

A budapesti és vidéki szállodák online értékesítése

Magyar Szállodák és Éttermek Szövetsége XXXVI. Közgyűlés

Budapest, 2011. november 23.

Tornyossy András, destination manager

lastminute.com

travelocity

zuji
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Your online travel guru

1. Miért fontos az online jelenlét?
2. Hogyan válhatunk online foglalhatóvá?
3. OTA-kal (Online Travel Agency) való együttműködés előnyei
4. Szállodai promóciók és speciális ajánlatok
5. Kérdések



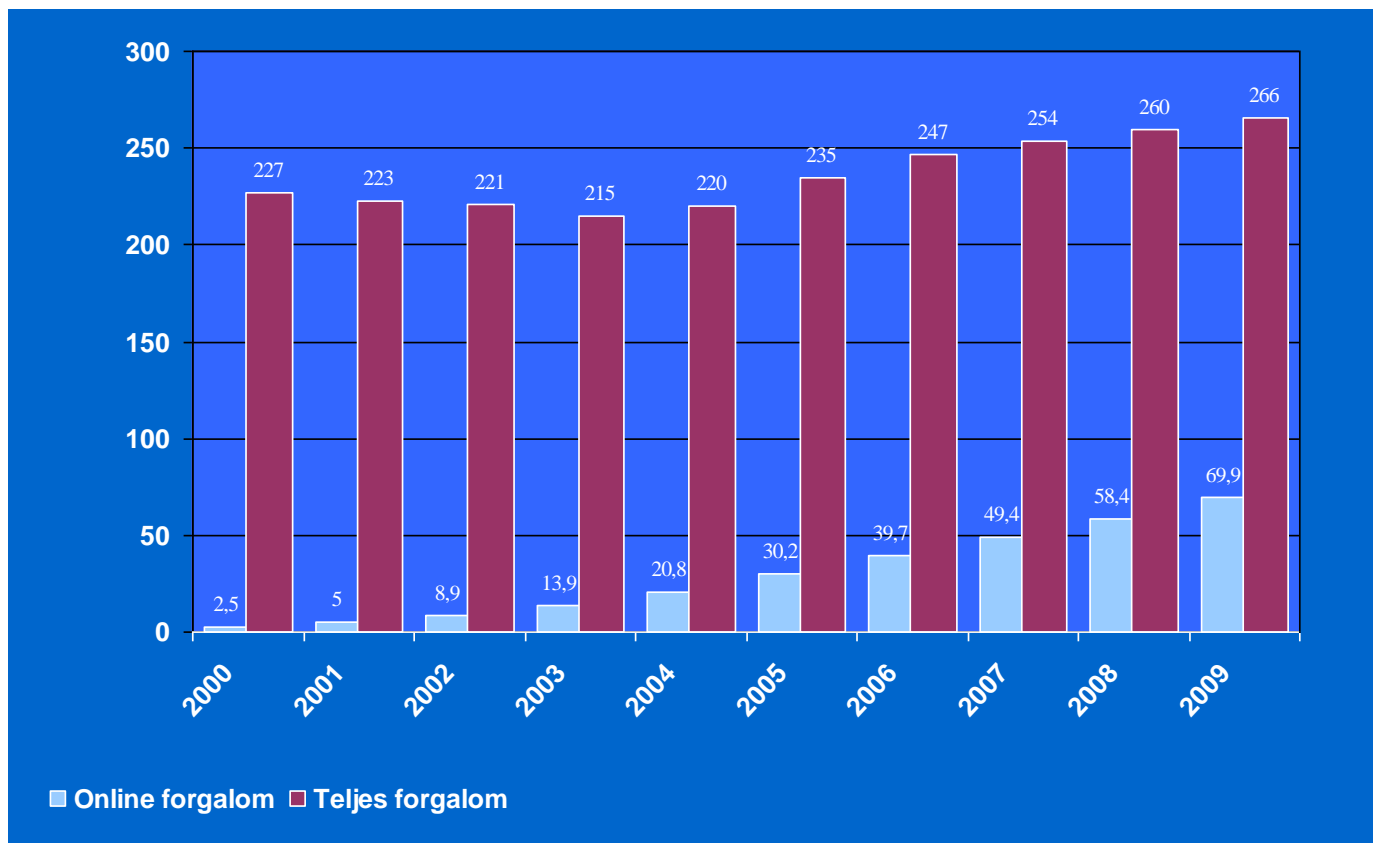
Miért fontos az online jelenlét?

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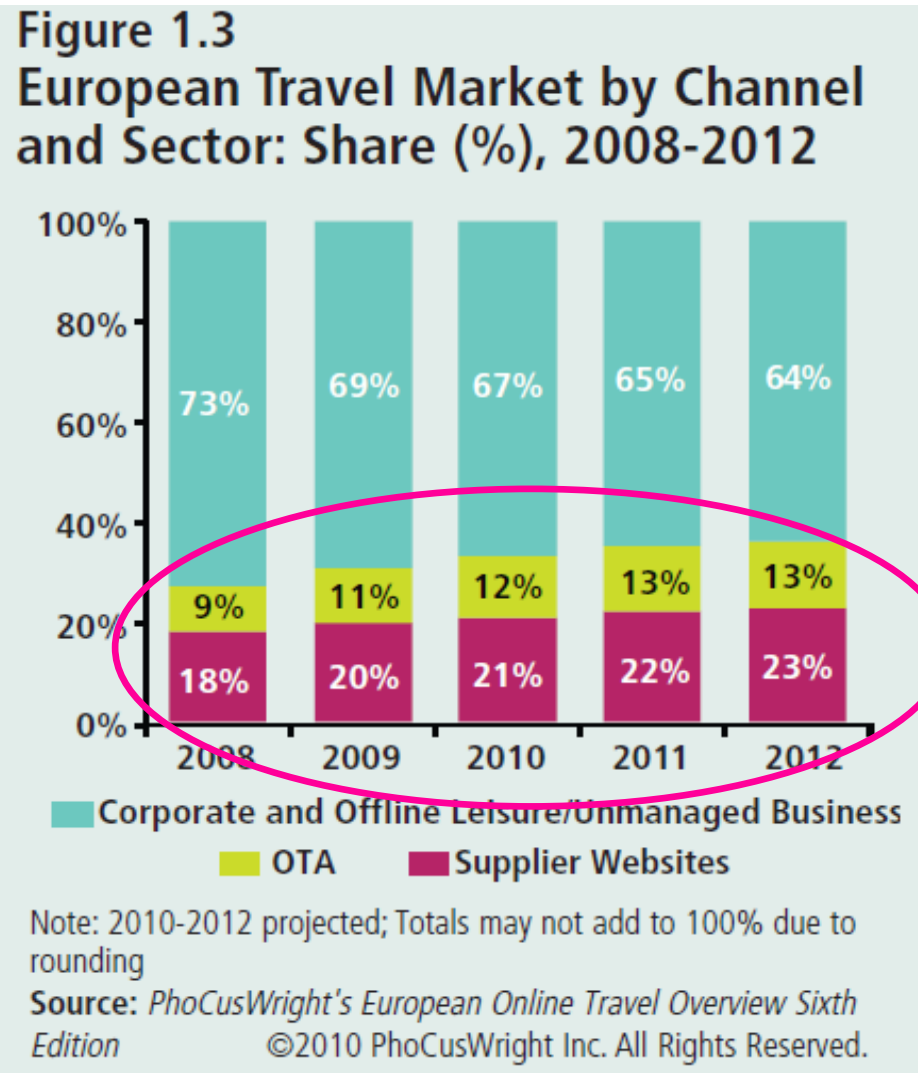


Miért fontos az online jelenlét?

Az európai utazási piac forgalma 2000-2009. között - online forgalommal
(billió EUR)

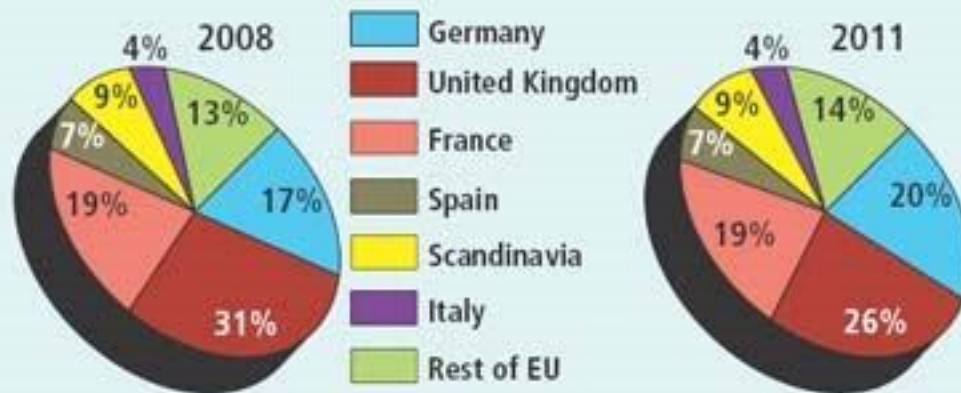


Miért fontos az online jelenlét?



Miért fontos az online jelenlét?

European Online Leisure/Unmanaged Business Share of Gross Bookings, 2008 vs. 2011



Note: 2011 projected; Totals may not add to 100% due to rounding
Source: PhoCusWright's European Online Travel Overview Fifth Edition

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Hogy válhatunk online foglalhatóvá?

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B 2 C



Saját weboldalon keresztül



B 2 B



Közvetítő partneren keresztül

(pl.: OTA – Online Travel Agency)

B 2 C

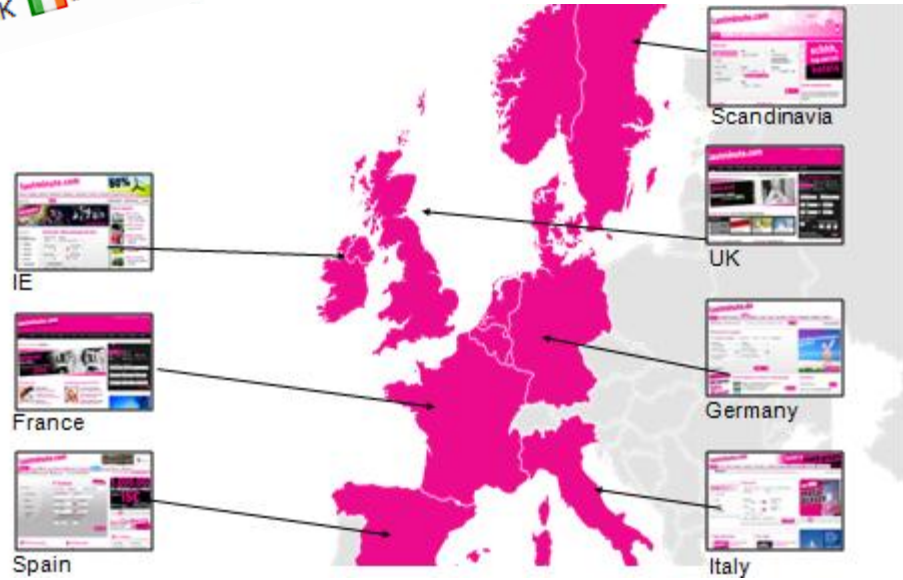


Az együttműködés előnyei az OTA-k erősségeiben rejlenek.

- Globális lefedettség, lokális piacokra fókuszáló aloldalak, nyelvi mutációk (havi több tízmilliós látogatottság)
- Agresszív online marketing, elsősorban SEM (Search Engine Marketing) - SEA (Search Engine Advertising) és SEO (search engine optimization)
- Globális partnerkapcsolatok (affiliate és private label hálózat)
- Metasearch oldalakkal való együttműködés
- Speciális értékesítési lehetőségek
- PDA eszközökre (iPhone, Blackberry, okos telefonok stb.) fejlesztett alkalmazások
- Közösségi és megosztó oldalakon való aktív megjelenés
- Globális promóciók

Globális lefedettség

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Globalis lefedettség

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Früheste Hinreise: 4 Dez 2011

Anzahl Erwachsene: 2 Erwachsene

Erweiterte Suche

leaving from: london - all airports

going to: pick from our top

leaving date: 4 december

return date: 7 december

direct flights

no. of rooms: 1

adults: 2 (+12)

children: 0 (-11)

room 1 2 (+12)

search

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cerca voli

voli | hotel | viaggi

volo + hotel | vacanze | crociere

cerca: andata/ritorno | solo andata

partenza da: arrivo a:

partenza il: 23 nov 11

ritorno il: 30 nov 11

date flessibili +/- 3 giorni

adults: 1 (+12)

bambini: 0 (2-11)

neonati: 0 (0-23 mesi)

ricerca avanzata: compagnie aeree, classi, etc...

hotel top secret svela il mistero e risparmia. hotel 4* da 33€!

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séjour

vol + hôtel | hôtel | croisière

vol | location | restaurant

adultes: enfants (0-12): 2 | 0

formule de voyage: peu m'importe

destination: ville de départ: peu m'importe

mois: jour: peu m'importe | tous | tous

flexibilité: 2 jours

durée du séjour: peu m'importe

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(jours) (heures) (minutes) (secondes)

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hotels in budapest



Keresés

Nagyjából 43 500 000 találat (0,14 másodperc)

Minden

Képek

Térkép

Videók

Hírek

Egyebek

Keresés a közelben...

Hely megadása

Web

Magyar nyelvű oldalak

Oldalak innen:

Magyarország

Lefordított idegen nyelvű
oldalak

Hirdetések - Miért jelentek meg ezek a hirdetések?

Budapest Hotels -70% - Budapest Hotels from €20 / night.

www.venere.com/Budapest-Hotels

300 **hotels**. Great deals. Book now!

5 Star Hotels Budapest - 5 Star Hotel in central Budapest.

www.kempinski.com/Budapest

Rates Starting at € 74 per night!

Budapest, Erzsébet tér 7-8 - (1) 429 3777 - [Útvonal](#)

Hotelek Budapest - Foglalja le szállodáját online.

www.booking.com

Nincs foglalási díj. Remek árak

Zsebbarát szállodák - Luxusszállodák - Legnépszerűbb - Nemrég foglalt

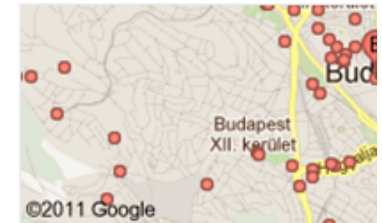
Tipp: [Csak magyar nyelvű találatok keresése](#). A keresési nyelvet a [Beállítások](#) oldalon adhatja meg.

budapest hotels - Lastminute

www.lastminute.com/hotels-d2333-... - Egyesült Királyság - [Utazás utat fordítása](#)

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Hirdetések - Miért jelentek meg ezek a hird

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www.agoda.com/hotel-deals

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PPC – Pay Per Click

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- Dublin - 67% great deals
- Manchester - 63% top offers
- Amsterdam - 66% fantastic prices

Top European cities

- Barcelona - 64% amazing discounts
- Paris - 65% the place for romance
- Rome - 67% great deals
- Dublin - 63% top offers
- Amsterdam - 66% fantastic prices

Top hotel sale destinations

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 - up to 20% off
 - up to 25% off
 - up to 30% off
- Something different
 - Madrid - 64%
 - Edinburgh - 63%
 - Barcelona - 66%
- Top Worldwide discounts
 - up to 20% off
 - up to 25% off
 - up to 30% off
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 - New York - 68%
 - Florida - 62%

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Search for a hotel

Search:

Destination: Country:

Hotel name (optional):

Check in: Check out:

No. of rooms: Adults: Children (0-12):

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Metasearch oldalakkal való együttműködés

lastminute.com



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Home > Europe > Hungary > Central Hungary > Budapest

Budapest

Check in Fri, 09/12/2011

Check out Mon, 12/12/2011

Room Double Room

Search

Hotel Budapest

Hotels: 61/1083 Sort by: Popularity Rating Price Distance

Rate parity!!!

Hotel	85	0.3 mile	View all prices from 18 websites	Best Price £157	View Deal
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Hotel	85	0.4 mile	View all prices from 20 websites	Best Price	View Deal

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search flight + hotel

holidays **flight + hotel** flight only
 hotel only eurostar

leaving from: london - all airports going to: budapest

leaving date: 10 december 1
return date: 13 december 1

direct flights only






no. of rooms: 1 how many people can travel?
adults: 2 children: 0 infants: 0
room 1 (+12) (2) (-11) (0) (-23 months)

search

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[breaks](#) are great for shopping. [Eurostar breaks](#) are a great way to see some fantastic citi

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	5* Rome city break 3 nights at the 5* Hotel d'Inghilterra	Fri 25th Nov fr £38
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	4* Amsterdam city break	

Dynamic packaging - valós időben történő „szállás + repülő” csomag képezés

Choose

Search again

Leaving from:
London - all airports

Going to:
Budapest

Leaving date:
10 Dec 11

Return date:
13 Dec 11

Direct flights only

No. of rooms:
1

How many people can travel?

Room 1
Adults: 2
Children: 0
Infants: 0

Search again



Search results

London to Budapest | 2 adults | 10 December 11 | 3 nights

We've selected the following package for you:


Avg. price per person **£231.39**
Total flight + hotel price **£462.78**

Our lowest available fare

Luton Airport (LTN) - Budapest (BUD)  WIZZ Departs: Sat 10 Dec 11 08:15 Arrives: Sat 10 Dec 11 11:40 Economy - Direct flight	Budapest (BUD) - Luton Airport (LTN)  WIZZ Departs: Tue 13 Dec 11 06:00 Arrives: Tue 13 Dec 11 07:30 Economy - Direct flight
--	--

Choose a different flight - 20 Available

Our bestselling hotel



Corinthia Hotel Budapest | ★★★★★
This historic, award winning, 5 star hotel is located in the centre of Budapest approx. 800 metres f..... [More details](#)

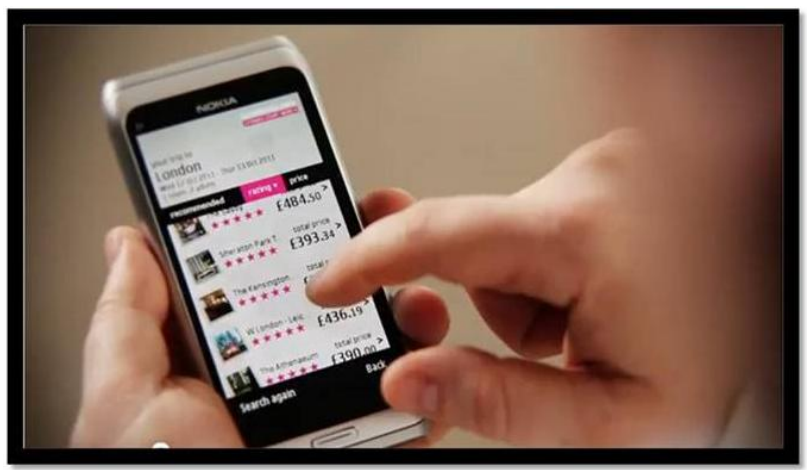
Price based on:
1 x Superior Twin/Double. Room Only. for 3 nights

[View room options](#)

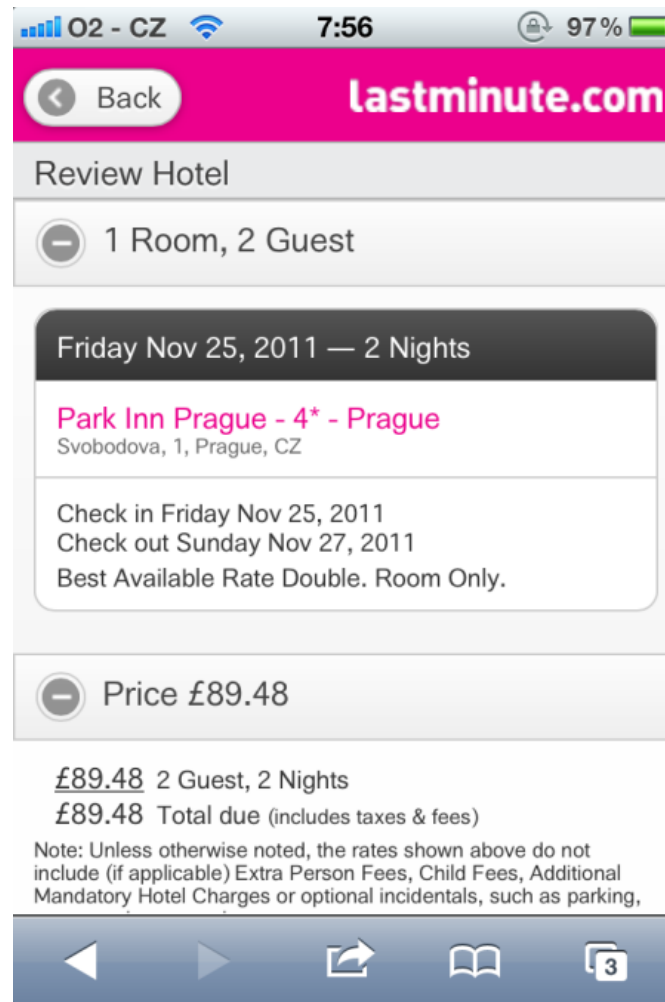
Choose a different hotel - 121 Available

Choose and continue with this flight + hotel

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„A Google szerint az online szállodai keresések mintegy 19%-a mobil eszközökön keresztül történik.”
eMarketer, 2011



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Közösségi és megosztó oldalakon való aktív megjelenés

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your trip to **budapest**

budapest | sat 10 dec 2011 - tue 13 dec 2011 | 1 room | 2 adults | [change your search](#)

120
hotel options



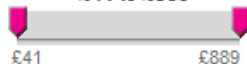
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price range
total hotel price

£41 to £889



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distance from

art'otel

bem rakpart 16-19, budapest | *buda, buda citycenter* ★★★★★



Art'otel Budapest is located in the city centre on the banks of the River Danube, opposite to the Pa... [view more details](#)

[show map](#)

 749 reviews

[book online or call 0800 083 9000](#)



price based on: standard double. room only. including free wi-fi in the entire property and in all guest rooms. .

stay 2 nights, get 1 night free!
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total hotel stay from **£190.25** **£126.84** [select](#)
★ includes taxes and fees

danubius hotel gellert

1111 budapest, szent gellert ter 1, budapest | *buda, buda citycenter* ★★★★★



The 4 star Danubius Hotel Gellert is one of the most traditional hotels in

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jusqu'à -50%*

Canada
à l'occasion de l'élection
fédérale
jusqu'à -110%*

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cambrai en 2011 sur la
côte pas en se
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Budapest
4 Nächte für 3 Special

z.B. Hotels
4 Nächte für 3
ab 120 €
pro DZ

4 Nächte für 3 Special
4 Nächte für 3* Hotels ab 120 €
4 Nächte für 4* Hotels ab 100 €
Frühbucher 3 Personen ab 107 €
Frühb. 120 € **inkl. Frühstück**

MALEV Hungarian Airlines Budapest Airport BUDAPEST BUDAPEST FÜRDŐ HUNGARY

resfeberse

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Budapest -Vintertid är ett termalbad som skönast!
Boka Budapest-vintersemester i en av våra vackra termalbad i Budapest och njut av den bästa vintern i Budapest. Det är en fantastisk upplevelse att spendera vintern i Budapest. Det är en fantastisk upplevelse att spendera vintern i Budapest. Det är en fantastisk upplevelse att spendera vintern i Budapest.

3-stjärniga hotell
4-stjärniga hotell
5-stjärniga hotell
Top Ten

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BUDAPEST WINTER

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MALEV Hungarian Airlines Budapest Airport BUDAPEST BUDAPEST HUNGARY

book your budapest city break and get 1 night free

Découvrez **Budapest**
à partir de 54€^{1 pers.}

Découvrez Budapest à partir de 54€/ nuit

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Carlton Hotel Budapest 4* dès 54€/ nuit
Hôtel au pied du quartier du château et à quelques pas du centre-ville.

Hilton Budapest WestEnd 5* dès 57€/ nuit
Hôtel contemporain avec accès facile aux attractions touristiques

Week-end (vol + hôtel) 4* dès 134€/ pers.
2 ou 3 nuits
Composez votre voyage sur mesure !

plus de séjours à Budapest

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Looking for a great weekend away? We have great deals available for weekend breaks to top worldwide cities.

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[4* Madrid](#) from **£140**

[4* Budapest](#) from **£125**

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Top spa deals



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[Spa Treat, Purity Spa](#) **£48**

[Dove Spa Pamper Package](#) **£48**

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The Billboard Effect






art'otel


bem rakpart 16-19, budapest | *buda, buda citycenter* ★★★★★




Art'otel Budapest is located in the city centre on the banks of the River Danube, opposite to the Pa... [view more details](#)

 [show map](#)

  745 reviews

 book online or call 0800 083 9000


 **price based on:** standard double. room only. including free wi-fi in the entire property and in all guest rooms. .

stay 2 nights, get 1 night free!
[view more rooms and promotions](#) ▶


total hotel stay from ~~£189.36~~ **£126.24** [select](#)
includes taxes and fees



ramada plaza budapest


arpad fejedelem utja 94, budapest | *buda* ★★★★★




The award-winning Ramada Plaza Budapest is a noted hotel on the banks of the River Danube within eas... [view more details](#)

 [show map](#)

  322 reviews

 book online or call 0800 083 9000


 **price based on:** superior single/double. room only. including unlimited usage of our swimming pool, sauna, jacuzzi, t...

promotional discount - 33% off
[view more rooms and promotions](#) ▶


total hotel stay from ~~£156.52~~ **£104.88** [select](#)
includes taxes and fees



adina apartment hotel budapest


52-54 hegedus gyula st., budapest | *pest* ★★★★★




Adina Apartment Hotel Budapest is situated in the heart of the city, only a short stroll from the Da... [view more details](#)

 [show map](#)

  168 reviews

 book online or call 0800 083 9000

hurry! 2 rooms left

 **price based on:** studio double. room only.

year round offer
complimentary coffee / tea consumption in the lobby. unlimited usage of our lifestyle facilities as 17 m long swimming pool, sauna, jacuzzi, steam room and gym.

[view more rooms and promotions](#) ▶

total hotel stay from ~~£59.87~~ **£59.87** [select](#)
* includes taxes and fees

mercure budapest buda

krisztina krt 41-43, budapest | *buda, buda citycenter* ★★★★★



Hotel Mercure Budapest Buda is located in the heart of Budapest, in the neighbourhood of the histori... [view more details](#)

[show map](#)

369 reviews

book online or call 0800 083 9000


price based on: standard double. room only.

budapest winter invitation
book now for 3 nights and save 33% - the promotion includes free spa tickets to one of 3 historical baths per person and discount for budapest card - non refundable
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total hotel stay from ~~£148.36~~ **£99.40** [select](#)
* includes taxes and fees

opera garden hotel & apartments

hajos utca 24, budapest | *pest citycenter, pest* ★★★★★



Opera Garden Hotel & Apartments is located in the heart of Budapest, just a few blocks away from the... [view more details](#)

[show map](#)


book online or call 0800 083 9000

price based on: superior double. buffet breakfast. - free internet access

non-refundable advance purchase offer
save 7 eur / night
[view more rooms and promotions](#) ▶

total hotel stay from ~~£68.42~~ **£62.44** [select](#)
* includes taxes and fees

top secret hotel [what is this?](#)



The best location to explore Budapest - 4* - Budapest ★★★★★
This hotel is located in the heart of the city, surrounded by all the main historical and tourist si... [view more details](#)

book online or call 0800 083 9000

hurry! 1 room left

price based on: standard twin. bed and breakfast.

top secret special - save 20%
[view more rooms and promotions](#) ▶

total hotel stay from ~~£59.02~~ **£47.21** [select](#)
* includes taxes and fees



Köszönöm a figyelmet!

Tornyossy András, destination manager
andras.tornyossy@lastminute.de

