



**BOOKEASY  
OPERATOR ON-LINE  
BOOKING SURVEY  
RESULTS**

# Background

- A survey was undertaken to ascertain vital information to develop our on-line booking system, which in turn will benefit your business by maximising booking opportunities.
- TSH has 79 Accommodation Partners.
- 77 Operators participate in the On-Line Booking System of which 36% GOLD operators and 64% are 24 Hour operators
- 38% of accommodation operators responded to the survey
- 5% of Operators do not use computers in their daily business operation

# Do you use a computer for your daily business activities?

- All operators who completed the survey advised they use computers on a daily basis.



# Are you familiar with the Bookeasy On-Line Booking System

- 94% are familiar with the Bookeasy System.
- 6% are yet to be trained, as they are new members.
- All operators have bookable product on-line.
- These operators will be trained within the next fortnight.

# Do you regularly check & update your information?

- 83% check their information daily.
- 13% check their information irregularly.

# Did you participate in the July 2006 Bookeasy Training at Robertson CTC?

- 66% of operators advised they attended training at Robertson, which included additional web page benefits.
- 36% have been trained by TSH staff.

# Have you had sufficient on-line training?

- 80% of operators indicated they have had sufficient training.
- 20% require additional training.
- TSH staff, will be contacting all operators on an individual basis and providing additional on-site training at the operators premises. This will commence in April and will continue until required.
- This is a free service that TSH will be providing.

Do you understand the difference between GOLD & 24 Hour Operator?

- 90% of operators understand the difference between GOLD & 24 hour.
- 10% are require additional information.

Are you aware of the Bookeasy Notices for any updates within the system?

- This is a trick question. This question was added to see if operators were reading TSH tips that have been emailed to all operators.
- TSH would like to believe that operators find these tips useful and read them.
- 36% of operators were aware of the tips.

Do you have difficulties in any particular area of the Bookeasy System?

- 68% responded they had no difficulties.
- 32% required assistance, particularly in the areas of entering rates, availability and uploading images.

Are you happy with your product entry/presentation in the Bookeasy System?

- 85% of operators advised they were happy with their product entry on the Bookeasy System.
- 15% were dissatisfied, particularly the size of the image.

# What other on-line reservation systems do you use?

- 56% of operators advised they use other on-line reservations systems to assist with bookings.
- The most popular are:
  - Wotif
  - Total Stays
  - Take a Break
  - Quick Beds
  - Need it now

# What is your major source of business?

- The majority of operators receive bookings through their own web-site as inquiries as they do not have payment facilities on-line.
- Use other operators web-sites including TSH.
- Direct contact with TSH including brochure pick-up.
- Advertising in the Visitor Guide.
- Repeat visitors.

# Would you participate in further Bookeasy training?

- The majority of operators agreed they would participate in further training.
- TSH staff will be conducting on-site training when requested for operators to update their skills and refresh their knowledge.

# Further Comments from Operators

- Availability page not user friendly, ie width of screen size across the page, need to be able to see all the dates of the month. Suggestion similar to Ozstays.
- Presentation of web-page.
- Map display on each property.
- Would like client details at time of booking, prior to payment.
- ETA should be an essential requirement on the booking itinerary.
- Operators requesting money 48 hrs after departure of clients.
- Lack of support from Bookeasy.
- Condense information from Bookeasy to fit one page.

# ***How does the payment process to operators work?***

- Reconciliation occurs 1st of the month and the 15th month.
- Bookings ending within this period will be issued the outstanding amount less commission.
- All payments made to TSH via the BookEasy System need to be processed through the WSC Finance department.
- These payments are made by Cheque or Direct Deposit into your nominated bank account.
- Before the reconciliation process can be posted to Council the Trust Account needs to be balanced by TSH.
- Payments made on the 1st or 15th of the month need 1 – 2 days to be allocated into the trust account. Once this procedure has been balanced, a spreadsheet of all payments to be made to operators is sent to the WSC Finance department.
- Council post payments to operators every Friday, either by Cheque or Direct Deposit.

# Analysing the survey results & outcomes!

- TSH staff are undertaking additional training from Bookeasy.
- TSH staff will also be addressing related & other issues from this survey.
- All comments have been taken on board and will be dealt with where possible.

