GUESTPOINT BOOKING ENGINE GUIDE

Google Analytics + your GuestPoint Booking Engine

How the two work together, what each guest step sends to Google, and the reports you can open once guests book through our booking engine.

1 · Built in, no setup: Booking Engine Statistics

Already in your GuestPoint at **Management › Booking Engine › Booking Engine Statistics**. No code, no Google account. For most properties this answers "how is my booking engine doing?" on its own.

Key figures
Bookings, booking value, average value, length of stay, lead time, cancellations

Who and how
Guests' country, and phone vs computer bookings

When they book
Heat map of bookings by day and hour

What sells
Bookings split by room type

Where they came from
Your website, Google (incl. Google Hotels) or other sites

Direct vs OTAs
12-month chart of booking engine vs Booking.com and other channels

Pick Last 24 Hours, Last Week or Last 30 Days. It fills in once guests book through our booking engine. Need visitors, drop-offs or Google Ads results too? That's Google Analytics, below.

2 · Google Analytics: how it connects

YOUR WEBSITE
Guest clicks BOOK NOW
Already on Google Analytics? Use the same ID (**G-XXXXXXX**)

→

GUESTPOINT BOOKING ENGINE
yourproperty.bookus.direct
Enter your ID once in **Booking Engine Configuration › Settings › Google Tools**. Nothing to install

→

GOOGLE ANALYTICS 4
Booking steps arrive automatically
From search right through to the confirmed booking and its value

3 · What each guest step sends

1. **Searches dates** — `search`
2. **Picks a room** — `add_to_cart`
3. **Enters details, clicks Finalise Payment Details** — `begin_checkout`
4. **Enters card, clicks Book Now** — `add_payment_info`
5. **Booking confirmed** — `purchase`

Every step carries the **currency**, the **booking total** and the **room type, price and quantity**. The final step also carries the **confirmation number**, which shows as the **Channel Booking Ref** on the reservation in GuestPoint, so you can match a sale in Google to a booking in your PMS.

4 · Reports you can open in Google Analytics

Realtime
Reports › Realtime
Watch guests search, pick rooms and book as it happens, within about a minute. For testing, DebugView (section 6) shows more.

Where bookings come from
Reports › Acquisition › Traffic acquisition
Which sources (Google search, ads, social, email) bring visitors, and which turn into bookings and revenue.

Revenue by room type
Reports › Monetisation › Ecommerce purchases
How many times each room type was picked and booked, and the revenue it brought in.

Where guests drop off
Explore › Funnel exploration
Build a funnel from steps 1 to 5 to see how many guests searched but didn't pick a room, or reached payment but didn't book.

Bookings as key events
Admin › Key events
A confirmed booking (purchase) is already a key event by default, so it's counted across your reports.

5 · Google Ads: count bookings from your ads

Two ways to do it, and neither needs any code on the booking engine. Pick one.

OPTION 1 · YOU ALREADY USE ANALYTICS
Link Google Ads to Analytics
In Google Ads, link your Analytics property, then import the **purchase** key event as a conversion. Bookings then show in Ads as well as Analytics.

OPTION 2 · GOOGLE ADS ONLY
Use your Google Ads tag
Your Google Ads tag ID (**AW-…**) goes in the same booking engine field. Want Analytics too? Put both tags in one Google Tag Manager container and use its **GTM-** ID. Then create the conversion in Ads by page URL: **/booking-confirmation**.

A new conversion shows **Inactive** until it's a goal on a live campaign. That's normal, not a fault.

6 · Try it and see your data

1. **Test it live now with Google's debug tool.** Once your ID is entered, open **Google Tag Assistant** (tagassistant.google.com), connect it to your booking engine address (**yourproperty.bookus.direct**) and make a test booking. Then open Google Analytics › **Admin › Data display › DebugView**: each step arrives one by one with its details (room, price, confirmation number), from your device only. Cancel the booking once it reaches your GuestPoint.
2. **Just want a quick look? Realtime** shows the same test booking within about a minute, but without the step-by-step detail.
3. **Using Google Ads only, or both?** Swap in your Google Ads tag (AW-…), or a Google Tag Manager container ID (GTM-…) holding both tags, as in section 5. Tag Assistant also shows whether your Google Ads conversion fires on the confirmation page.
4. **Add both web addresses in Google Analytics** (Admin › Data streams › your web stream › Configure tag settings › Configure your domains), so a guest moving from your website to the booking engine counts as one visit and the booking is credited to where they came from.
5. **Allow time.** DebugView and Realtime show events within seconds to a minute; standard reports can take 24 to 48 hours. A booking only appears once it's completed.