25h

Case Study

How 25hours Hotels boosted bookings and engagement with Exit Message survey insights

The Challenge

Renowned for their unique and vibrant hospitality experience, 25hours Hotels — part of Ennismore (Accor's lifestyle division), a global collective of entrepreneurial and founder-built brands with creativity & purpose at their heart — has been partnering with THN since 2021 to elevate their direct booking strategy.

Focused on storytelling, the brand curates uniquely designed hotels in vibrant urban locations across Europe and the Middle East, celebrated for their playful, contemporary style and memorable guest experiences.

25hours Hotels aimed to gather insights from departing website visitors, collecting feedback on pricing, cancellation policies, and technical issues to identify and address booking barriers.

The Solution

Since partnering with THN, 25hours Hotels has leveraged its platform to optimize direct bookings. In this initiative:
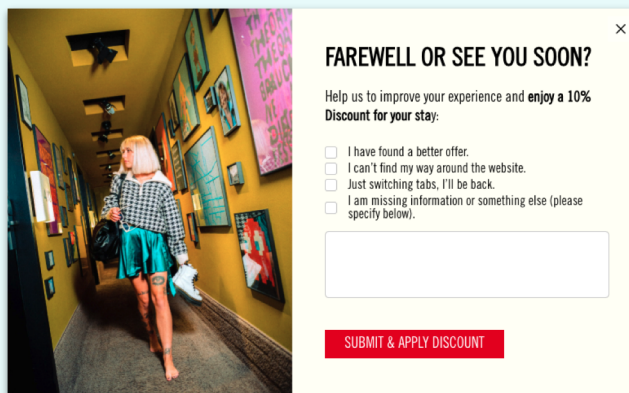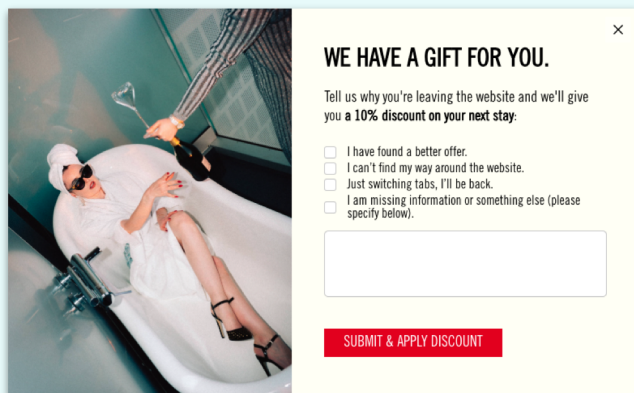
1. The team introduced Exit Message surveys to **gain deeper insights into visitor behavior** during the research phase, allowing them to understand key decision-making factors and potential booking barriers.

2. The team A/B tested two types of messaging to identify the most effective approach and **enhance their data collection strategy.**

The Objectives

- o **Maximize database growth** by capturing meaningful insights and visitor data.
- o Address guest concerns and **improve the booking process** based on the recurring feedback.
- o **Identify opportunities** to drive higher direct bookings and customer loyalty.
- o **Capture the attention of visitors** that were about to leave the website and present them with an exclusive direct booking perk.

The Surveys
Exit survey design & engagement

WE HAVE A GIFT FOR YOU.

Tell us why you're leaving the website and we'll give you **a 10% discount on your next stay:**

☐ I have found a better offer.
☐ I can't find my way around the website.
☐ Just switching tabs, I'll be back.
☐ I am missing information or something else (please specify below).

SUBMIT & APPLY DISCOUNT

FAREWELL OR SEE YOU SOON?

Help us to improve your experience and **enjoy a 10% Discount for your stay:**

☐ I have found a better offer.
☐ I can't find my way around the website.
☐ Just switching tabs, I'll be back.
☐ I am missing information or something else (please specify below).

SUBMIT & APPLY DISCOUNT

Of all visitors detected exiting the booking engine...

6.9% completed the survey	**4.4%** completed the survey
7.8% booked directly on the website	**7.3%** booked directly on the website

Campaign Results: Insights and Bookings

The 25hours Hotels team A/B tested two Exit Messages in their Booking Engine to determine which resonated best with visitors. The insights helped refine personalized messaging, address guest concerns, and enhance the booking experience, ultimately improving guest loyalty and conversions.

This strategy effectively re-engaged visitors likely to exit, capturing their attention at a critical moment. By offering a targeted promo code, the team converted potential drop-offs into direct bookings and gained valuable insights into message effectiveness. Impressively, over 7% of exiting visitors completed their reservations after seeing the message.

Survey Results
What website visitors said

Exit Reasons

- Just switching tabs, I'll be back.
- I have found a better offer.
- I can't find my way around the website.
- I am missing information or something else (please specify below).
- Comment only

159 (6.1%)
261 (9.9%)
305 (11.6%)
731 (27.9%)
1,168 (44.5%)
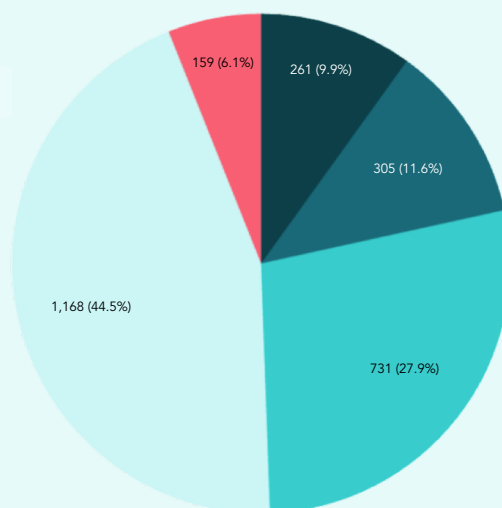
The survey results provided 25hours Hotels with key insights to refine their direct booking strategy and improve the online user experience.

With 45% of visitors switching tabs, indicating 55% were about to leave, there's a clear opportunity to implement exit-intent campaigns to capture bookings before they go to OTAs or competitors. Additionally, 28% found better offers elsewhere, reinforcing the need for the best price to be available on the direct channel, while 12% faced navigation issues, highlighting the importance of UX improvements.

By addressing these challenges, 25hours Hotels can streamline the booking process, reduce lost conversions, and create a more engaging and conversion-driven direct channel.

"Naturally, we want our guests to book their hotel stays through our own website. That's why we are constantly working to improve the digital guest experience. Direct feedback from our users is of great value in this process and we actively incorporate their feedback into our improvement measures. The exit survey provides a great opportunity for us to gather this essential feedback."

Felix Fehr
Head of E-Commerce