

L booking

EWOSOFT AGENT

Direct Booking & CMS

Direct sales without OTA commission

Property sites and portals, a direct booking engine, a channel manager and a rate calendar — one stack that owns the guest from the first click to the reservation in the PMS.

Sites & Portals (CMS)

Booking Engine

Channel Manager

LLC Loyalty



OTA COMMISSION
vs DIRECT

20% → 4%

INTRODUCTION

Your cheapest channel is your own.

Every OTA reservation gives away 15–25% commission. Direct booking keeps the margin in the hotel.

LBooking EWOSOFT AGENT gives the hotel a complete direct-sales stack: property sites and portals on its own CMS, a direct booking engine, a channel manager wired to OTAs and a rate calendar — all on one data model with the PMS and loyalty program.

Own CMS and domain

Property sites (e.g. warszawa.hotel.com.pl) and portals with no external vendor.

Direct booking engine

Booking on the hotel's site — no OTA commission, with loyalty points.

Channel manager

Two-way sync of rates, availability and reservations with OTAs (YieldPlanet).

One flow

From the guest's click to folio, invoice and loyalty — with no re-entry.

WHY DIRECT — MARKET DATA 2026

2–5%

cost of a direct reservation vs 15–25% OTA commission

+60%

higher lifetime value of a direct guest

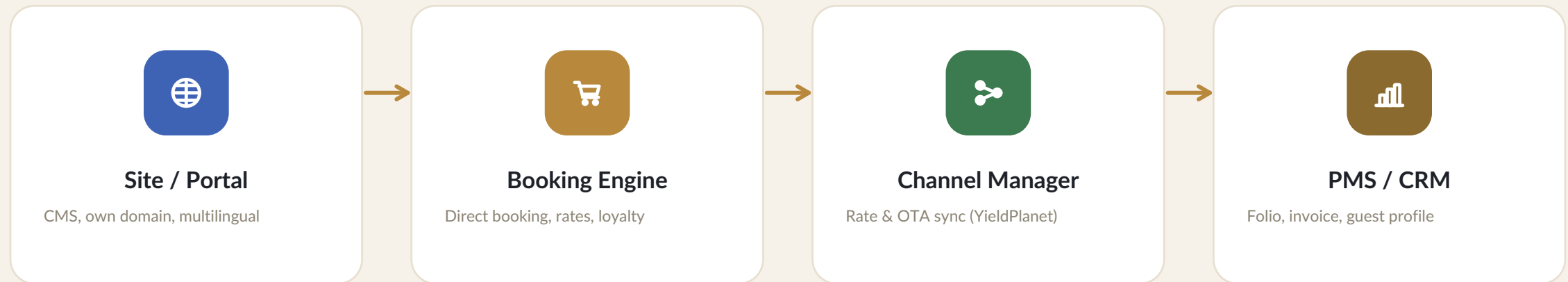
10.6%

direct cancellations vs 21.8% on OTAs

ARCHITECTURE

The direct-sales ecosystem

Four layers tied by one data model — from the property site to operations.



ONE COHERENT FLOW

1 Guest lands on the property site built in the CMS, in their language and branding.

2 Books directly in the direct engine — no commission, with LLC points.

3 Availability and rates are synced with OTAs via the channel manager.

4 The reservation lands in the PMS with folio, KSeF invoice and a CRM profile.

Property sites and portals

Public hotel sites and portals on your own domain — with no external web vendor.

- **Portals and own domains**
Separate portals per brand and property — e.g. warszawa.hotel.com.pl and ewosoft.com — each with its own branding.
- **Page tree and publishing**
25 pages in the CMS tree, publish statuses, page types and system pages (guest panel, loyalty, invoices).
- **Multilingual and theme**
PL/EN/RU languages, brand colors (#101828 / #ea8c53), Google font import and a per-portal favicon.

2

Portals

2

Languages

25

Pages

25

Published

PAGE TREE — DEMO EWOSOFT

EWOSOFT Technology Solutions

Business Platform

Solutions for Hotels

Direct Booking & Revenue

Hotel Operations & PMS

Customer Panel · Loyalty · Invoice

Home

Page

Page

Page

Page

System

Portals: warszawa.hotel.com.pl · ewosoft.com

Build pages from blocks

Header, menu, footer, amenities, media and dev blocks — full control over the property page.



Dev Blocks

Hero, CTA, Text, Image, Contact form, Proof strip
— HTML/CSS definitions with JSON props



Menu & Header

Desktop/mobile layout, sticky header, submenu,
language switch, CTA



Footer

Columns, links, contact details and copyright
rendered on every page



Amenities

120 items with a 200-icon FontAwesome library
— Wi-Fi, parking, spa, lift



File manager

Image and PDF base with folders, tags, ALT and
upload for the renderer



System pages

Guest panel, reservation history, loyalty and
invoice data — ready

Booking Engine on the hotel site

A direct booking engine built into the property page — no intermediary commission.

- **Availability search**

Arrival, departure, adults, children (0–5, 6–13) and partner code — with full live availability.

- **Rates and packages**

Standard, breakfast-included and package rates — with taxes and fees in the final price.

- **LLC loyalty points**

At each rate the guest sees how many points they'll earn — an incentive to book direct.

BOOKING ONLINE — HOTEL WARSZAWA

24.06.2026 → 25.06.2026 · 2 adults

Search

Double room, single use

1,359 zł

Standard rate with breakfast · taxes in price
+67.95 LLC pts

Book

Twin double room

1,701 zł

Standard rate with breakfast · taxes in price
+85.05 LLC pts

Book

Standard apartment

2,176 zł

Standard rate with breakfast · taxes in price
+108.80 LLC pts

Book

Commission-free sales · partner code · multi-room cart

DISTRIBUTION

Channel Manager (YieldPlanet)

Two-way sync of rates, availability and reservations with OTAs.

One integration ties rates, allotment, closeouts and restrictions under SetRate / SetMultipleRates and imports reservations from OTAs. Changes propagate to linked rate plans and rooms, and the YP catalog maps the property's rooms and rates.

PROPERTIES

17

connected

CONNECTIONS

2

active channels

YP CATALOG

78

mapping items

RESERVATIONS

250

in flow

FETCHED RESERVATIONS

8,149

from YieldPlanet

ROOMS

14

in catalog

RATE PLANS

64

in catalog

LAST SYNC

OK

30.04 · 21:33

MARKET CONTEXT

A channel manager prevents overbooking and manual extranet updates. Consistent availability across all channels means less overbooking and a higher effective ADR.

Rate and restriction calendar

- Rates and restrictions per day

- **SetRate push**

- **Push history**

RATE CALENDAR • JUNE 2026

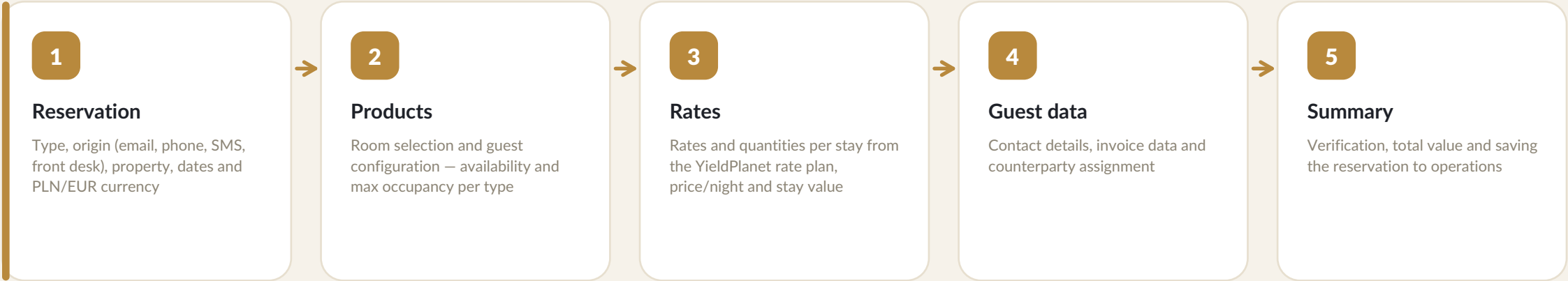
Double Room · Standard RO · source: YieldPlanet

Mo	Tu	We	Th	Fr	Sa	Su
1 990	2 990	3 990	4 990	5 1050	6 1050	7 990
8 990	9 1800	10 1800	11 1490	12 1200	13 1150	14 990
15 990	16 2206	17 1590	18 990	19 1050	20 1050	21 990

Allotment · LOS · Release shown for each day · SetRate log below

Reservation wizard in 5 steps

A manual front-desk reservation with catalog and rates pulled from YieldPlanet as the main provider.



EXAMPLE — GRAND HOTEL

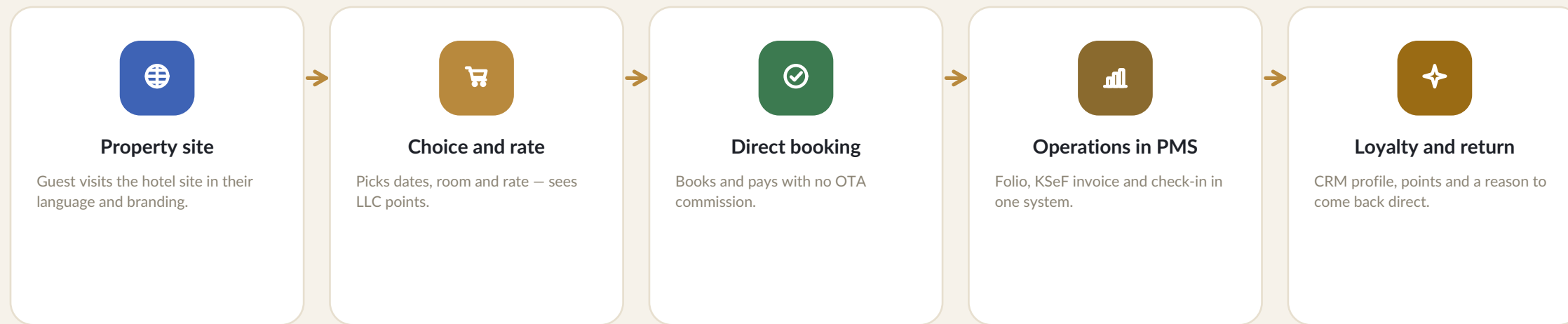
Double for single use room type	Standard (ID 1097) YP rate plan	799 PLN / night price	799.00 zł total value
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Catalog, products and rates pulled from YieldPlanet — the front desk books on the same rates as the channels, with no price drift.

GUEST JOURNEY

From a click to a loyal guest

The full direct path — no intermediary commission, with guest data on the hotel's side.



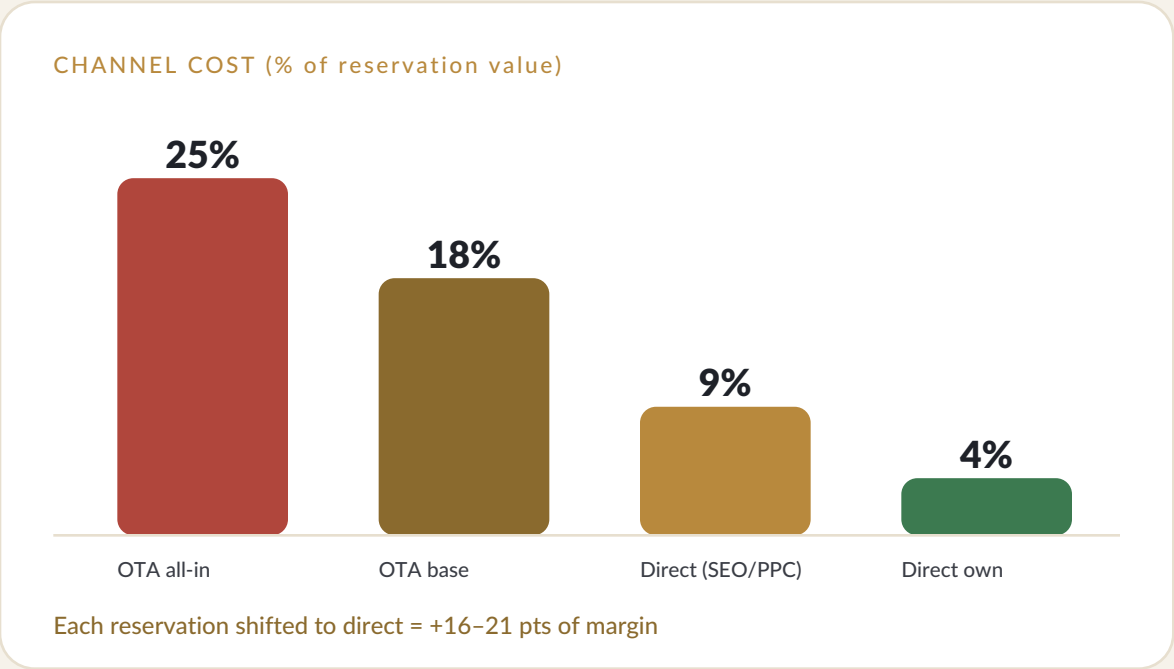
EFFECT

The hotel keeps the margin (direct cost 2–5% instead of 15–25% commission), builds its own guest base and loyalty program, and a lower cancellation rate (10.6% vs 21.8%) gives more stable net revenue.

MARGIN IMPACT

How much stays in the hotel

Shifting part of reservations from OTAs to direct directly grows net revenue.



- 8-15%**
commission savings at +10% direct share
- 120-220 USD**
margin uplift per shifted reservation
- 2.2-3.9%**
hotel website conversion (boutique 5%+)
- 28% → 40%**
direct share globally / in the US

Market benchmarks (industry sources 2026) — direct booking is the highest-margin slot in the whole channel mix.

POSITIONING

LBooking vs direct-booking vendors

Most solutions cover part of the stack — LBooking combines the whole thing natively.

Feature	LBooking	SiteMinder	Cloudbeds	Profitroom
CMS for sites and portals (own domain)	✓	×	partial	partial
Direct booking engine	✓	✓	✓	✓
Channel manager / OTA	✓	✓	✓	API
Operational PMS	✓	×	✓	×
Loyalty program (points)	✓	×	partial	✓
Native KSeF / Polish fiscal	✓	×	×	partial
AI revenue (pricing, upsell)	✓	partial	partial	partial

✓ full native support · “partial” — limited / add-on · “API” — via integration

LBooking edge: sites, engine, channel manager, PMS, loyalty and KSeF in one coherent stack.

SUMMARY

Sell more. Give away less.



Own sites and portals

CMS with domain, branding and multilingual — no web vendor.

Direct booking engine

Booking on the hotel site, with loyalty, no OTA commission.

Channel manager

Consistent rates and availability across OTAs — 8,149 reservations synced.

Margin on the hotel's side

Direct cost 2-5% instead of 15-25% intermediary commission.

Let's build your direct channel on your property's data

Site and portal • booking engine • channel manager • loyalty

DEDICATED PRODUCT SITE

See direct booking in action

Property sites, a direct booking engine, a channel manager and a rate calendar — see the whole direct-sales stack on the product site and book a demo tailored to your chain.

Live demo

Own portals and domains

No OTA commission

agent.ewosoft.com →

Click to open — or scan the QR code with your phone.



Scan with your phone camera

agent.ewosoft.com

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