

The cost of my hotel direct sale in a specific period



mirai

Read Supporting Article from César López of Mirai

>> [The cost of direct sales. Calculation](#)

Allocate the amount from bookings RECEIVED (pick-up) during the period -not the one from stays during that period- and subtract cancelled bookings or their estimate.

INCOME

Amount of direct bookings (figure after cancellations)

HELP

Choose a period and fill in the blanks with the data from that period only.

Taxes: do not mix net and gross amounts.

Do you have a single-payment FIXED COST?

Estimate its amortisation period and note down the amount corresponding to the period you are analysing.

For example, if you paid 20,000€ and you want to amortise it in three years, analysing one year would mean a cost of 6,666€.

Do you have PERCENTAGE expenses? Note down the amount of that percentage.

For example, if you are paying 2% of 200,000€, the amount is 4,000€.

EXPENSES

Total amount including branding
(If it is fixed, just allocate the part corresponding to that period)

% attributable
to direct sale:

Total

Hotel/chain website: Design, contents, texts, translations...

Hotel/chain app

Booking engine

Support/boosting technologies
(Triptease, Flip.to, etc.)

SEO

SEM

Email marketing

Metasearch: Investment in
their CPC-CPA programmes

Tripadvisor Business Advantage,
Trivago Manager Plus...

Call centre, booking
department, chatbots...

Customer loyalty programme

Others

%

%

%

%

%

%

%

%

%

%

%

%

RESULT

%

TOTAL
EXPENSES