Today's speakers

Fiona Gillen

VP Marketing

THE HOTELS NETWORK

Matt McRoberts

Digital Marketing Manger

HASTINGS HOTELS

Today's topics

o Why does **personalization** matter?

o Personalizing the user experience to grow your **direct channel**

o **Hastings Hotels:**
Let's see it in action

o **Q&A** - ask us anything!
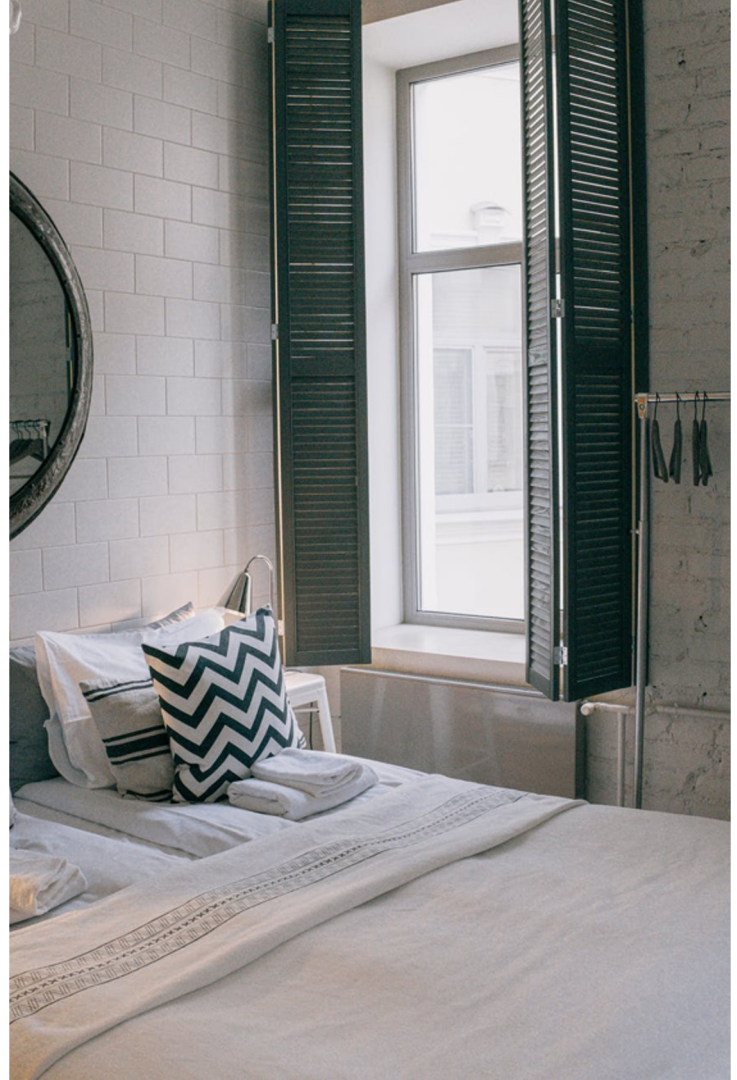
This is THN: <mark>**Growth**</mark> for your direct channel

THE HOTELS NETWORK

An ecosystem of growth tools to power the direct relationship between hotel brands and their guests

14,000+
Hotels

100+
Countries

160+
Employees

+32%
Conversions

Barceló HOTEL GROUP

MINOR HOTELS

glh.

One&Only

Oberoi HOTELS & RESORTS

FRASERS HOSPITALITY

PREM GROUP

CLASSIC BRITISH HOTELS

DIAMOND Resorts

25hours hotels

Preferred HOTELS & RESORTS

BW | Best Western Hotels & Resorts

PENTA HOTELS

Why does personalization matter?

Know what consumers want, before they know it

NETFLIX

High price custom shoes boost direct sales & margins

Every CEO is talking about personalization

"Ensure every guest anywhere in the world can receive truly personalized service."

"We want to make sure that guests have a deeply personalized experience."

"Bring our users the most advanced, personalized and seamless customer experience."

Arne Sorenson
CEO

Herve Humler
Executive Chairman

James Liang
Executive Chairman

MARRIOTT

THE RITZ-CARLTON®

Trip.com

Personalization applies throughout the guest journey

Booking

On Property

Post Stay

The booking formula

Generate Traffic X **Convert Traffic into Bookings**

Number of Users X **% Conversion Rate**

On average, 98% of users leave your website without booking a room

2%

98% non-bookers
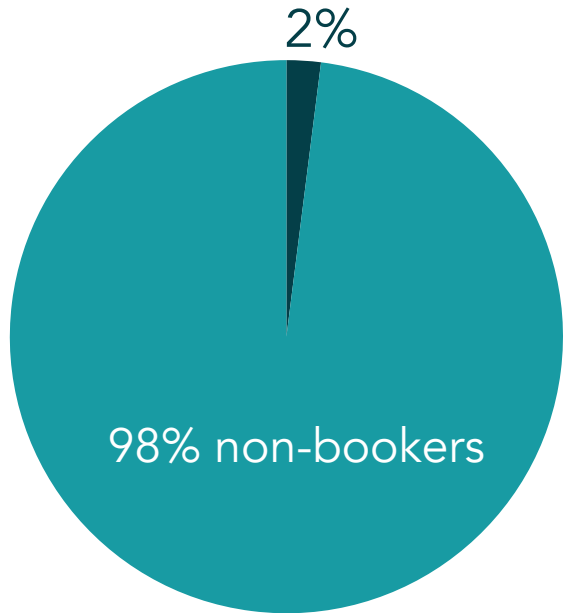
To a traditional hotel website all users are the same

With predictive personalization every user is different

Personalization drives higher conversion rates

− **Less** marketing spend

+ **More** direct bookings

Personalizing the user experience to grow your direct channel

To survive and thrive, hotel brands need to build a **strong direct channel**

Reduces reliance on 3rd parties and provides **lower costs / higher ROI**

Enables the hotel brand to regain a **direct relationship with guests**

How our clients achieve direct channel growth

Learning

Benchmarking
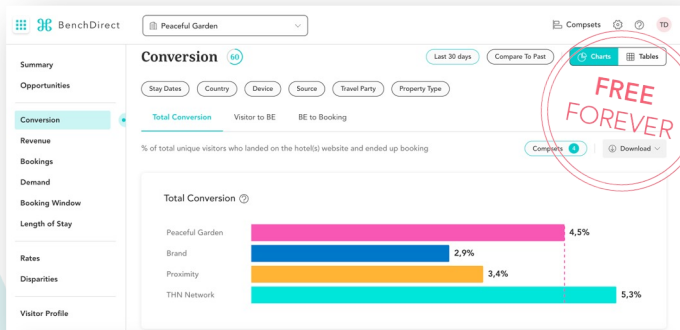
Getting Results

Personalization

Website funnel conversion rate

United Kingdom

Legend: Total Conversion · Visitor to BE · BE to Booking

Conversion Rate (%)

	May	June	July	August	September	October	November	December	January	February	March
Visitor to BE	48.2%	46.1%	44.9%	46.1%	42.7%	45.3%	44.4%	41.1%	47.4%	46.8%	45.3%
BE to Booking	10.2%	9.2%	9.6%	9.2%	9.0%	7.8%	9.0%	8.7%	9.3%	8.7%	8.4%
Total Conversion	5.0%	4.3%	4.4%	4.3%	3.9%	3.6%	4.1%	3.8%	4.6%	4.1%	3.8%

2021 ———— 2022

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Source: BenchDirect client hotels
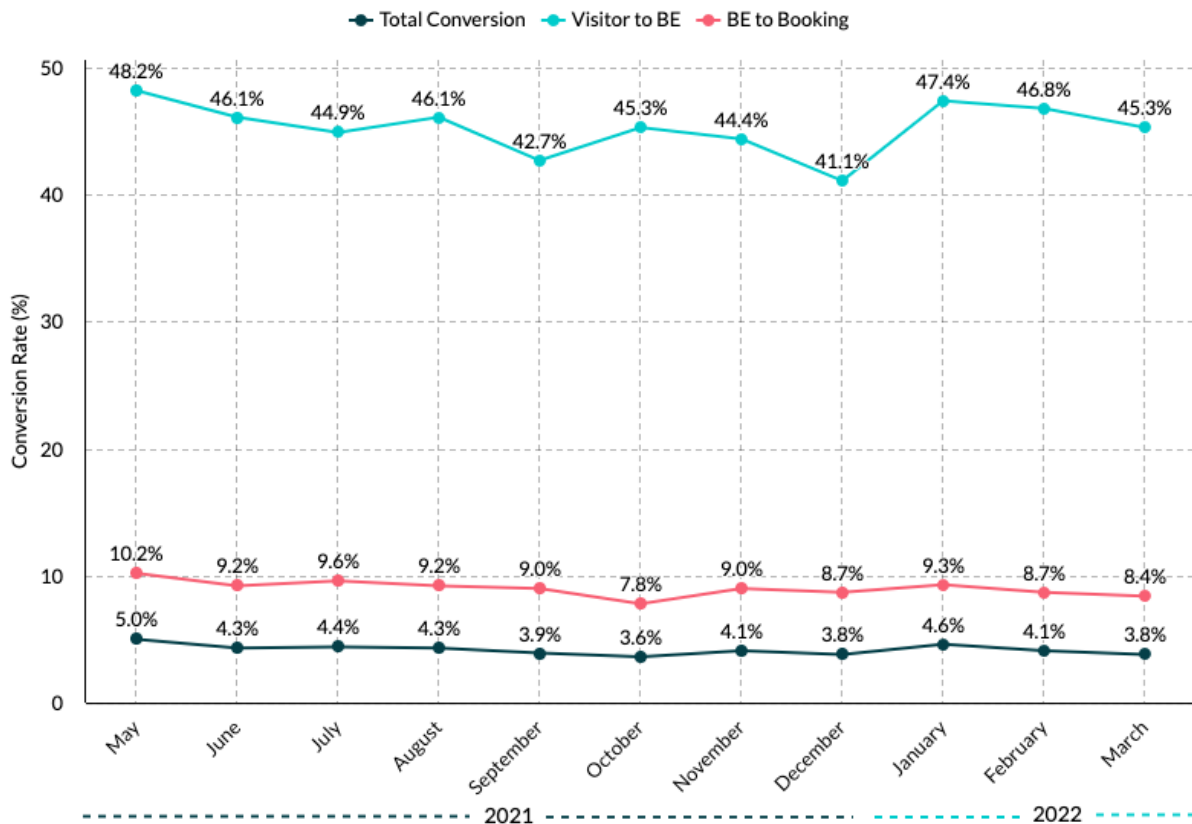
Website conversion rate by device

United Kingdom

Mobile   Desktop   Tablet

2021

May — Mobile 1.6%, Desktop 2.1%, Tablet 2.1%
June — Mobile 1.6%, Desktop 2.7%, Tablet 2.0%
July — Mobile 1.3%, Desktop 2.2%, Tablet 2.5%
August — Mobile 1.6%, Desktop 2.7%, Tablet 2.0%
September — Mobile 1.0%, Desktop 3.1%, Tablet 1.7%
October — Mobile 1.3%, Desktop 3.7%, Tablet 2.0%
November — Mobile 1.5%, Desktop 3.6%, Tablet 2.2%
December — Mobile 1.4%, Desktop 3.2%, Tablet 1.9%

2022

January — Mobile 1.7%, Desktop 3.9%, Tablet 2.3%
February — Mobile 1.6%, Desktop 4.1%, Tablet 2.5%
March — Mobile 1.3%, Desktop 3.9%, Tablet 2.0%

Conversion Rate (%)

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Opportunities: Let BenchDirect guide you

Proximity compset

What can we help you with?

Total conversion below average	Visitor to BE below average	BE to booking conversion below average	Avg. Booking Value below average
Bookings below average	Visitors who search below average	Search distribution by stay date below average	
Avg. LOS for bookings below average	Disparities frequency above average	Mobile conversion below average	Conversion below avg. in top source markets

Let's see what personalization can do...

Behavioral targeting to personalise the user experience

Timing

- Date range
- Weekday
- Time of day
- Timezone

Demand

- Stay dates
- Stay dates of the week
- Early bird, last minute
- Length of stay
- Booking value & availability

Travel Party

- Number of adults
- Number of children
- Number of rooms

Visitor Profile

- Geo-location
- Traffic source

Visitor Behaviour

- Membership status
- Previous interactions on website

Custom Targeting

- Device
- URL variables
- CRM targeting

The best combination of fully customizable message formats

- Smart Notes

- Layers

- Inliners

- Exits
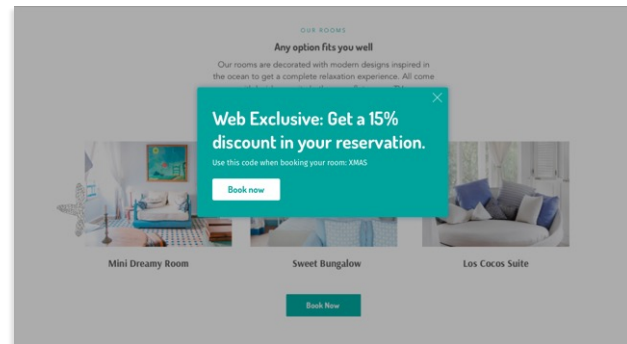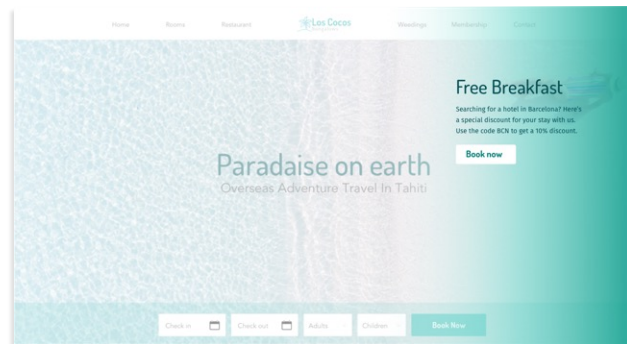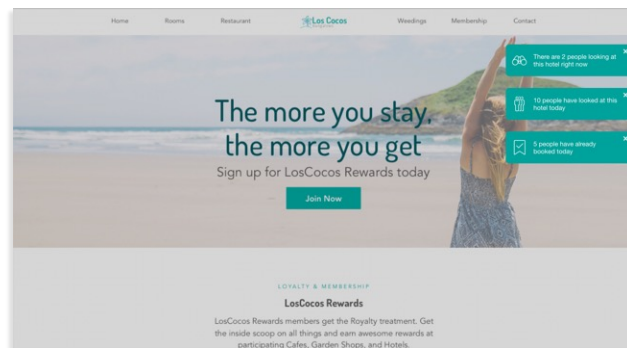
Welcoming back returning visitors

"Welcome Back" Layer on homepage

Targeted towards
- repeat visitors >60 days
- registered as Gold members
- with an interest in F&B

Greeting users differently depending on the source
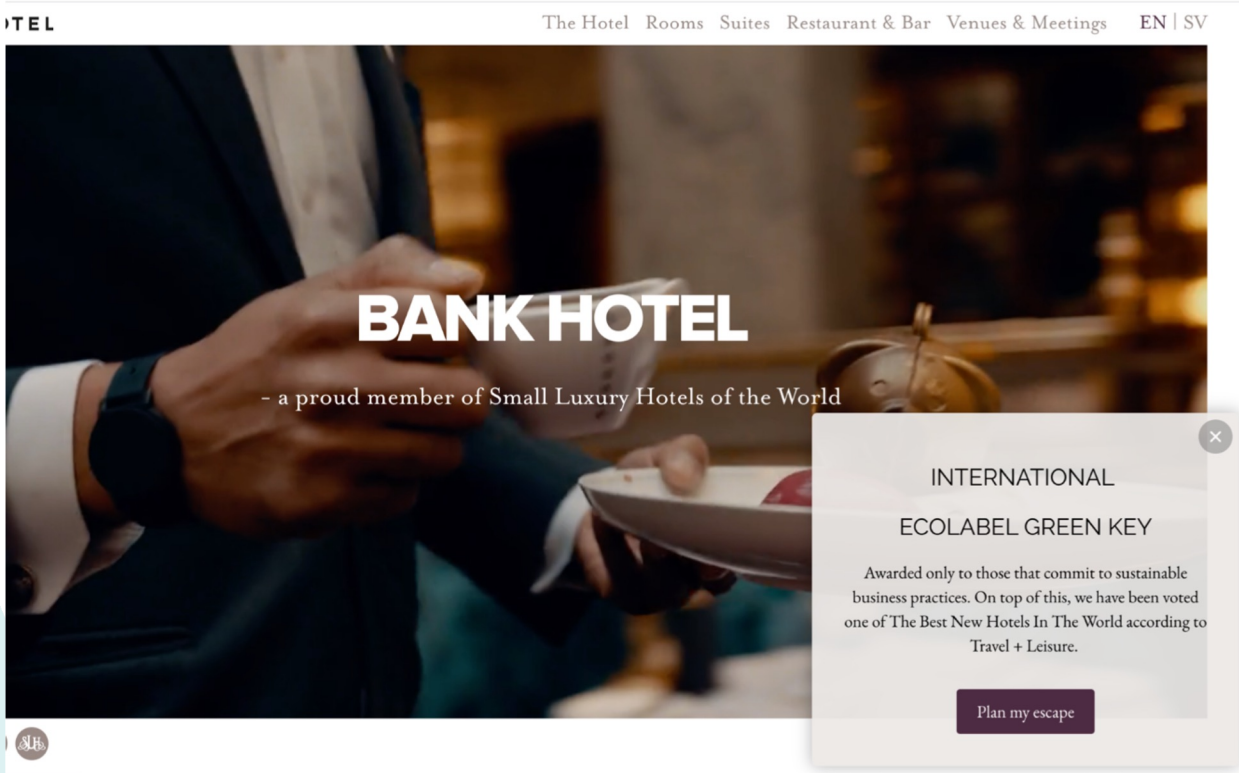
- Layer on homepage

- Visible to users from a specific source: Ecosia

Targeting families with a relevant message

Smart Note in BE

Targeting families
(2 adults + 2 young
kids selected in BE)

Boosting LOS by tempting guests to stay for longer

Top: Layer in BE
Right: Layer on Homepage
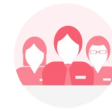
Targeting based on:
- Stay days: Saturday
- LOS: 1 night

Since launching the campaign:
+23% in LOS searched
+47% in LOS booked

Targeting high-intent users to increase ADR

- Layer in BE
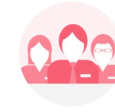
- Targeting users with high purchase intent

- Offer only for premium rooms using a 1-click promocode

Hastings Hotels
Let's see it in action

Guest speaker

Matt McRoberts

Digital Marketing Manager

HASTINGS
HOTELS

BALLYGALLY
CASTLE

CULLODEN
ESTATE AND SPA

EUROPA
BELFAST

HASTINGS
HOTELS

STORMONT
HOTEL

GRAND
CENTRAL
HOTEL BELFAST

EVERGLADES
HOTEL

Reassuring guests with positive reviews

THN Reviews Summary

Making sure visitors know our rates are best

THN Price Comparison within the booking engine

Promoting gift vouchers on Black Friday
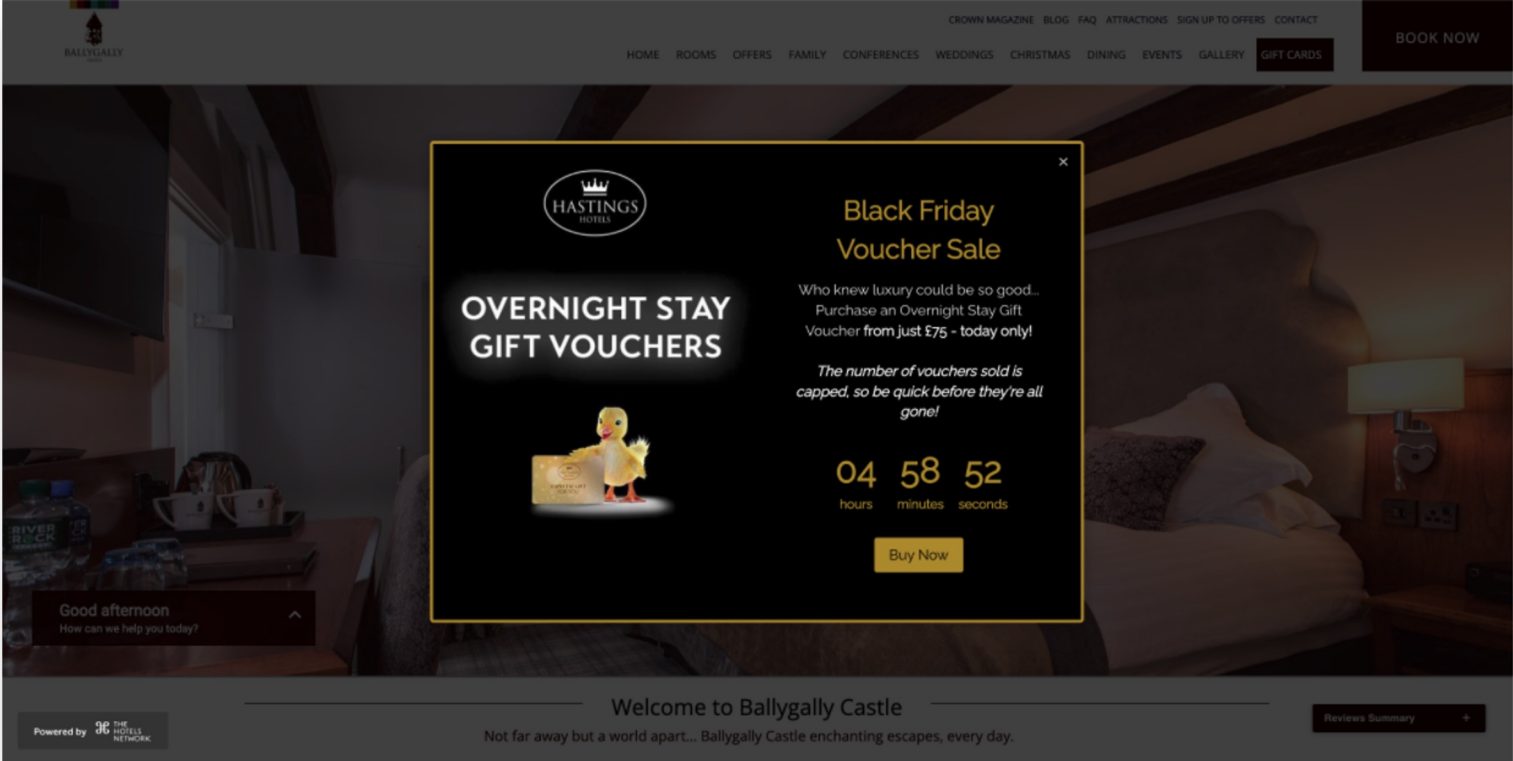
THN Countdown Clock Layer on homepage

Filling dip dates with 50th Golden Goodbye flash sale

THN Countdown Clock Layer on homepage

Boosting engagement with non-commercial content

THN Inliner explaining the Hastings Peace of Mind Policy

Capturing emails of users leaving the website
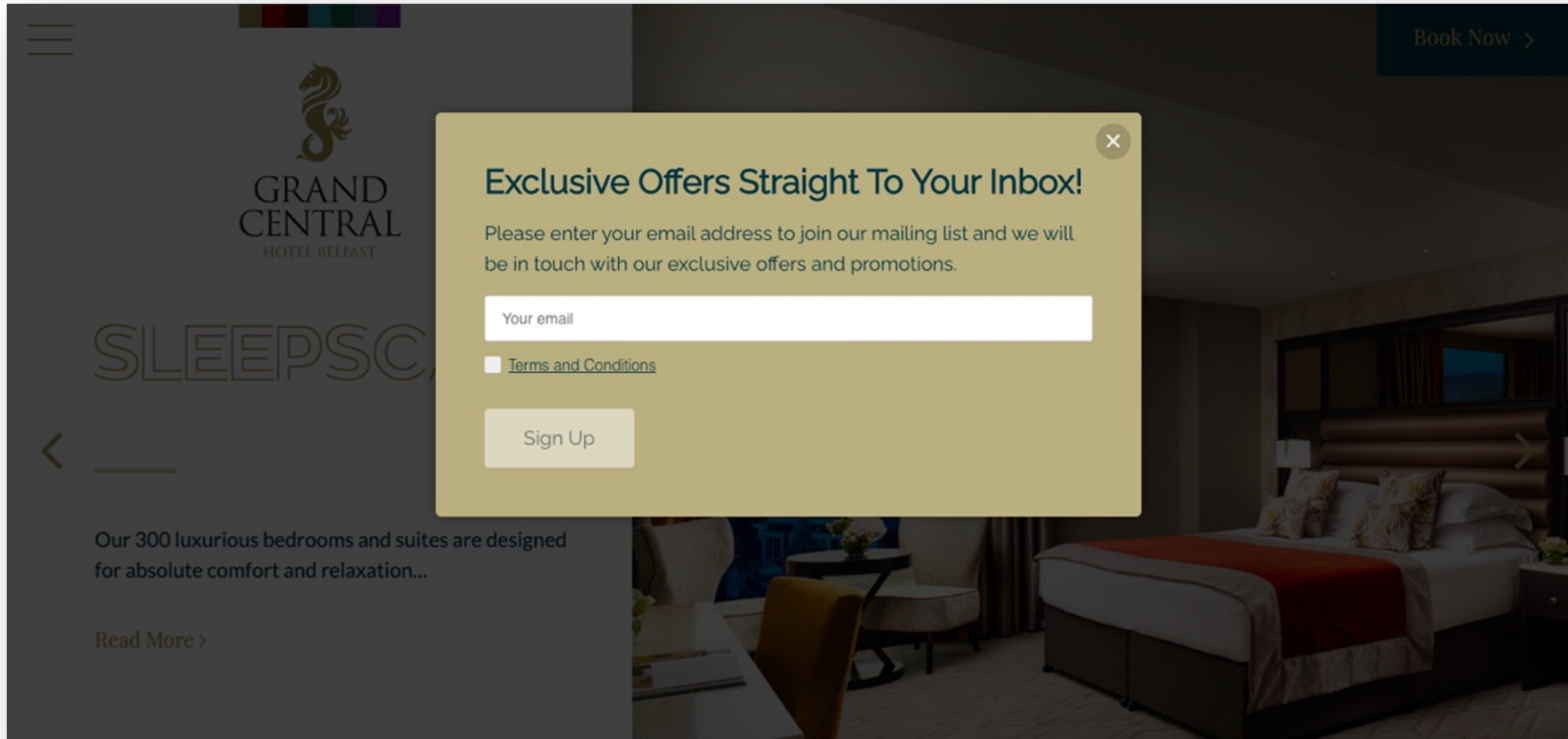
THN Exit with integrated email capture

Upselling with the "Gift a Gift" campaign

THN Layer with integrated form

Targeting low-intent users to boost conversions

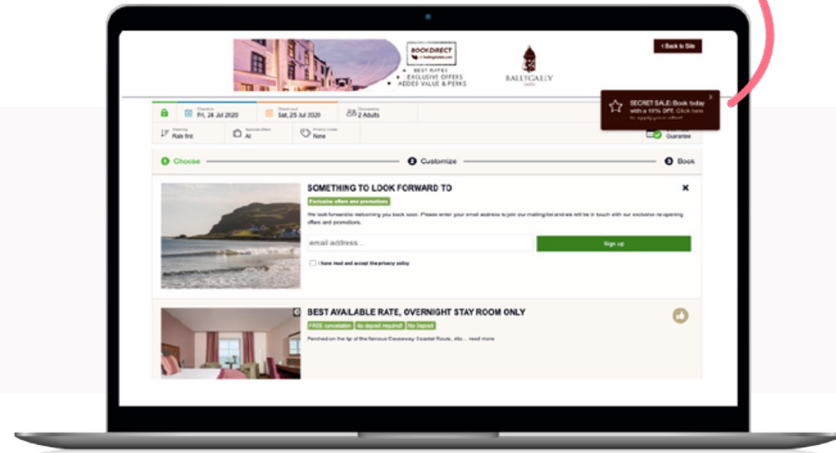

THN's Oraculo (predictive personalization)

- Test ran from December 2020 to March 2021
- Message shown to users with a <u>low intent</u> to book
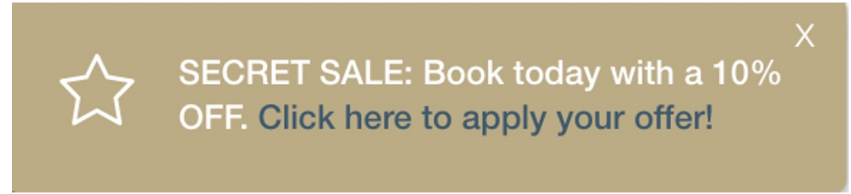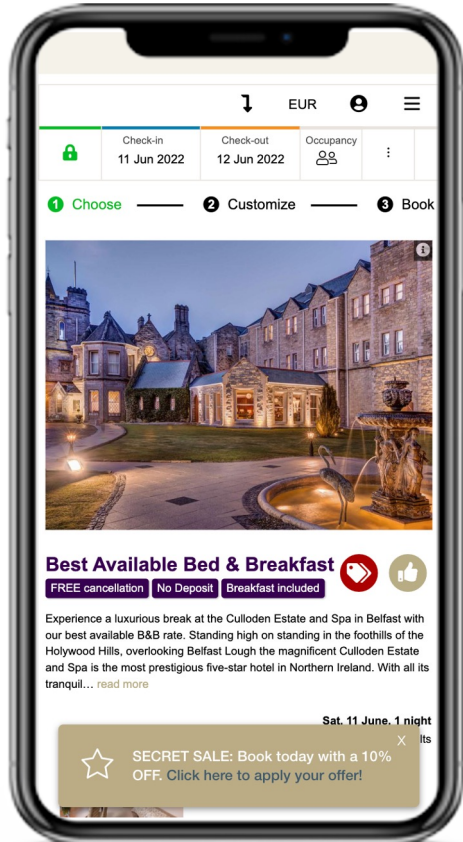
£43,936 savings in undiscounted revenue

371 bookings generated using the promocode

£462 ABV

£109,956 extra revenue generated

Always ensuring messages are adapted for mobile

Giving a personal welcome to our Facebook friends
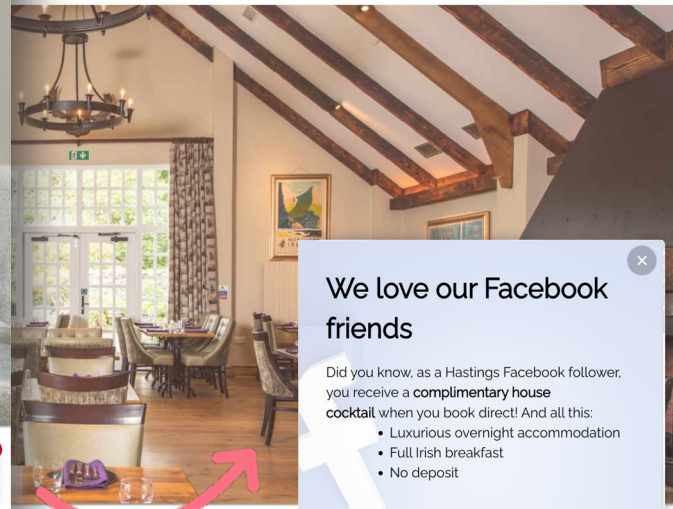
THN Layer that expands

Personalizing messages for "Game of Thrones" fans

Dedicated Game of Thrones landing page

Key takeaways
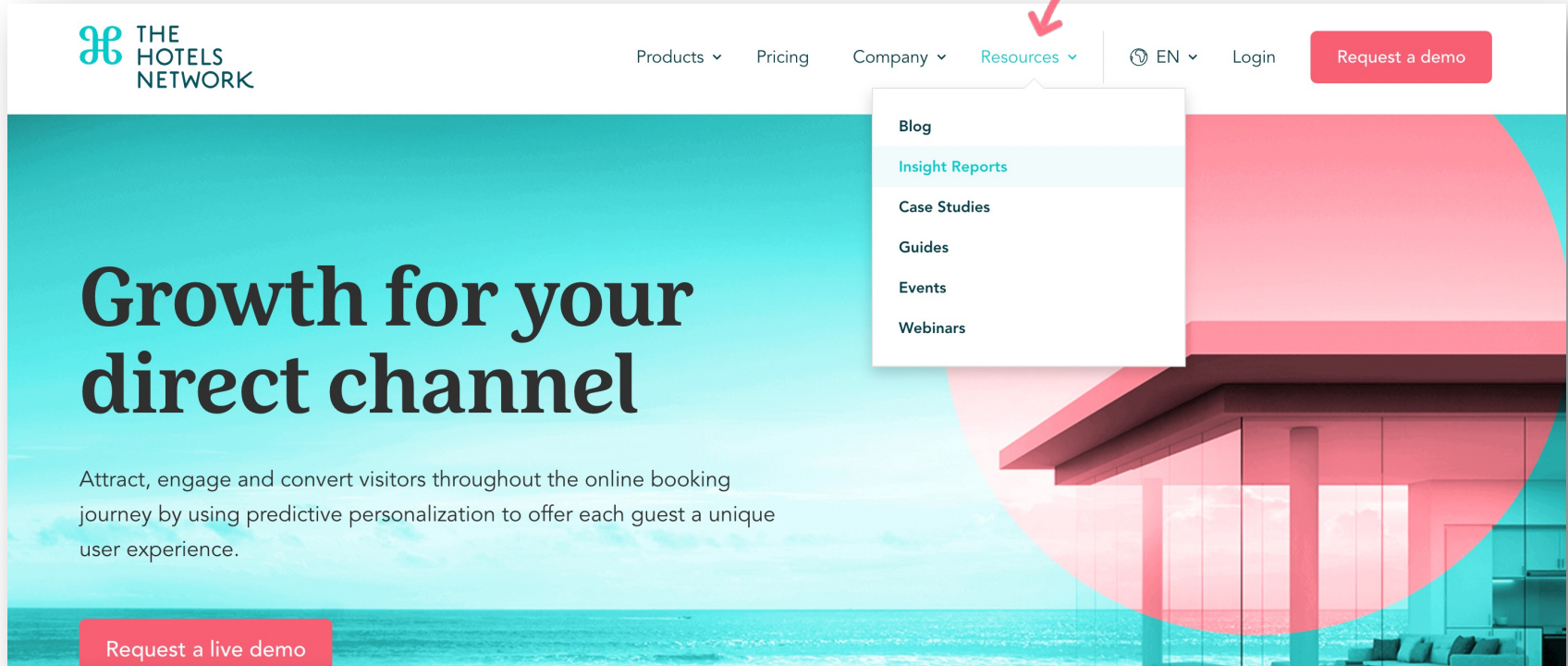
Tips to profit from personalization

- ✓ Use **benchmarking** to identify quick wins

- ✓ **Segment users** so you can offer them a more personalized online experience

- ✓ Show **hyper-relevant messages** at key points of the booking funnel

- ✓ Don't forget **other conversion opportunities** such as selling vouchers or capturing emails

- ✓ Adapt your website communication **on the fly**

- ✓ Get **creative** & always be true to your **brand**

Free educational resources & data insight reports

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Growth for your direct channel

Attract, engage and convert visitors throughout the online booking journey by using predictive personalization to offer each guest a unique user experience.

Request a live demo

www.thehotelsnetwork.com

Don't hesitate to contact me any time!

Fiona Gillen
VP Marketing

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