

How To Use Benchmarking to Increase Direct Bookings



Today's speakers



Clara Tourme

Market Manager
UK and Ireland



Olivia Odudu

Head of Marketing
& Comms



We have created a new category in hotel tech



THN works on top of existing technologies, integrating with them to create a direct growth platform



Direct Channel Growth

CRM

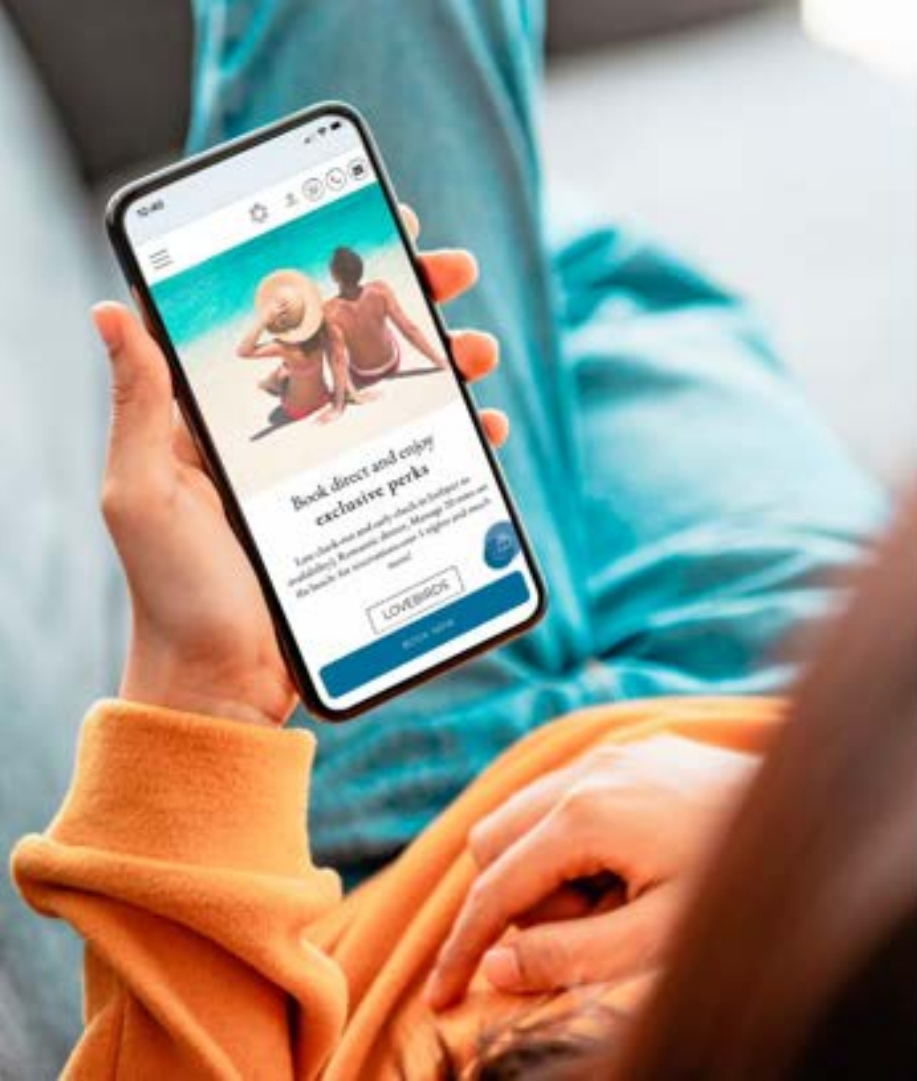
Revenue & Reputation Management

Channel Manager

Booking Engine

Property Management System





What do we do?

We use **data** and
apply **personalization**
to grow your direct
channel

This is THN: Growth for your direct channel



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

19,000+

Hotels

100+

Countries

170+

Employees

+32%

Conversions



Today's topics

- Benchmarking in direct sales – why?
- In the spotlight – major UK cities
- In action – The Grand, York
- Q&A





Why Benchmark?

Concerns

What is a good conversion rate?

Am I driving enough traffic to my website and booking engine?

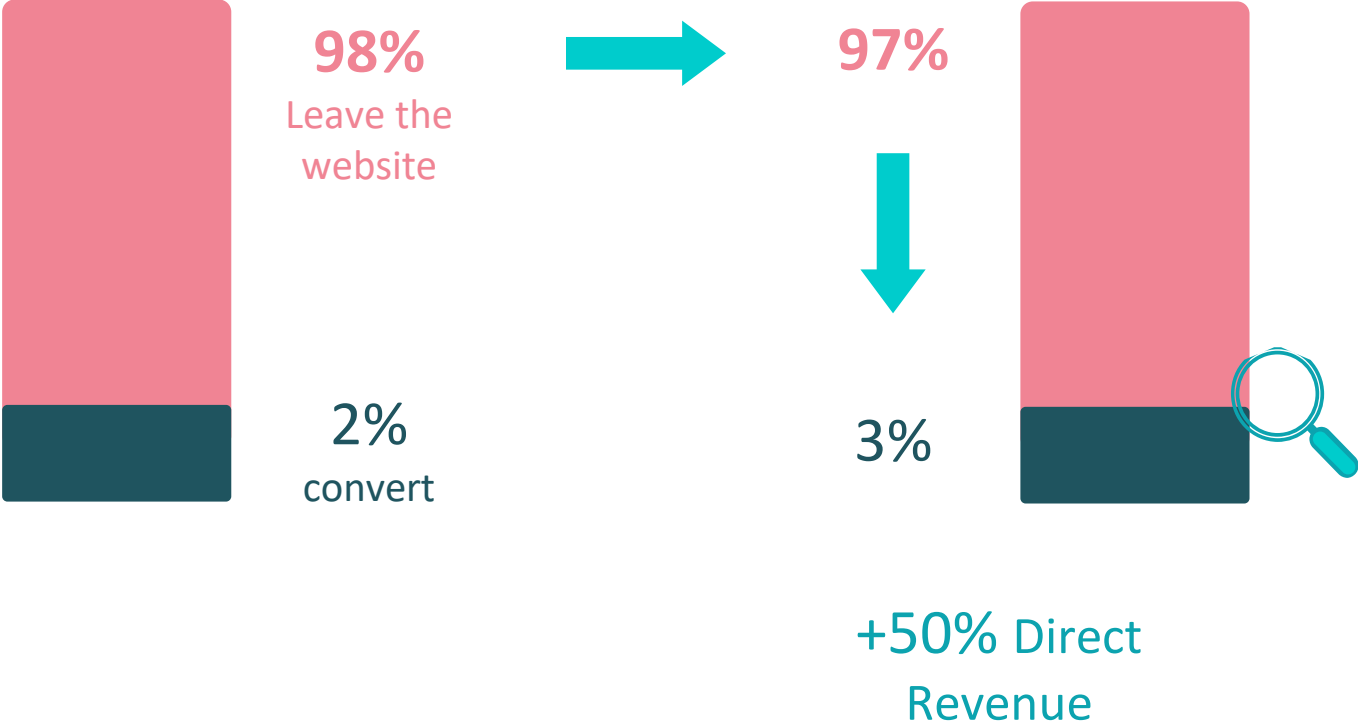


Are other hotels in my area also seeing an increase in OTA disparities?

Where am I losing potential guests in the booking process?



The big opportunity





In the spotlight – major UK cities

Where is the data coming from?



The first benchmarking platform for the direct booking channel

30+ Direct Booking Metrics

- Website and booking engine traffic
- Rates and disparities
- User profile and behavior
- Future demand
- Bookings and pickup

Competitive Sets

Brand

THN Network

Proximity

Custom



Website conversion rate



Length of Stay

London and Bristol have the **longest LOS booked**.

Website visitors in Bristol are **searching to stay one more night** than they actually end up booking for.



OTA disparities

More than 25% of the searches on the direct website of Manchester or Birmingham hotels have a cheaper price somewhere else. The disparity amount in Manchester the lowest.



Source: BenchDirect client hotels

Leveraging benchmarking data to improve direct conversion and revenue

Learning

Benchmarking & Analytics



Getting Results

Taking Action

Conversion & Personalisation





In Action – The Grand, York



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HOSPITALITY GROUP

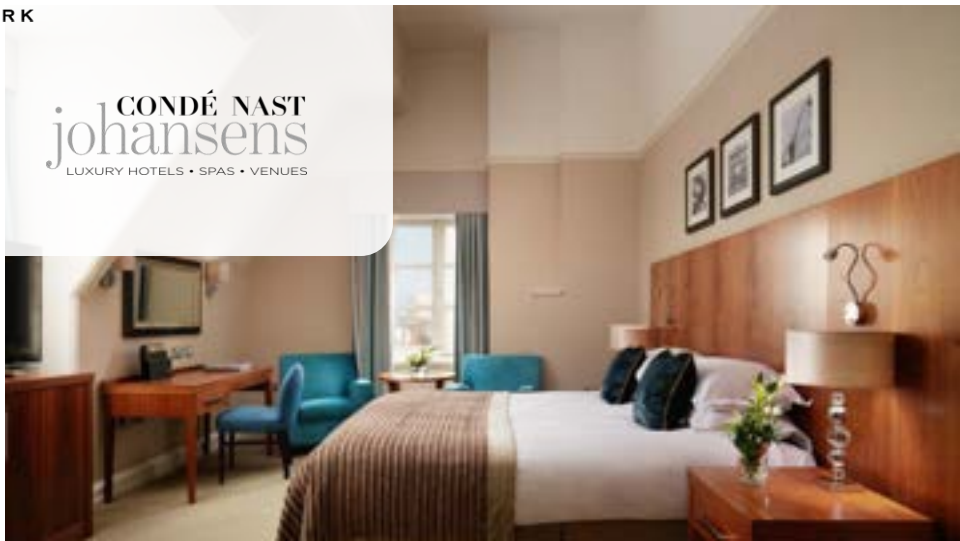


L.V. X.SM
Preferred
HOTELS & RESORTS

THE GRAND
YORK




VIRTUOSO.
PREFERRED



CONDÉ NAST
johansens
LUXURY HOTELS • SPAS • VENUES

Goal 1: Push Family Packages

THE GRAND
YORK

HOTEL INFO FIND RESERVATIONS +44 (0)1904 383038 ENGLISH - US - BRITISH POUNDS - PREFER SIGN IN

THE GRAND YORK
Station Rise, York, North Yorkshire, United Kingdom, YO1 6SD
+44 1904 383038
www.thegrandyork.co.uk

CHILDREN'S AFTERNOON TEA
Why not treat your little one to a Children's afternoon tea during your visit to The Grand? Enjoy this quintessentially British experience with a delicious children's selection of treats, including all the classics.

[FIND OUT MORE](#)

Guests: 2 Adults, 1 Child
Check-in: Wed, May 10, 2023
Check-out: Sun, May 14, 2023

SPECIAL CODES OR RATES

SELECT A ROOM

Rooms: 1 2 3 4
Add Ons: Standard Double Confirmation

[View Results By](#) [Sort By](#)

Your Stay
Check-in: After 3:00 PM
Check-out: Before 11:00 AM
Wed, May 10, 2023 - Sun, May 14, 2023
2 Adults, 1 Child

Total: £0

FAMILY PACKAGE

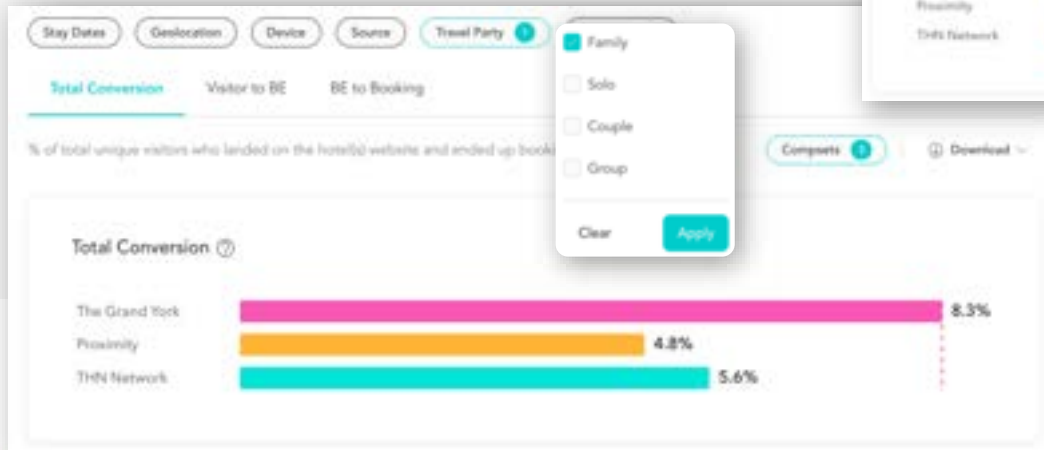
Enjoy a night away from home with our super fun Family Package!

- Yorkshire Breakfast for all the family
- Children's goody bag including Grandollars to spend at the hotel's outlets
 - Access to Spa
 - Complimentary movies

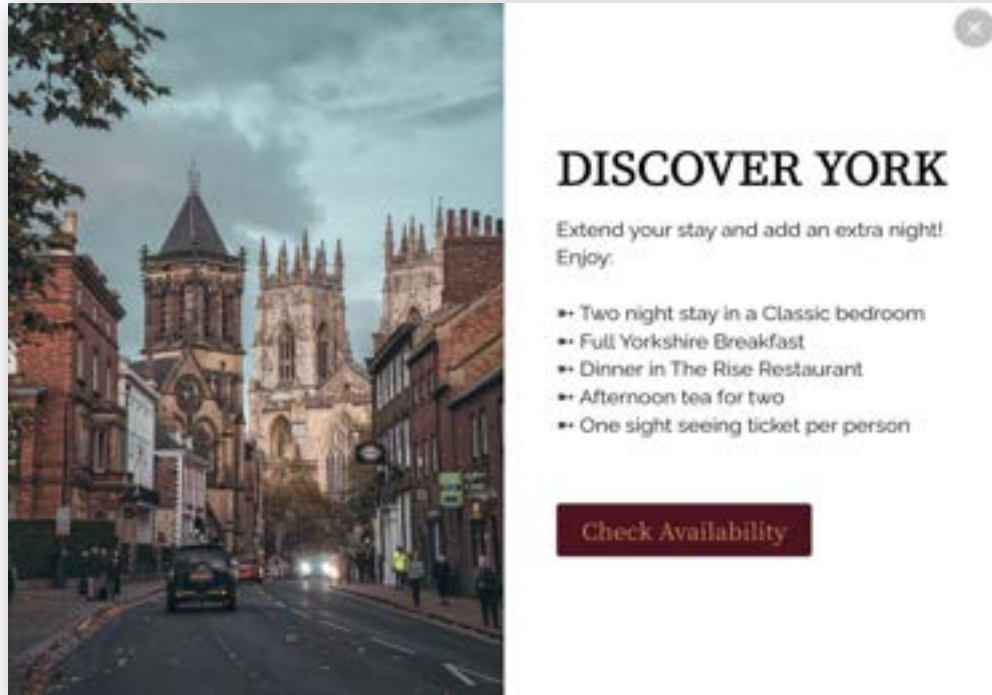
[Check Availability](#)



Result: Conversion of Family Searches



Goal 2: Extend LOS



DISCOVER YORK

Extend your stay and add an extra night!
Enjoy:

- Two night stay in a Classic bedroom
- Full Yorkshire Breakfast
- Dinner in The Rise Restaurant
- Afternoon tea for two
- One sight seeing ticket per person

[Check Availability](#)

The advertisement features a photograph of a street in York with a large Gothic cathedral in the background. The text is in a clean, sans-serif font. A dark red button with white text is positioned at the bottom right of the ad.



Extend your stay with our staycation exclusives! -
[Check Availability](#)

The banner has a dark red background. On the left is a white icon of a bed. On the right is a white 'X' icon in the top right corner. The text is in a white, sans-serif font.

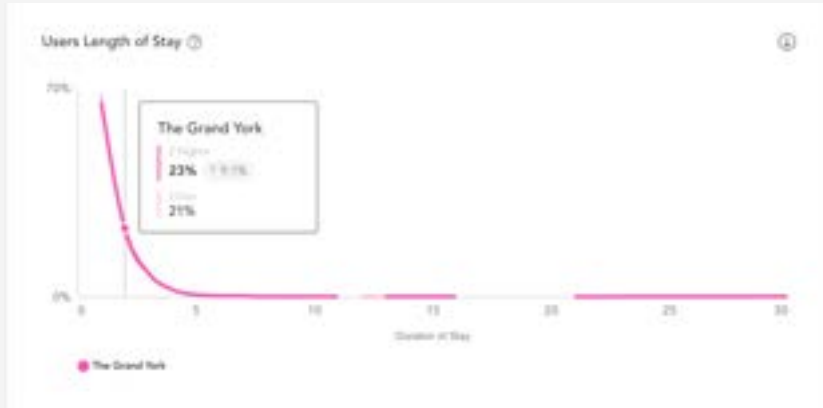


- US and UK traffic
- 1 night searches
- 2 adults searches



Result: Increase in length of Stay Searched/Booked

LOS SEARCHED



LOS BOOKED



In one month of activating the campaign

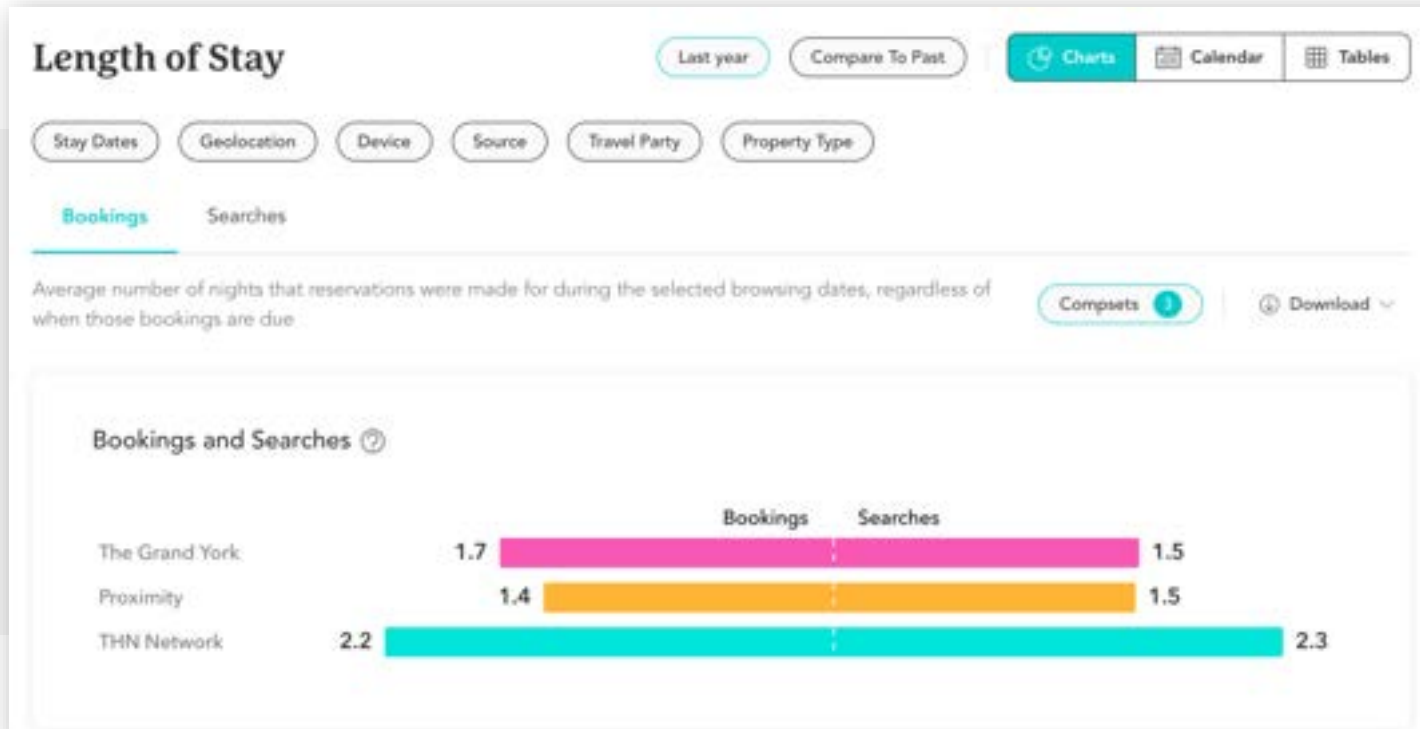
+9.1%

LOS searched

+4.6%

LOS booked

Result: Length of Stay outperforming the proximity compset



Goal 3: Reassuring users based on Price

THE GRAND YORK

HOTEL INFO FIND RESERVATIONS 44-1904-380038 ENGLISH - US BRITISH POUNDS I PREFER SIGN IN

Station Rise, York, North Yorkshire, United Kingdom, YO1 6GD
44-1904-380038
www.thegrandyork.co.uk

2 Adults, 0 Children
Check-in Sat, Jun 11, 2022
Check-out Sun, Jun 12, 2022
SPECIAL CODES OR RATES

SELECT A ROOM

1 Rooms 2 Add-Ons 3 Guest Details 4 Confirm

Your Stay
Check-in After 3:00 PM
Check-out Before 11:00 AM
Sat, Jun 11, 2022 - Sun, Jun 12, 2022
2 Adults
E-mail this search

Book Direct	Hotels.com	Agoda	Booking.com	Expedia
£333 2 people	£369	£369	£369	£370

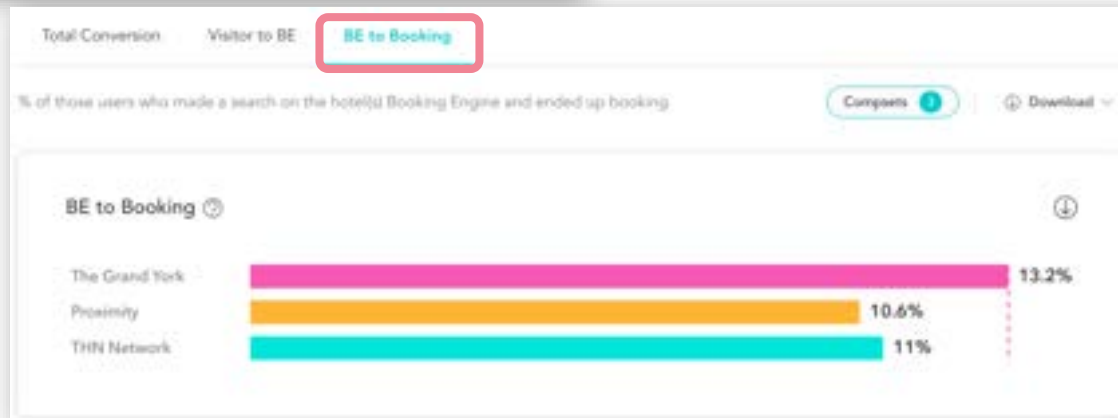
There are 25 people looking at this hotel right now



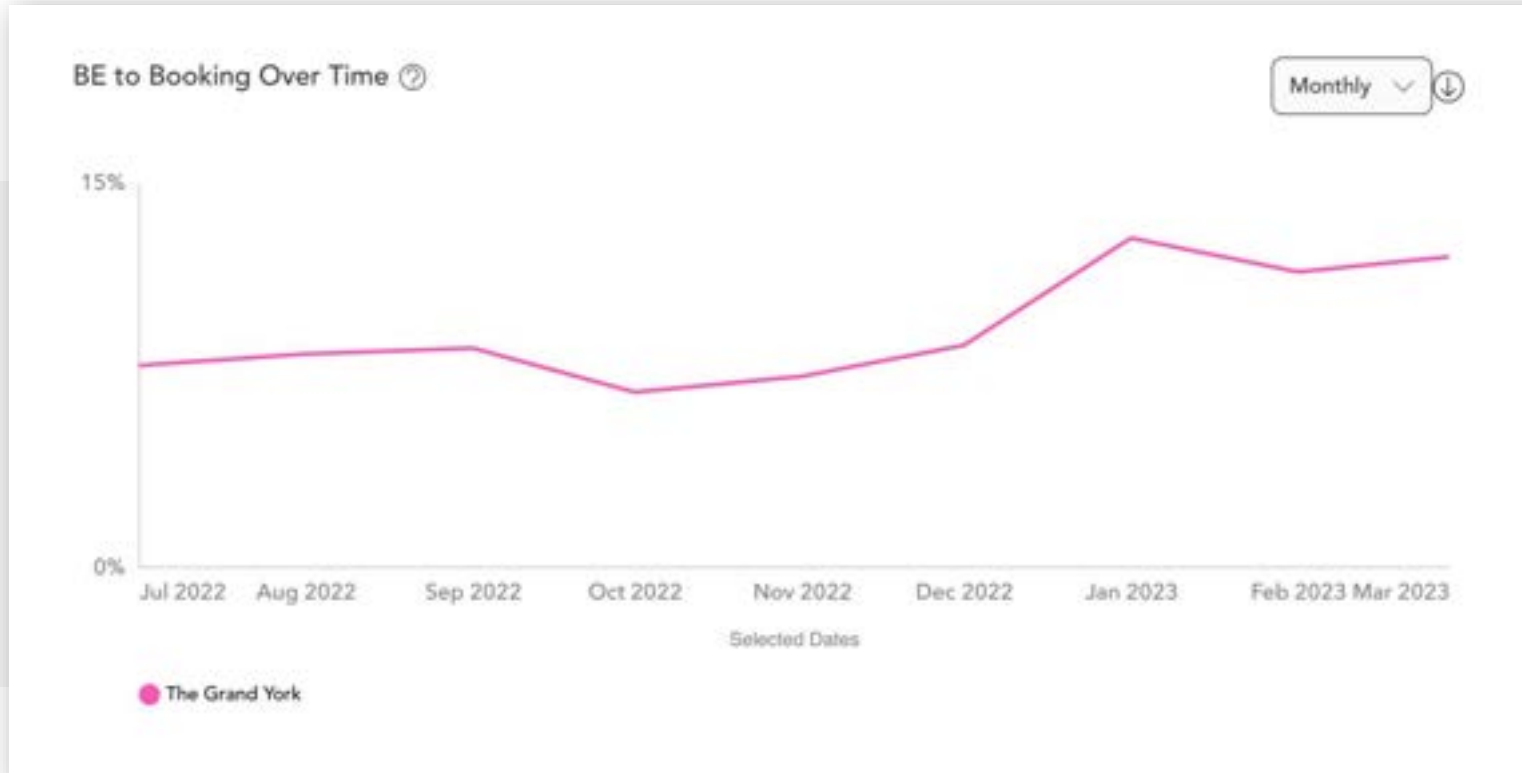
Result: A strong booking engine conversion step



The booking engine step is the strongest within the booking journey in comparison to The Grand's competitors.



Result: Upward trend in BE conversion





Key takeaways

- ✓ 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 to analyze the campaign results to better understand what works



Contact us at any time!



Clara Tourme

Market Manager
UK and Ireland

ct@thehotelsnetwork.com



Olivia Odudu

Head of Marketing
& Comms

Olivia.Odudu@thegrandyork.co.uk

 THE
HOTELS
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THE GRAND

YORK



What else...



Push bedrooms



Push vouchers

Push F&B





Learn & Act
to *Grow*
your direct bookings



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