Independent Hotel fight-back.
Turn Your Lookers
into Bookers!



AVVIO

Great to meet you!



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Today's agenda

- Hotel distribution landscape and how to design your digital guest experience
- Treating digital touchpoints as constant work in progress
- What can we do with the data to improve the experience
- How can technology platforms work together?
- Challenges what works and what needs to be improved

Send us your questions!

Go to: www.sli.do

Use code: **#NHMC**





Introduction to Umi Digital

- Supporting over 200 hotel and travel sites across 15 countries
- London-based, full service marketing technology team
- Our approach is to truly blend technology and marketing





Introduction to Avvio

Trusted by 1000's of hoteliers since 2002

5 Offices globally

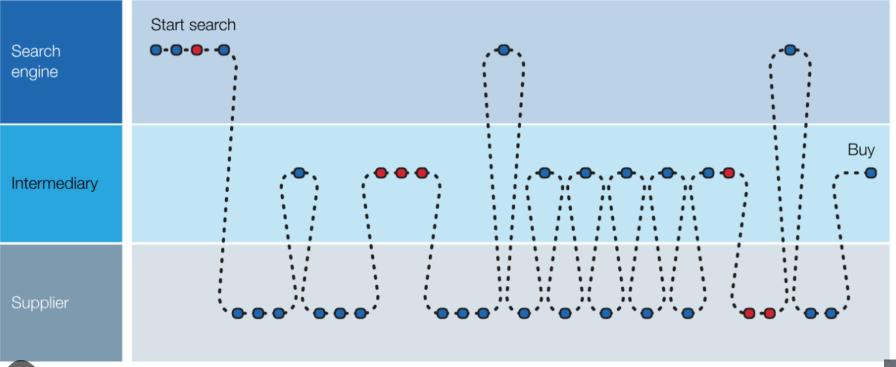
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Platform

Umi





The average holiday purchase takes 45 days of research, with visits to 38 different sites.







The Broken Process to Develop Guest Experience

Make Assumptions Create Design Develop Code Base Start with what 'looks good' Sign off given by someone that Approved designs are signed "HIPPO" issues understands the brand, not UX off and developed Gather ideas on what we think is Amendments are given by people -Changes at this point are costly that are not designers and require reverting to step 2 going to work People derive value from what Focus is on the subjective rather If assumptions change they have contributed than the objective everything has to change





Growth Driven Design

Create Launchpad

Create Hypothesis

Test and Implement

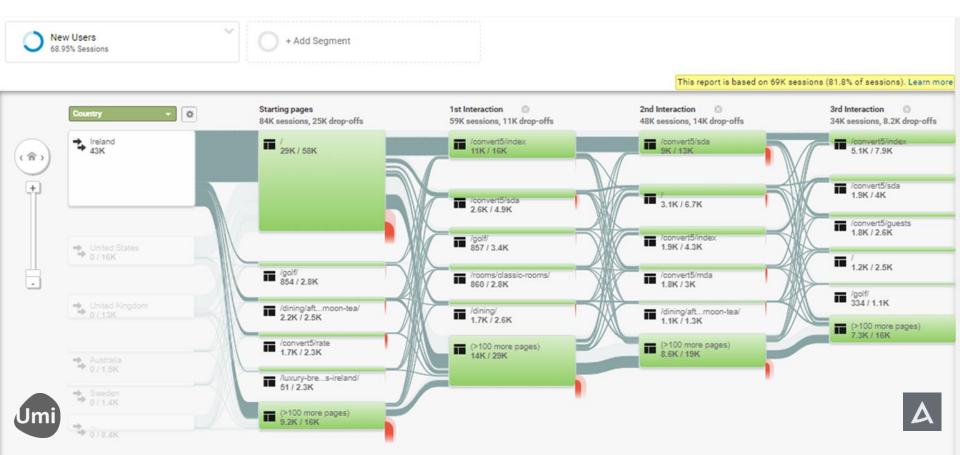
- Create a launchpad website using brand and industry best practice
- Define key funnels and track across micro conversions
- Launch as soon as possible without getting caught in details

- Gather ideas from staff, guests, site users re: improvements
- Run ideas through PIE (Potential, Impact and Ease)
- Choose highest weighted ideas and create hypothesis
- Use split testing to implement and test the hypothesis.
- Run against specified events that were defined in the funnels
- Select the successful tests and implement them continuously into the code base





Data Analysis - website traffic









- What are the revenue streams?
- Identify key funnels
- Identify micro-conversions
- Map out with tools like Flow Maps
- Track intent with custom events in GA





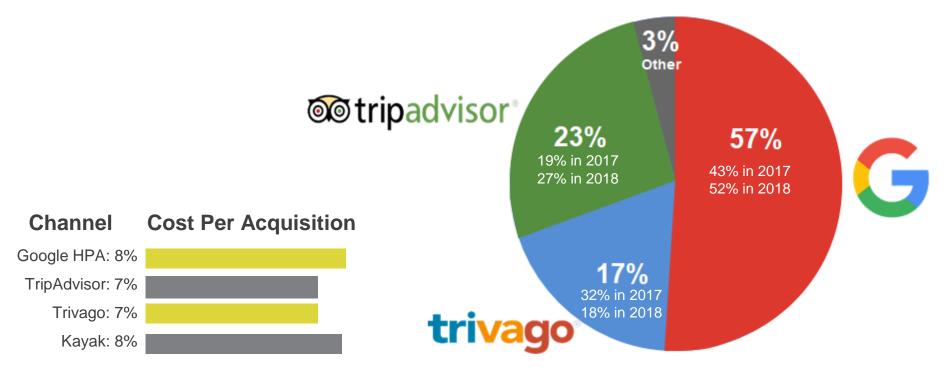


Booking intent of returning visitors is more than 2x that of first timers.





The Metasearch Market









The traditional approach to brand.com strategy is dead.





Learn from the data

26.8m

Unique visitors profiled

50,789

Unique web pages (non booking engine) analysed for intent signals

983

Learning model results across 186 properties

723,138

Bookings where user was evaluated by one or more learning models 8m

Booking engine page hits since January 2019 4.1m

Web page hits since January 2019



Cross-platform Data Flow









NICE TO SEE YOU

We have a selection of great offers when you book direct



IVY RESTAURANT DINING EXPER...

Looking to book a break from €150 per room in early February? 1 night break.





UK VISITOR 10% DISCOUNT

Long celebrated as an area rich in ancient history, County Meath is steeped in stories, myth and legend and, in keeping with its historic location, Dunboyne Castle Hotel & Spa has its own story to tell

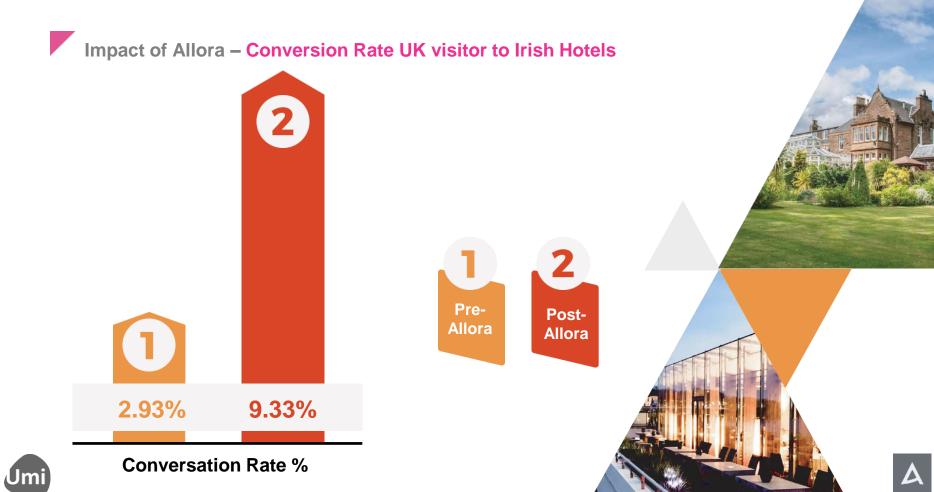
BOOK NOW



MIDWEEK MOMENTS WITH DINN ...

Looking to book in early February? Prices from just €205 per room. 1 night visit.

BOOK NOW



Source: Avvio customer data, March 2019

Impact of Allora – ABV UK visitor to Irish Hotels

Average Booking Value €312.91

2 Average Booking Value €395.78



Post-Allora









VIEW YOUR RESERVATION Modify your upcoming booking



ADD DINNER TO YOUR STAY
Dine at our award-winning AA Rosette
restaurant during your stay



EXTEND YOUR STAY

Extend your stay until Wednesday for just €139.50.



OUR LATEST REVIEWS
See our reviews on TripAdvisor!



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Follow us on facebook to keep up-todate with the latest news and offers. Go to: www.sli.do

Use code: **#NHMC**

Time for questions



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