



THE OTA TAX

One 40-room inn. One year. A six-figure commission bill nobody adds up. Then the math on clawing it back a few points at a time.

\$157,285

A hypothetical 40-room inn pays **157,000 dollars a year** in OTA commission. That is not a fee. That is **pure margin off the top**.

SHIFT THE MIX: ANNUAL SAVINGS VS. BASELINE



You can't fire the OTAs. You can starve them a few points at a time.

Every 5 points moved from OTA to direct is worth about 17,000 dollars a year to this inn. Same heads in beds, same ADR, just a different door. It only pays if your direct funnel wins the booking for less than the 18 percent the OTA wanted.

Source: HotelSEO Lab worked example (40 rooms, 70% occupancy, \$190 ADR, 45% OTA share, 18% blended commission).

Illustrative, not a benchmark. Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/book-direct-math-ota-commission-cost