your call-to-action is clear.

Tell Your Story, Stand Out

Want to rise to the top? OTAs prioritise listings that convert, and those are often the ones with **great content**. Think: warm, welcoming copy, glowing guest reviews, and images that make people say, "I want to stay there!"

Turn OTA Guests Into Lifelong Fans

Your guest journey doesn't stop after check-in. Deliver a memorable experience, then follow up with a friendly email inviting them to book direct next time (with a small thank-you or exclusive offer). That's how you turn an OTA guest into a **repeat direct guest**.

Want to reduce your OTA commission over time? The trick isn't avoiding OTAs, it's using them smartly as part of a broader distribution strategy.



As we wrap up the financial year, we are celebrating an exciting 12 months of progress, purpose-built improvements, and powerful tools designed to help you thrive.

From July 2024 to now, we have introduced a series of impactful updates to streamline operations, boost guest engagement, and empower smarter decision-making.

Here's a quick look at what we've accomplished together:

The Arrival of the New GuestPoint Booking Engine

A new sleek adaptable feel BE with optimisations for promotions, ETA edits, and live updates to property and room images, plus Google Analytics **GA4 support** and new behavioural settings.

The New Booking Engine integrates seamlessly into GuestPoint Pay

Now presenting the option to verify cards online and the ability to take funds automatically via a 1st Night, custom \$ or % amount or the entire stay.

GuestPoint Mobile: GuestPoint Optimised for your Mobile Phone

Make and **manage bookings**, check-ins, payments, emails, and more, all from your phone. Multi-property support now available on your mobile!

Xero Accounting Automation

A game-changer for properties wanting to simplify their finances with **automatic syncing** and updating systems without manual intervention.

MYOB Accounting Automation

Supporting automated direct journal posting for simplified accounting for Australia and NZ with **automatic syncing**.

GuestPoint Pay Terminals for Australia Now supporting the full payment processing for card present transaction with Eftpos terminals, for faster more secure transactions. Your all-in-one payment solution.

GuestPoint Pay North America Expansion

Now supporting payment processing in the North America via NMI and Ascent Payment Solutions for the full end to end user experience

Trust / Owner Accounting Launch

Now supporting comprehensive owner accounting functionality with the launch of **TrustPoint**, designed to simplify trust account management and streamline financial reporting for property managers.

HTML Email Upgrade

Now ability to send visually engaging emails and manage communications more professionally all within GuestPoint

The GuestPoint Message Hub

With powerful two-way SMS/email messaging all located and in one **central hub** allowing properties to see opened clicked and responded messaging all within GuestPoint PMS

Digital Document Storage

Now with the option to upload **digital documents** with the Guest Reservation, from Drives Licences, Passports and more

Smarter Integrated Revenue Management Tools Now integrated with new partnership, **Room Price Genie** enabling customers to maximise revenue using automated Revenue management tools.

New Australian based GDS integration

Now integrated with new partnership **7Point Distribution** allow local Australian vendor access to a direct help centre to increase distribution.

Upgraded SiteMinder Integration

More reliable, efficient syncing to keep your rates, availability, and content **up to date** across channels.

Increased Distribution Offer

Now integrated with New Channel Manager **Levart** allowing additional choice to our customers to increase distribution.

Advanced reporting via Custom Report Builder

Advanced reporting capabilities to support deeper insights and smarter decisions within the reports TAB within GuestPoint

Multi-Property User Login

Easier access and seamless switching between properties - one login, multiple locations.

Introduced Multi-Property Reporting and customisations

The ability for Custom fields, **cross-property reports**, and smarter mobile and desktop interfaces.

Enhanced Cyber Security

Continuous improvements to protect your business and guest data with the latest security standards.

Usability Enhancements

Faster Group Reservations, an upgraded Housekeeping Schedule, and smoother **POS interface** controls.

Countless performance enhancements

From smarter search capabilities to improved **OTA integration**, new extras in confirmations, out-of-service screen tweaks, better reservation workflows, and enhanced invoicing tools and SO MUCH MORE.....

We are super proud of what we have delivered this year and even more excited for what's coming next.



What's Coming Over the next 12 Months We are building on the momentum from this year with some powerful upgrades and game-changing features planned for 2026. Here's a sneak peek at what's on the horizon:

Smarter Automations to Save You Time We will be introducing **Automated Payments**, **Scheduled Reports**, and the ability to automatically open and close Packages (Rate Plans). These features will streamline your daily operations and reduce the need for manual tasks.

Upgraded Email Confirmations Improved confirmation emails with more customisation options, rich formatting, and dynamic content designed to support operators and their unique guest communications.

Payment Links Easily request payments by sending secure Payment Links directly to guests ideal for deposits, balances, or upsells.

Enhanced Login Security To further protect your business and guest data, we're rolling out Two-Factor Authentication (2FA) and other **login security enhancements**.

Derived Rates Introducing **Derived Rates**, allowing for smarter rate strategies with automatic rate relationships, ideal for managing discounts, promotions, and linked pricing structures.

Expanding for Vacation Rental Support A suite of features designed specifically for **Vacation Rental** providers, making GuestPoint more adaptable across different property types.

Booking Engine Upgrades A next-generation version of our **Booking Engine**, featuring:

- Full **multi-property support**
- Enhanced UX for direct bookings
- Vacation rental-specific display and logic
- Faster loading and improved mobile experience

Multi-Property: More Power, More Control

Further enhancements to Multi-Property Reporting, usability, and switching including consolidated insights and smoother workflows across locations.

Continued Performance Improvements

System-wide upgrades for **speed, stability, and responsiveness**, plus countless background enhancements to make GuestPoint even faster and more intuitive.

New Integrations

Look out for integrations with **smart locks**, Housekeeping Apps like FlexKeeping, more **Revenue Managers, Marketing products** like Mail Chimp and other key platforms to support operational efficiency and modern guest experiences.

Plus many of the suggestions our valued customers put forward every month!

We can not wait to bring these updates to life in 2026 and continue delivering a platform that evolves with your business. Thank you for being part of the journey the best is yet to come!

In Case You Missed the Webinar

GuestPoint hosted a free webinar with special guest Eway, diving into how modern payments are transforming the hospitality experience.

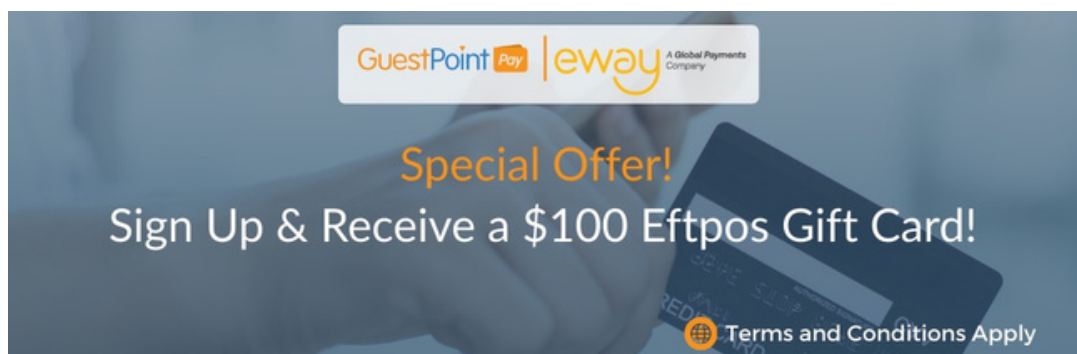
It was a valuable session for properties across Australia and New Zealand, covering how solutions like **GuestPoint Pay** and **Eway** can simplify transactions, reduce costs, and deliver a smoother check-in and check-out process.

Couldn't attend live? No worries, we've got you covered.

When accessing the below link please use Passcode: K@B3U%9T

Watch the Recording

Ready to become GuestPoint Pay user?



Sign Up & Receive \$100



We're excited to announce that **GuestPoint** will be exhibiting at **No Vacancy Hotel + Accommodation Industry Expo** - Australia's leading event for hotel and accommodation professionals!



Where: ICC Sydney

When: 17-18 September 2025

Come and see what's new in the world of hospitality tech! From our latest product innovations like TrustPoint to powerful integrations and booking solutions, we'll be showcasing how GuestPoint is helping properties like yours thrive.

👉 **Planning to attend?** Be sure to stop by our stand and meet the team. We'd love to connect, answer your questions, and show you how we're powering smarter stays.

Let's shape the future of hospitality together at No Vacancy 2025!

[Learn More](#)

Our Final Thoughts!

In today's fast-moving travel world, it's all about working smarter, not harder. OTAs, when used the right way, can do more than just fill rooms. They can help you reach new guests, build your brand, and support **long-term growth**.

At GuestPoint, we're all about helping you stay ahead with simple, powerful tools that take the stress out of managing your property and give you more time to focus on what really matters your guests.

We're looking forward to connecting at NoVacancy2025. Come say hello, meet the team, and see what's new.

We are dedicated to help you succeed in business!

We thank-you for being a valued GuestPoint customer as we continue to focus on your business growth, innovation, and future successes!



Connect with us online!



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