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The OTA Break-Even Worksheet

Do you really need Expedia and Booking.com? Probably yes, for strangers. This page shows what you are paying, who you are paying it on, and the three moves that cut it without leaving.

Part 1. One booking

Through an OTA

Your room rate: _____

Commission rate (your contract, often 15 to 25%): _____

Commission in dollars: _____

You keep: _____

Direct, on your own site

Your room rate: _____

Card fee (about 3%): _____

Booking engine fee, if any: _____

You keep: _____

Gap per night (direct keep minus OTA keep): _____

Example: a \$200 room at 15 to 25 percent commission keeps \$150 to \$170 through the OTA and about \$194 direct. Gap: \$24 to \$44 a night.

Part 2. What it adds up to in a year

Rooms: _____

times 365, times your occupancy (as a decimal) = room nights a year: _____

times your OTA share of bookings = OTA room nights: _____

times the gap per night = **what the OTAs cost you a year**: _____

Example: 20 rooms at 60 percent occupancy is about 4,380 nights. Half through OTAs is 2,190 nights. Times \$24 to \$44 is roughly \$50,000 to \$95,000 a year.

Part 3. The number that matters: who are you paying it on?

Commission on a stranger is a fair price for being found. Commission on someone who already knew you is the leak. Your PMS can usually pull this by matching guest emails against past stays.

OTA share of all bookings: _____

Share of OTA guests who had stayed before: _____

Part 4. Three moves, no delisting, no price war

☐ **Shop yourself once a month.** Same two dates (one busy, one quiet) on Expedia, Booking.com, Google, and your own site. Write down the four rates. If they do not match, something is set wrong and it is costing you commission or ranking. (At one hotel I audited, the gap was \$59 a night and nobody knew.)

☐ **Give people who know you a reason to book direct** that costs less than a commission: late checkout, a drink, parking, an upgrade when one is open. Say it in one sentence on your homepage and in your post-stay email.

☐ **Keep the OTAs for strangers.** Use their visibility tools on soft dates, not as the default for every date.

This is the kind of thing **The Modern Hotel Audit** scores, channel by channel. It is free. Book it at ramirezhospitality.com.