



7 Myths Costing You Bookings in 2026

...and what to do instead!

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anytime



600 Accommodation Providers

Over 45,000 Bookable Units





Not Enough Demand!

- If guests are interested, they'll figure it out
- We just need more people on our website

Conversions

- Track drop-off, not just bookings
- Respond faster than your competitors
- Reduce steps to book



A Race To The Bottom

- We're losing bookings on price
- We can't reduce our costs any further

Value > Price

- Confidence sells better than discounts
- Be clear about your offering, cancelations & refund policies
- Show reassurance early: awards, reviews, support



Digital Feels Impersonal

- Guests prefer speaking to a real person
- We want to be warmer & more welcoming

Slow Feels Worse

- Speed > Warmth
- Automate the predictable, with a personalised tone
- Add value with your time



Booking Made, Job Done!

- Money in the bank
- The calendar is filling up, not much more we can do

Calm Guests Don't Cancel

- Treat pre-arrival as reassurance
- Repeat key info (they forget)
- Assess any upsell opportunities



The OTAs Have Won

- People don't book direct anymore
- We don't have the budget to compete

The Path Of Least Resistance

- OTAs removed friction better than most
- Rarely about loyalty
- Clear availability, instant confirmation, simple payment terms



We're Full In Summer 🙌

- Nothing screams a healthy business like 8 manic weeks
- There is no money outside of July & August

Finding Magic In The Off Season

- Use pricing to add value
- Embrace the change in seasons, your avatar may have changed too
- Tell stories & offer experiences



Good enough is good enough

- If it ain't broke, don't fix it
- I don't have the time to make any changes

Good enough compared to ...?

- The bar is always rising
- Standing still \neq neutral
- Small improvements get noticed & compound fast

Where do we start?

- None of these require a rebrand, a rebuild or a massive budget
- They require attention... and intention!
- Standing still will leave you behind
- The winners in 2026, will not be cheaper, louder or flashier. They will be
 - Clearer
 - Faster
 - Easier to trust



Thank You
For Your
Time!