

\* FREE CHECKLIST · TOUR OPERATORS

# Direct booking website checklist for tour operators

Twenty-four checks to turn your website into a direct-booking machine, and stop handing 20 to 30 percent of every sale to the OTAs.

## WHY THIS PAYS

**Shifting even 10% of bookings to direct is transformational.**

Sell 1,000 tours a year at R2,000? Moving a tenth off a 25% OTA cut to direct recovers R50,000 a year, enough to fund a serious website several times over.

## HOW TO USE THIS CHECKLIST

- 01 Work top to bottom, the first groups matter most.
- 02 Tick each box on screen as you confirm it, this PDF is fillable.
- 03 Anything you can't tick is a booking you're probably losing.

# The 24-point checklist

Tick each box as you confirm it. This PDF is fillable, your ticks save with the file.

## FIRST IMPRESSIONS & TRUST

- ☐ Hero clearly states what you offer and where
- ☐ Real photography, not stock imagery
- ☐ Reviews & ratings shown above the fold
- ☐ Secure-payment & accreditation badges visible

## TOUR & EXPERIENCE PAGES

- ☐ One dedicated page per experience
- ☐ Prices visible without an enquiry
- ☐ What's included and excluded is spelled out
- ☐ Clear itinerary a traveller can picture
- ☐ Obvious, repeated call to action

## THE BOOKING FLOW

- ☐ Real-time availability shown
- ☐ Booking completes in three steps or fewer
- ☐ Guest checkout, no forced account
- ☐ Instant on-screen & email confirmation
- ☐ Booking system suited to your tour type

## SPEED & MOBILE

- ☐ Loads in under 2.5s (Largest Contentful Paint)
- ☐ Tested on a real phone, on mobile data
- ☐ Tap targets at least 48px
- ☐ Images compressed & correctly sized

# The 24-point checklist, continued

## CAPTURING THE RELATIONSHIP

- ☐ Marketing consent collected at booking
- ☐ A reason to join your email list
- ☐ Post-experience review request automated
- ☐ Conversion tracking configured & working
- ☐ Retargeting pixel installed
- ☐ Abandoned-booking recovery email set up

**Rated 5.0 on Google.**

Every item on this list is something we check on our own client sites before calling a launch done.

\* FROM CHECKLIST TO BOOKINGS

## Start with the quick wins this week

Make prices visible, put reviews on every tour page, and test your checkout on a real phone. Those alone move the needle, no rebuild required.

The structural items, real-time availability, a three-step flow, a genuinely fast mobile site, usually mean rethinking how the site is built. That's where a website designed around bookings pays for itself, often within a single season.

FREE 30-MINUTE STRATEGY CALL

### Want us to run this checklist on your site?

We'll review your site against every point here, complete a booking as a first-time user, and show you exactly what fixing it is worth.

[Book a free strategy call →](#)