

How To Use Benchmarking to Increase Direct Bookings



Presentation host



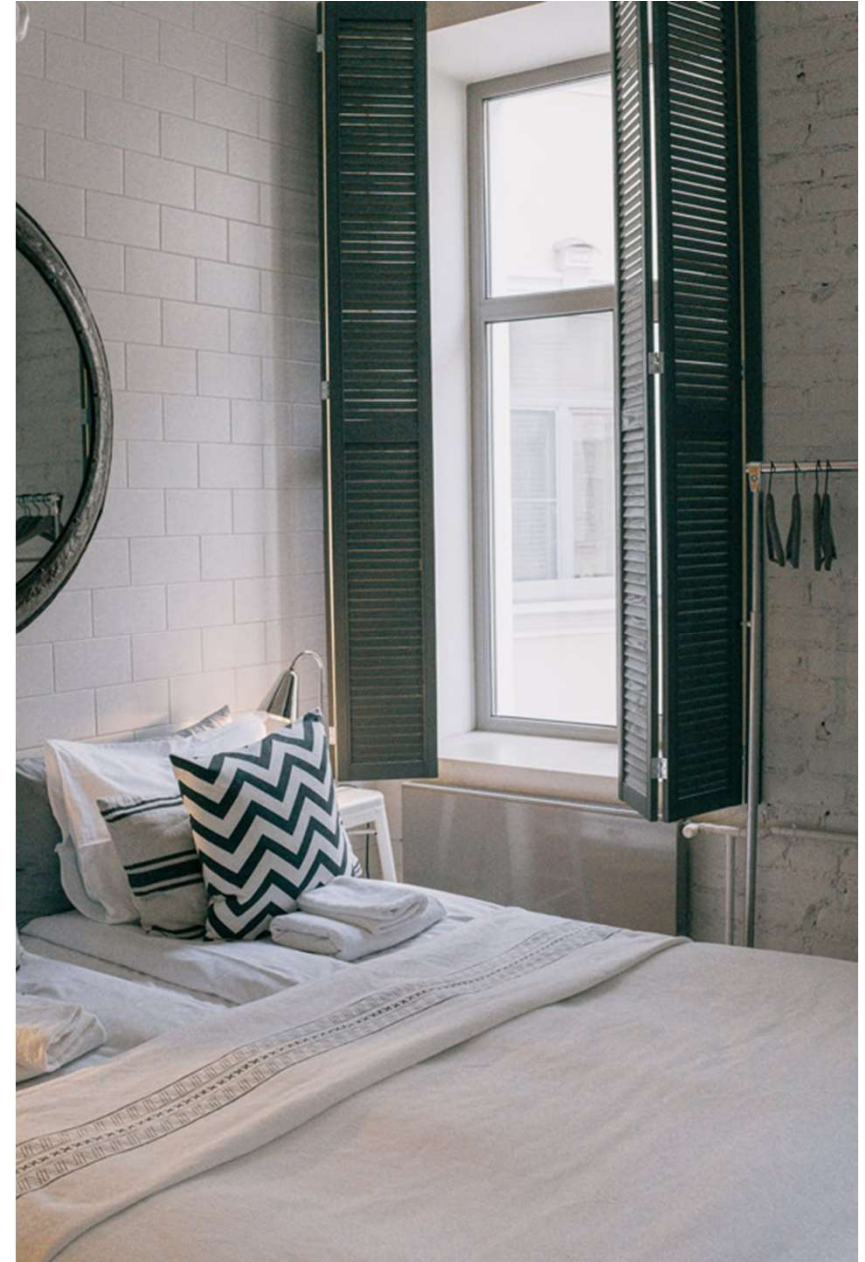
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Market Manager
UK & Ireland



Today's discussion

- Introduction to THN
- Benchmarking in direct sales - why?
- In the spotlight – major UK cities
- Concrete steps to boost direct
- Q&A



A modern dining room with large windows and tables set for a meal, overlaid with a teal gradient. The room features several round tables with white tablecloths and chairs. Large windows with multiple panes are visible in the background. The overall atmosphere is bright and contemporary.

Introduction to THN

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

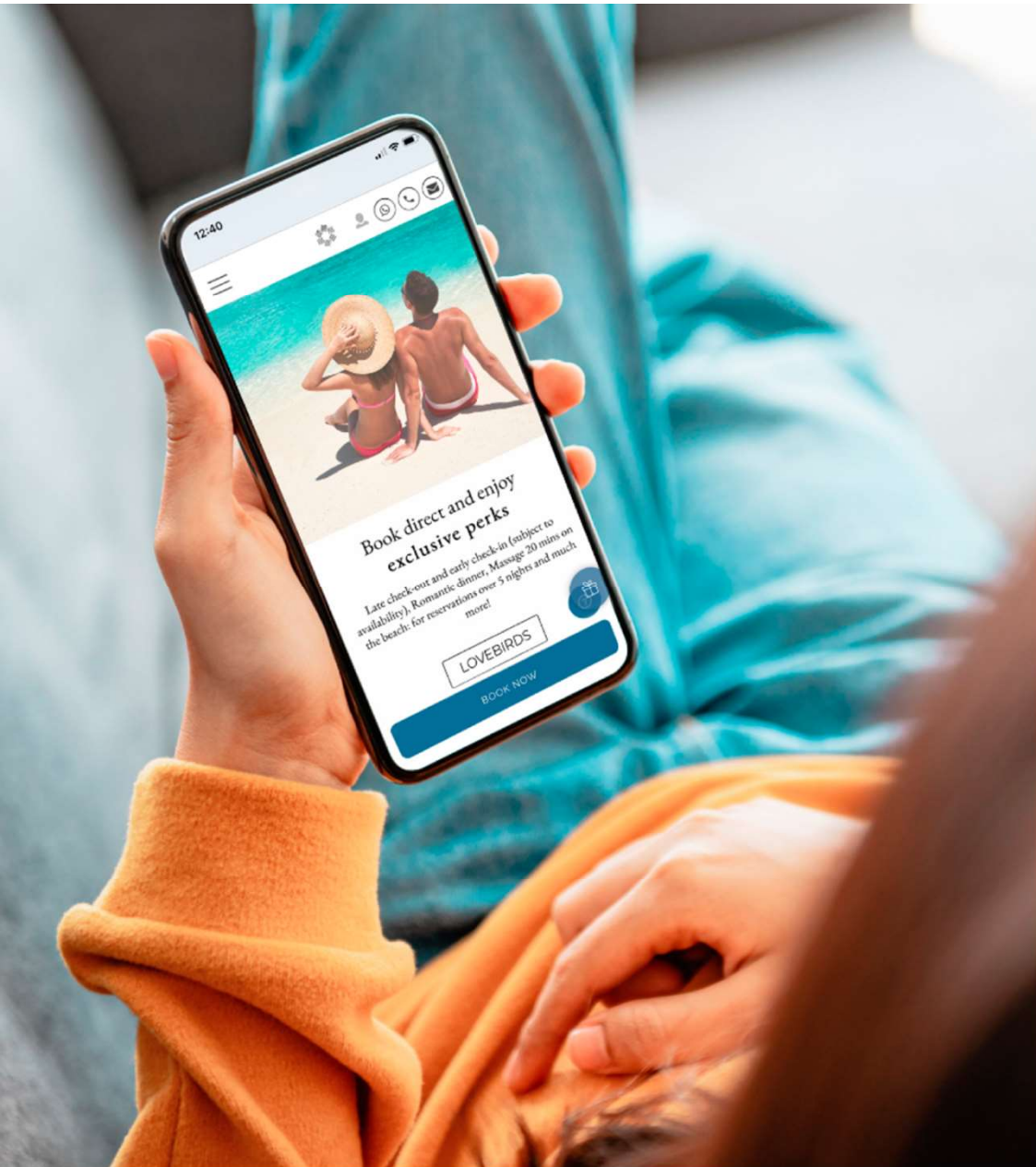
Revenue & Reputation Management

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





Why Benchmark?

Concerns

What is a good conversion rate?

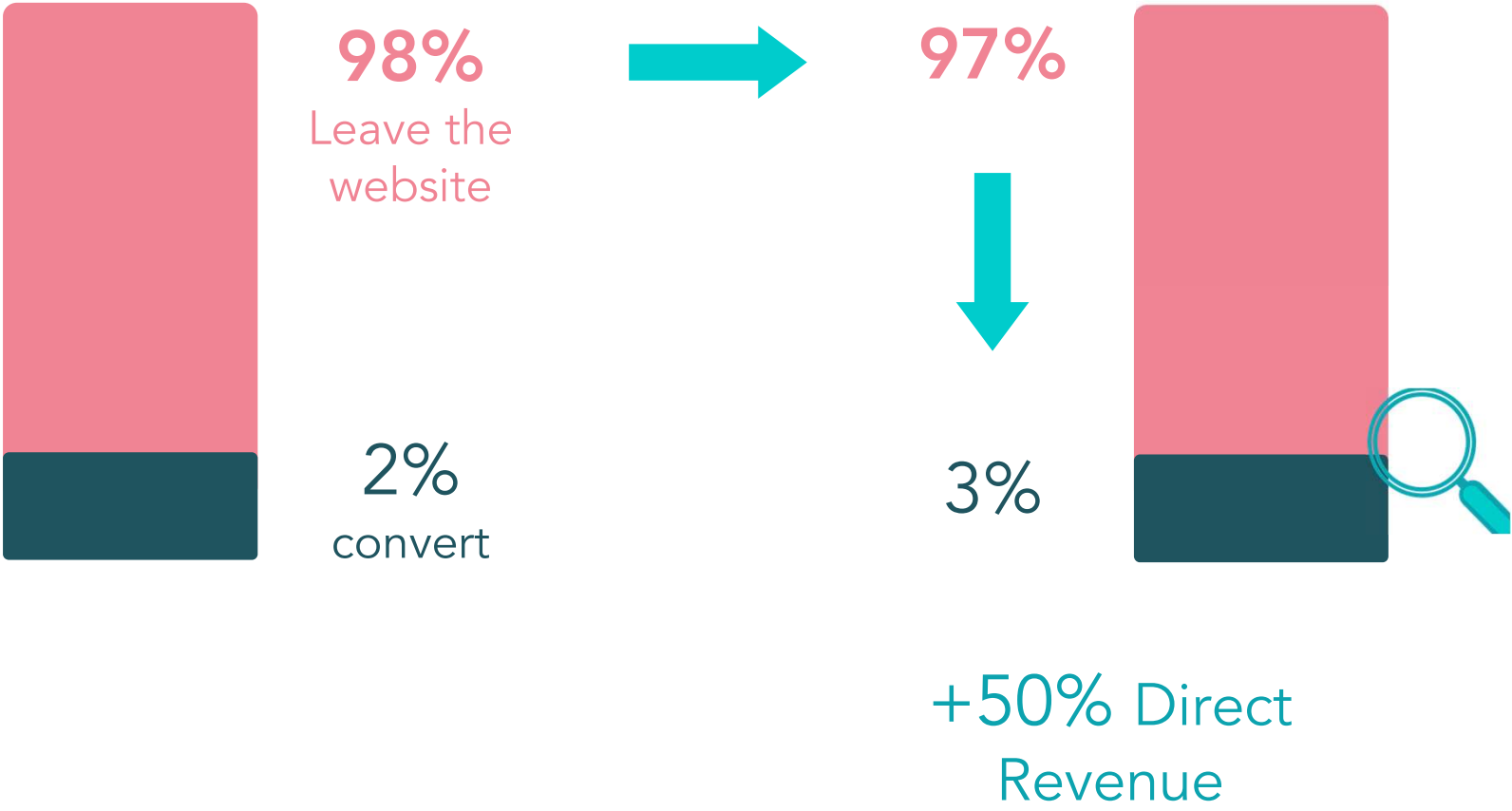
Am I driving enough traffic to my website and booking engine?

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

Conversion

Last year | Compare To Past | **Charts** | Calendar | Tables

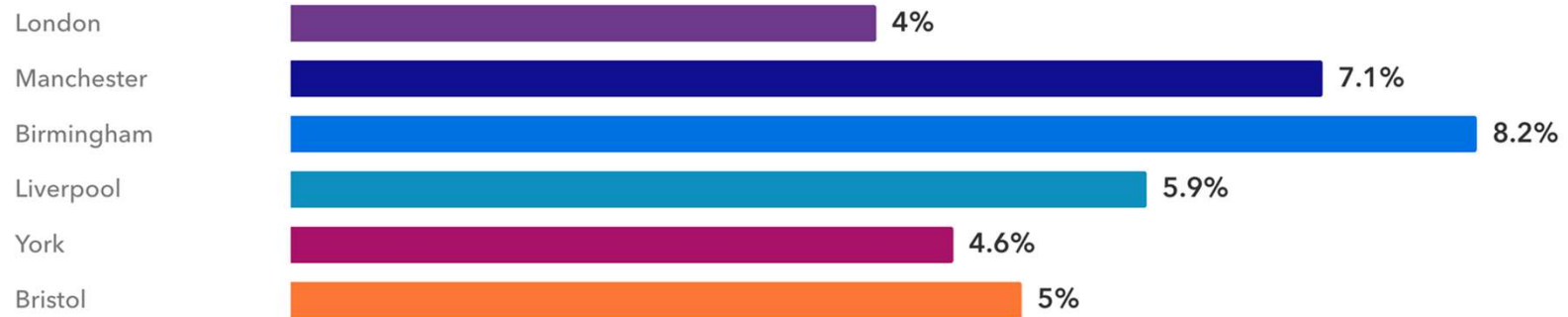
Stay Dates | Geolocation | Device | Source | Travel Party | Property Type | Category (stars)

Total Conversion | Visitor to BE | BE to Booking

% of total unique visitors who landed on the hotel(s) website and ended up booking

Destinations **6** | Download

Total Conversion ?



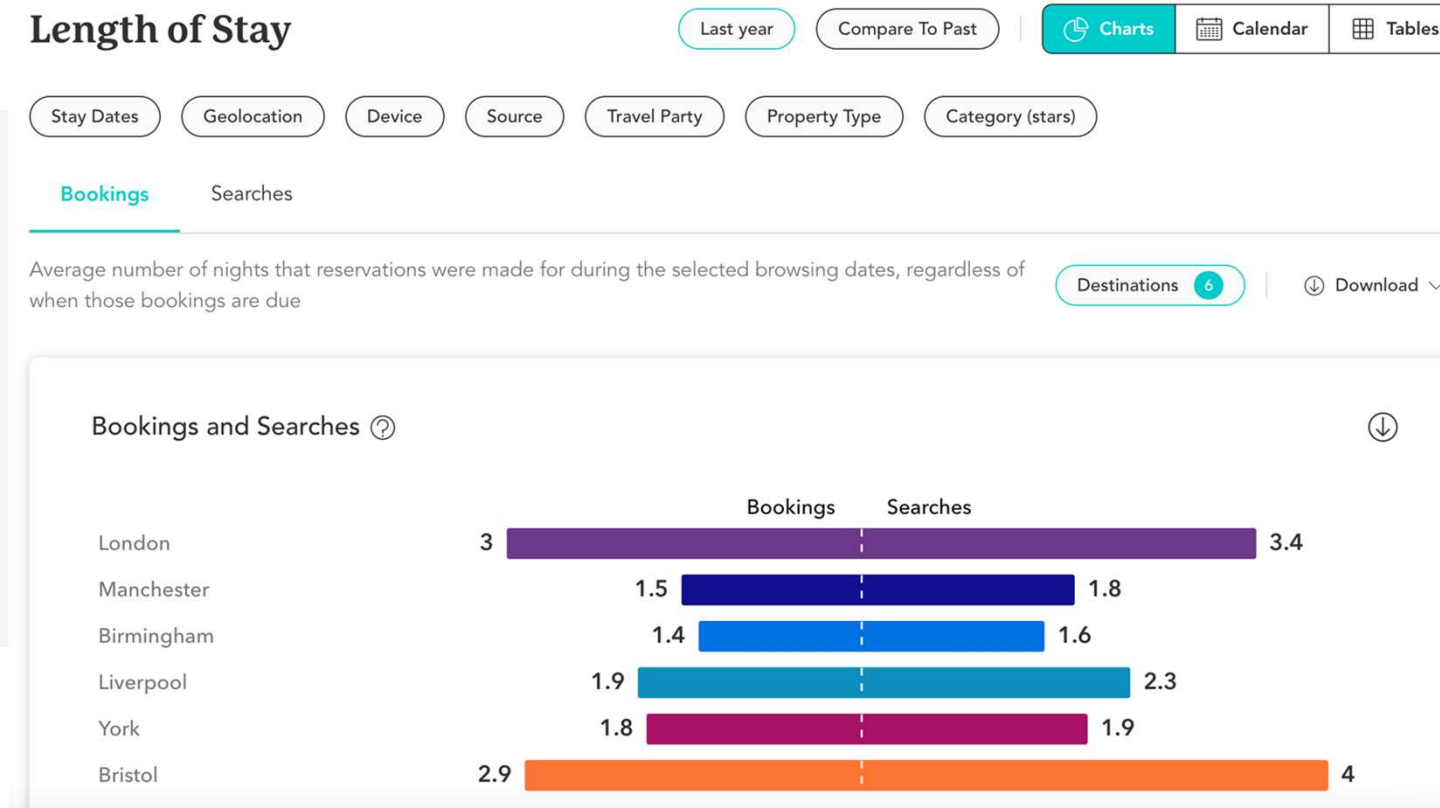
Source: BenchDirect client hotels



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.



Source: BenchDirect client hotels

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.

Disparities

Last year

Compare To Past

Charts

Calendar

Tables

Stay Dates

Geolocation

Device

Source

Travel Party

Property Type

Category (stars)

OTAs

Frequency

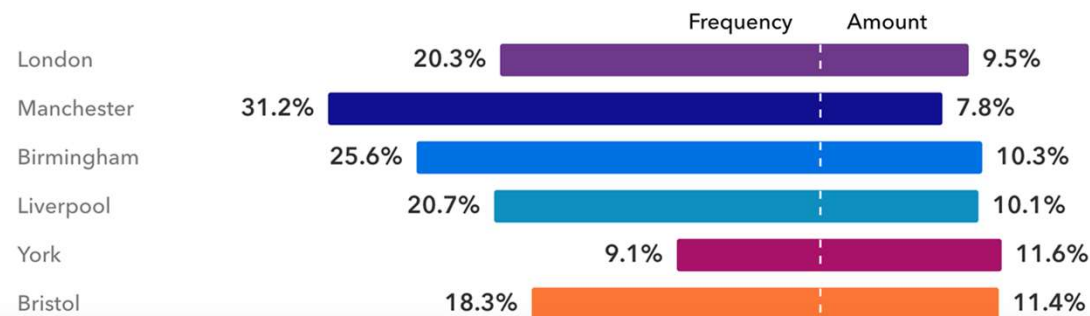
Amount

% of times the OTAs' rate was displayed below the hotel(s) rate. Based on all searches

Destinations 6

Download

Frequency and Amount



Source: BenchDirect client hotels

Leveraging benchmarking data to improve direct conversion and revenue

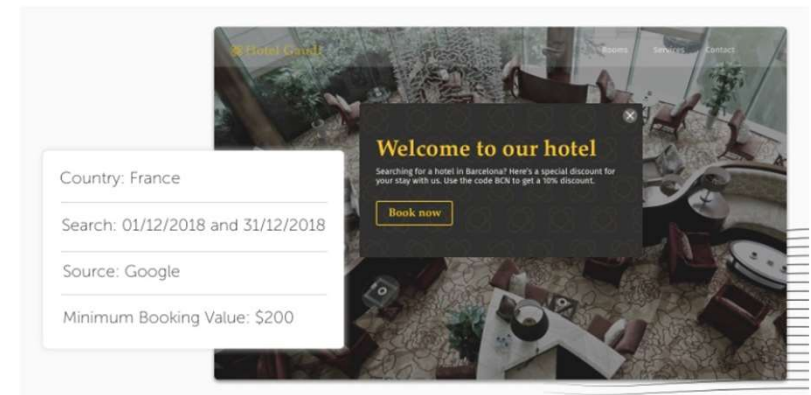
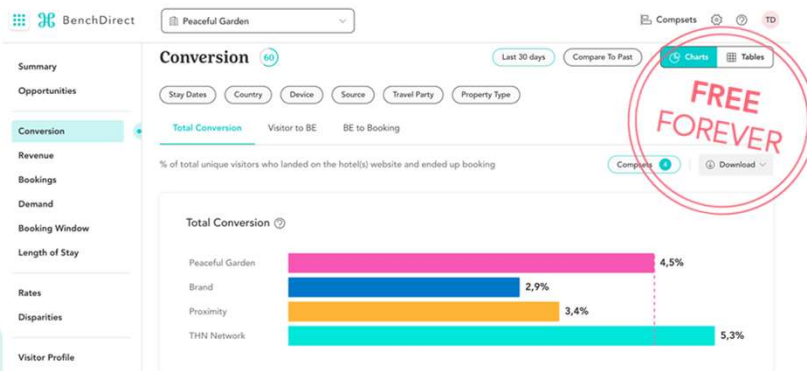
Learning

Benchmarking & Analytics



Taking Action

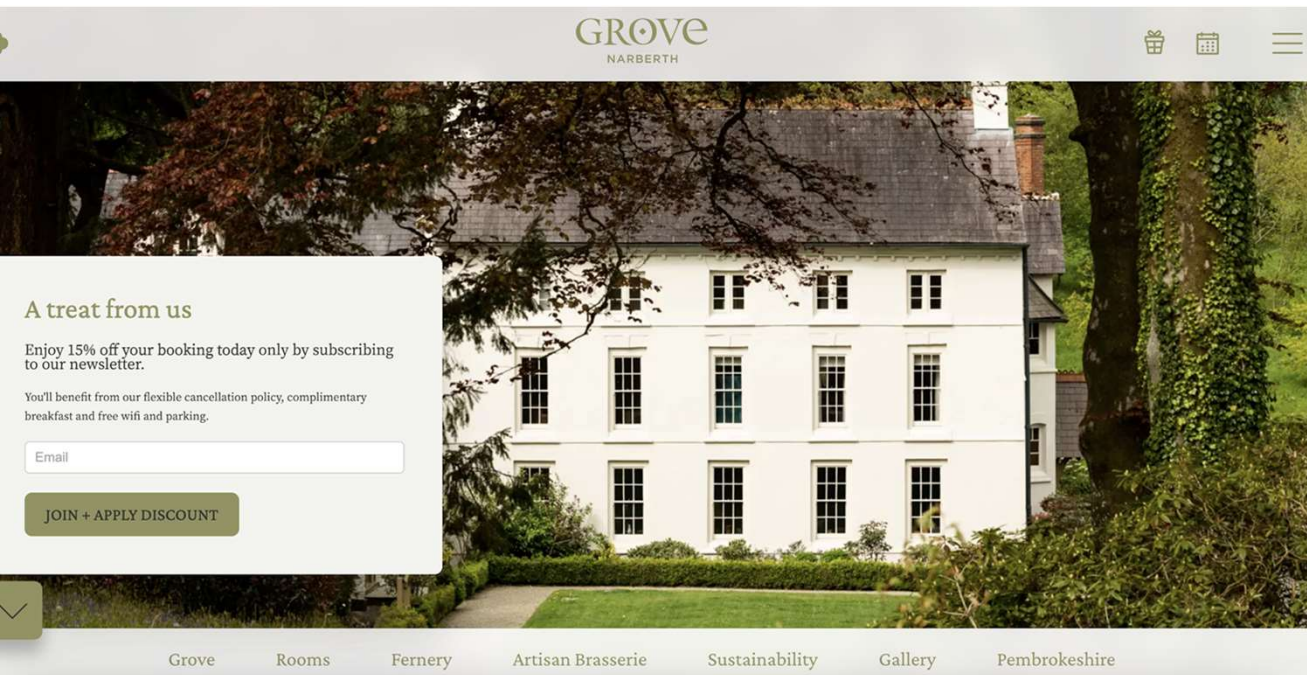
Conversion & Personalization





Boosting Direct

How to improve my Homepage Conversion



Layer in BE with integrated Email Capture and 1-click promocode.



Targeting **return visitors** to booking engine with small discount with newsletter sign up.

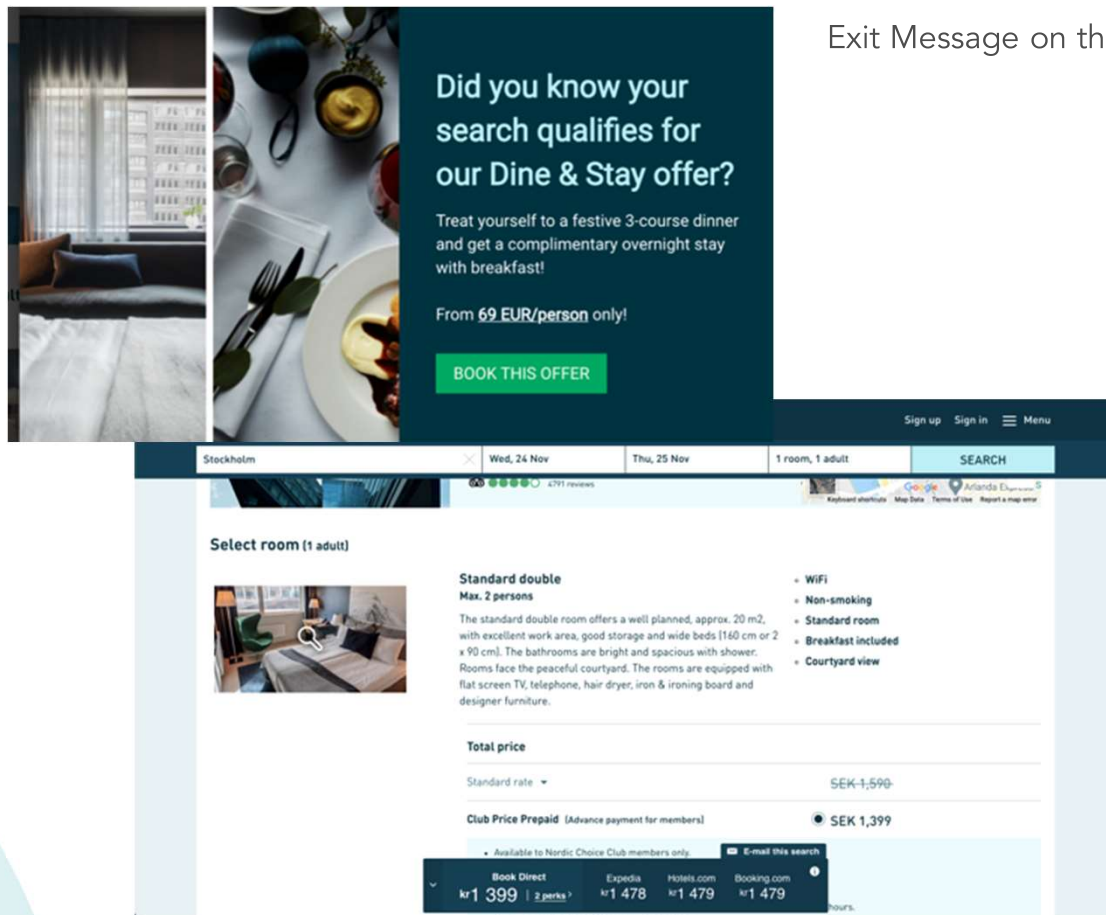


Giving an extra incentive for visitors who weren't convinced the first time round to make a search in the booking engine.



In 2 months, **69 emails** were collected from this message and the hotel saw an **18.6% uplift in homepage conversion**.

How to improve Booking Engine Conversion



Exit Message on the BE

Real-time Price Comparison



Exit Message & Price Comparison in the Booking Engine

Targeted towards:

- 1 or 2 adults
- Stay Dates on a Thursday to Sunday from November 25th to January 6th
- Excludes users taking advantage of existing offers



Present a targeted offer depending on visitor's search date to improve conversion and uptake of special offers.



In just 1 month, **15% CTR on the targeted offer.**



30% uplift in BE conversion vs the previous period when in combination with the Price Comparison.



How to tackle OTA disparities

The screenshot shows a hotel booking interface for 'Living Suites'. At the top, there are filters for 'DKK' and 'English (British)'. Below the search bar, the search criteria are 'Nights selected 1' (Thu 16/03/2023 → Fri 17/03/2023) and 'Guests selected 1' (Adults 1). Two apartment options are displayed:

- Studio Apartment:** Maximum persons: 4. Price: From 1,170.00 DKK per apartment/nightly.
- XL Studio Apartment:** Maximum persons: 2. Price: From 1,410.00 DKK per apartment/nightly.

A 'Compare Prices' pop-up is visible on the right, showing the 'Book Direct' price of Kr1,112 (Kkr1,170) with several benefits: Always the lowest rate, Free Cancellation, Early check-in / late check-out (12:00), Free Upgrade, and Complimentary Parking. It also lists prices from other OTAs: Agoda (Kr1,142), Expedia (Kr1,170), Hotels.com (Kr1,170), and Booking.com (Kr1,252). A 'Special offer available! Click here to get 5% off' is also shown.



Price Match on the BE



Users who see price disparities

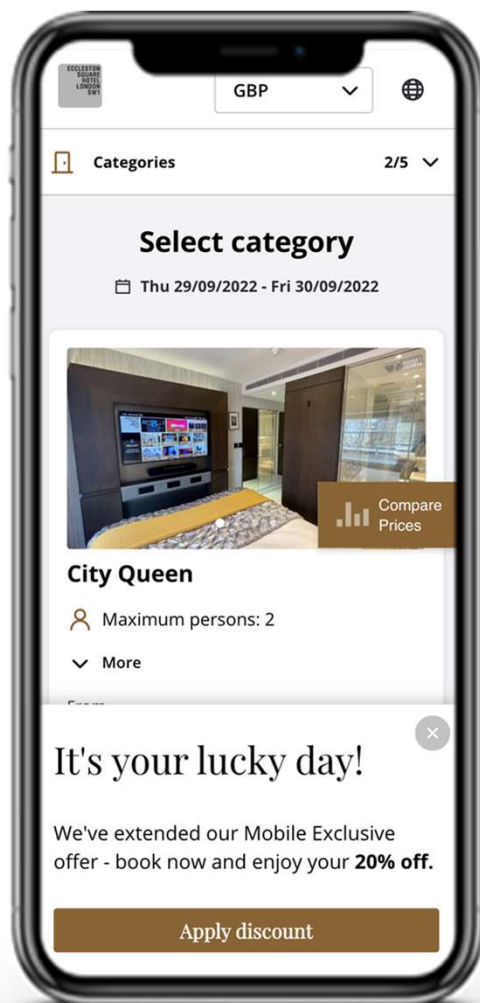
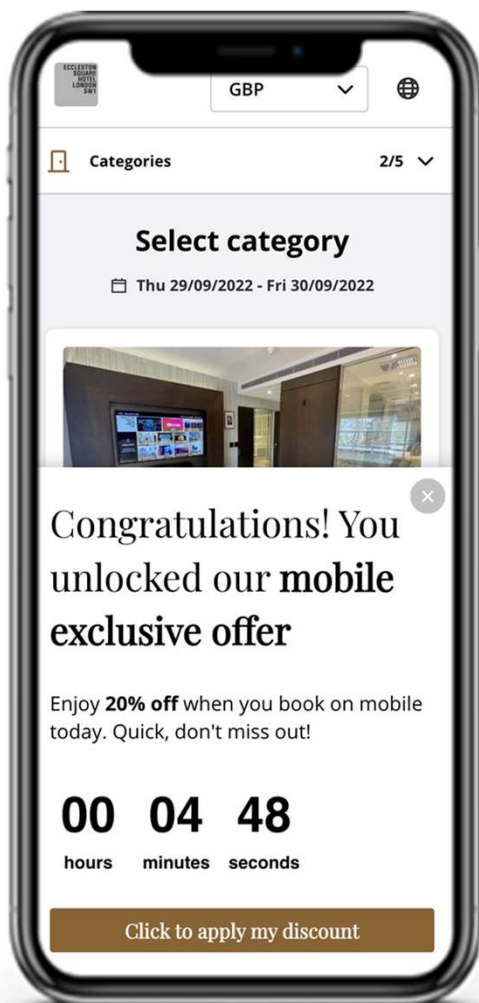


When a OTA undercuts your rate, present users with an offer to match it to improve conversions



After 6 months of usage, the hotel has **converted 9% of users** that were offered a price match offer.

How to increase conversion for mobile



Layers in the BE on Mobile



First Time and Return visitors



Increase your conversion on this device rather than your users coming back on your site at a later date.



After 1 month of usage, 32% CTR across both messages and **11 bookings made with the code applied.**

How to Improve Shoulder Nights Occupancy

Layer in the BE

ADULTS & CHILDREN 1/0

DATES OF STAY Nov 27-28

ACCOMMODATIONS Select

TOTAL 0 SEK ALL ROOMS 0 SEK

ENGLISH (SEK)

EXTEND THE BERNS FEELING
Add Friday to your stay or stay until Monday and get 25% off when you stay the weekend.

Extend my stay

rooms have a desk and a view of our inner courtyard. Most rooms are four floors up and have a generous single bed (140 cm). The...

View Room Details And Enhancements

2610 SEK

2610 SEK

BOOK

ONLY 1 LEFT

Best Flexible Rate inc. breakfast Details 3610 SEK

Spacious Superior

3 People 20 m² / 215 ft²

Our stylish Superior rooms feature architect-designed wood-paneled beds and desks as well as...

Powered by THE HOTELS NETWORK



Layer in the booking engine



- Stay dates include Saturday and Sunday
- Length of Stay 1 night



Present a targeted offer depending on the visitor's search dates to improve length of stay and uptake of special offers



Since launching the combination of campaigns, 22,6% uplift in Searched Length of Stay.

While **improving the Booked Length of Stay by 46,6%** vs the previous period.





Key takeaways

- ✓ Use benchmarking to identify quick wins
- ✓ Segment users so you can offer them a more personalised 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





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and avoid being left in the dark



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network now!



Feel free to reach out!



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