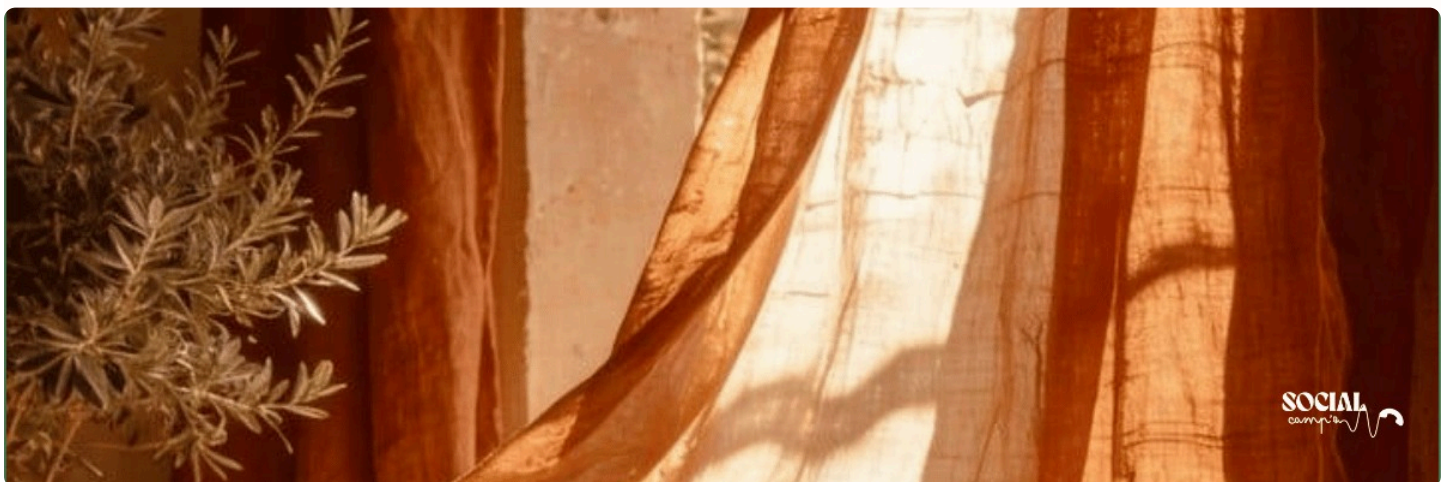




A SOCIAL CAMP'Z GUIDE

Stop paying 18%: the direct booking blueprint for Taghazout surf camps

Ten rooms over a twelve-week low season is €8,640 handed to a booking platform. Four steps to take that money back, and a twelve-week plan to do it.



TAGHAZOUT · TAMRAGHT · AOURIR · AGADIR — 2026



Eliminating the 15% to 18% charged by booking platforms takes two things at once: a direct booking path that actually works, and local search visibility that reaches the traveller before the platform does. An optimised Google Business Profile and a working Instagram-to-WhatsApp funnel let a local operator capture and close high-value guests without a middleman.



the questions we answer

- How much do OTA commissions actually cost a surf camp in Tamraght and Taghazout?
- Why is a "digital brochure" website keeping you dependent on Booking.com?
- How can a Google Business Profile capture organic search before the platforms do?
- How do you turn Instagram engagement into direct bank transfers?
- What does the twelve-week transition actually look like?

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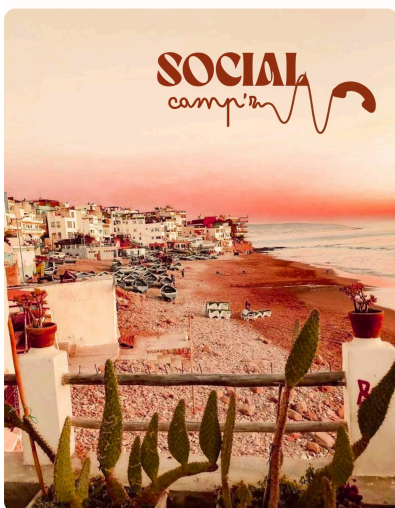
THE GUIDE

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How much do OTA commissions actually cost a surf camp in Tamraght and Taghazout?

Booking platforms charge between 15% and 18% per reservation, taken straight out of margin. On a typical €400 low-season package that is up to €72 per guest – thousands of euros a year that could have paid local staff or funded the property itself.



the arithmetic, done once

For a mid-range surf camp or boutique hostel in Tamraght or Taghazout, a weekly low-season package – accommodation, lessons, board hire and meals – sits around €400. Booked through a platform at 18%, you lose €72 on that single reservation.

Ten rooms occupied by platform guests over a twelve-week low season is €8,640 in commission – roughly 90,000 dirhams.

In this corridor, €8,640 is not an abstraction. It is:

- The full renovation of a rooftop yoga terrace.
- A year's salary for a skilled surf coach or a hospitality manager.
- The budget to run professional, year-round advertising.

Why is a “digital brochure” website keeping you dependent on Booking.com?

A slow website with no real booking path sends travellers back to the platforms out of convenience. To capture direct bookings a site has to load in under 2.5 seconds, work properly on a phone, and put a functioning booking interface behind the button.

The broken funnel

Having a website is not enough. If yours is slow, or if a package link is dead, visitors will browse it for inspiration and then go back to the platform to pay – because they trust its speed and its security. Audits across the local market turn up three very different profiles.



- **The elite.** A handful of properties have already fixed their flow: a site in several languages, compressed modern images, a real direct booking engine, structured review data. They do not lose guests to the platforms; they capture them.
- **The leaky middle.** The majority. Critical faults that nobody has tested – most commonly, package links pointing at an offline staging domain, which breaks the purchase journey entirely.
- **The deserts.** On highly competitive local searches, almost no local business ranks with its own site. The whole results page belongs to review portals and booking platforms.

To stop paying 18%, the site has to be treated as a performance asset: largest element displayed under 2.5 seconds, interaction response under 200 milliseconds, and a genuine booking engine behind the “Book” button.



How can a Google Business Profile capture organic search before the platforms do?

An optimised Google Business Profile puts a camp in the local map pack, above the organic results the booking platforms dominate. Consistent recent reviews and identical contact details everywhere let an operator capture the search before the traveller ever sees a platform link.



owning the map pack

When a traveller searches "surf camp near Taghazout beach" or "best hostel Tamraght", Google shows the local map pack — three businesses and a map — above every standard result. Businesses in that top three receive **126% more traffic** than those ranked fourth to tenth. That traffic is free, and it bypasses the platforms entirely.

four rules that decide whether you get there

- **Name it properly.** Never stuff the name with keywords. Profiles are routinely suspended for it. Use the clean, official brand name and nothing else.
- **Check eligibility.** A camp with physical premises qualifies. A business that travels to its clients registers as a service-area business — covering Taghazout, Tamraght, Aourir, Agadir, Inezgane and Aït Melloul — and hides a private address.
- **Prepare the video verification.** Google now asks for a continuous 30-second unedited video showing neighbourhood landmarks, your premises or equipment, and documents matching the business name exactly.
- **Ask for recent reviews.** 41% of consumers always read reviews before choosing a business in 2026, up from 29% the year before — and three quarters of them look for reviews from the last three months.

How do you turn Instagram engagement into direct bank transfers?

Travellers booking experiential trips prefer direct human contact, which makes Instagram and WhatsApp unusually effective closing channels. A profile that states its prices and an inbox that answers quickly convert better than any form.

The inbox is the front desk

For experiential travel, social media is not a photo album — it is the sales floor. The profile has to work as a mini-website and the inbox has to work as reception. **Reply within fifteen minutes.** In Morocco, speed of reply closes more rooms than any discount.

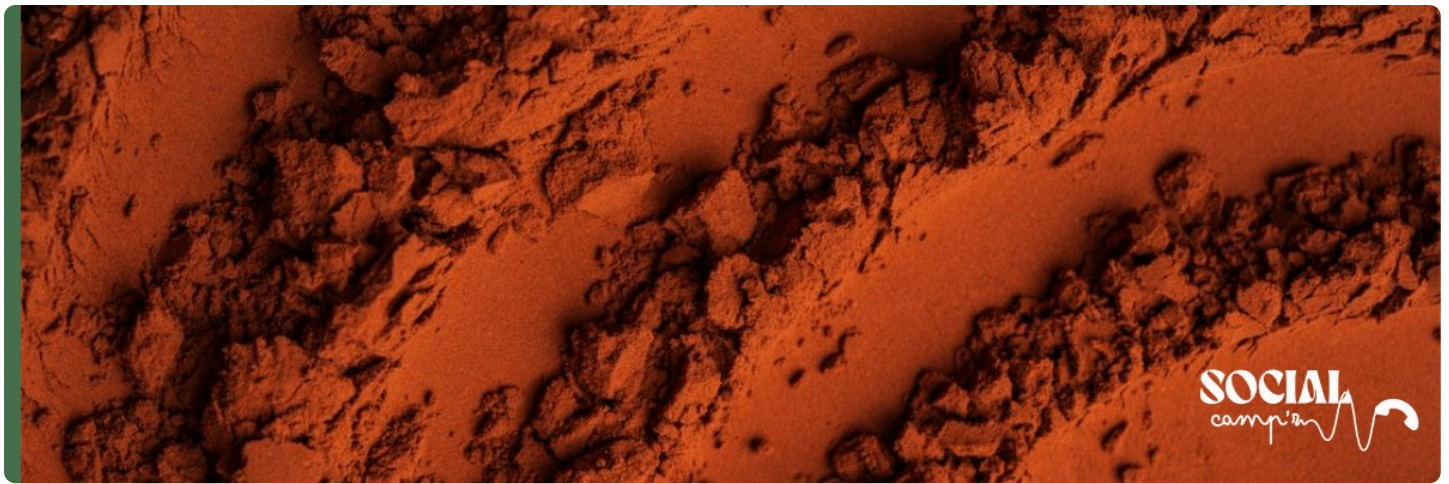


- **Structure the highlights.** Clean covers in your own colours: rates, the property, reviews, how to book.
- **Choose the right call to action.** Never embed a live third-party feed on your website — it adds over a megabyte of script and requires cookies. Use fast static images that link out. A visible “book by message” or “chat on WhatsApp” button converts far better locally than a complex form.
- **Run a real conversation.** Guide the prospect through a short personal exchange rather than a price list.

“Hey! October has the best swells. Are you a beginner looking for lessons, or an experienced surfer wanting guiding?”

“Our Surf & Yoga package includes seven nights, daily lessons, boards and meals. Let me check availability — private room or shared dorm?”

Once it is confirmed, send a secure payment link and lock the reservation in. No platform, no commission.



What does the twelve-week transition actually look like?

Moving from platform dependency to direct booking is a sequence, not a decision. A repaired website makes local search worth winning, and local search makes an active inbox worth staffing.



weeks one to three - the foundation

Audit the website. Fix broken links, and test every package and booking redirect by hand. Make sure the site loads in under 2.5 seconds on a phone, on a real connection.

weeks three to six - local dominance

Build and verify the Google Business Profile through video verification. Contact previous guests and secure at least ten detailed reviews.

weeks six to twelve - social and closing

Connect a direct booking engine to the site. Rebuild the Story Highlights so prices are visible. Make direct messages and WhatsApp the primary conversion tools.

Twelve weeks from now, the next £400 booking is yours in full.



LET'S TALK

Social Camp'z

Content · Strategy · Growth — Taghazout, Agadir, Morocco.

We work with hostels, surf camps and restaurants along the Taghazout–Agadir corridor: content, visual identity, community management and digital strategy, built by someone who knows the region from the inside.

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