



Elements Hotel & Spa

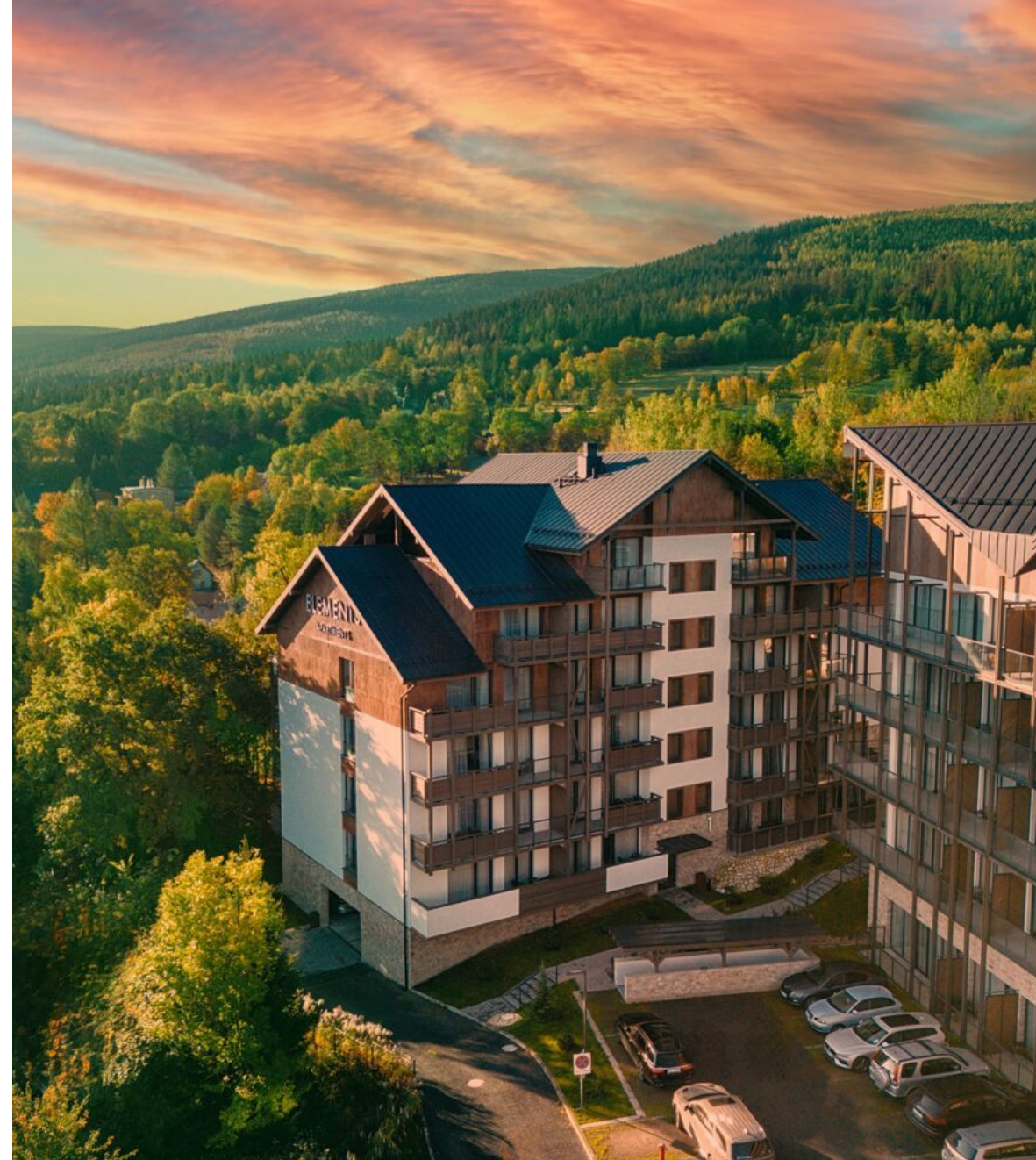
Delivering a relevant and engaging website experience

About Elements Hotel & Spa

Elements Hotel & Spa is a contemporary hideaway where modern design meets the serene beauty of the Polish mountains. Located in Świeradów-Zdrój, at the foot of the Jizera Mountains, the hotel blends comfort, nature, and holistic well-being to offer guests a refreshing and revitalizing escape.

Whether relaxing in the panoramic spa, savoring refined local cuisine, or exploring the region's pristine trails, every detail is curated to support a mindful, immersive experience.

Elements Hotel & Spa invites guests to reconnect with themselves and their surroundings offering the perfect setting for both active getaways and peaceful retreats, all year round.



The Partnership with THN

Since partnering with The Hotels Network (THN), Elements Hotel & Spa has transformed its website into a more dynamic and responsive platform that adapts to each guest's journey. Using personalized messages, a seamless price comparison tool, and engaging upsell features, the team can tailor content to highlight seasonal offers, promote wellness experiences, and showcase exclusive perks that resonate with different types of guests.

The intuitive personalization platform makes it easy for the team to update messages, adjust targeting, and create tailored campaigns. This flexibility allows them to respond quickly to changing guest needs and market conditions, ensuring the website consistently delivers a relevant and engaging experience for every visitor.



The Results

After just three and a half months of running campaigns, Elements Hotel & Spa achieved strong results using THN's Personalization platform to engage users and drive direct bookings.

By combining compelling on-site messages with clear calls-to-action and a smart promo code strategy, the hotel boosted both user engagement and conversion. The outcome highlights how thoughtful personalization can deliver immediate impact while generating high-value reservations.

495

Post-click bookings

€333,505

Post-click revenue

69

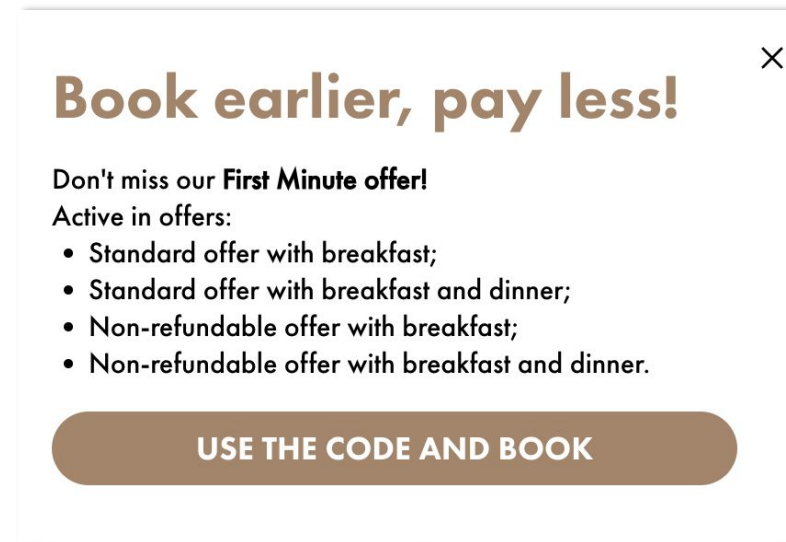
Promo code bookings



Early Bird Offers: Unlocking demand and early bookings

The “Book Early, Pay Less” campaign has become a go-to strategy for driving advance bookings. With a code-based CTA and clear savings across multiple rate plans, it effectively targeted users searching 29+ days in advance.

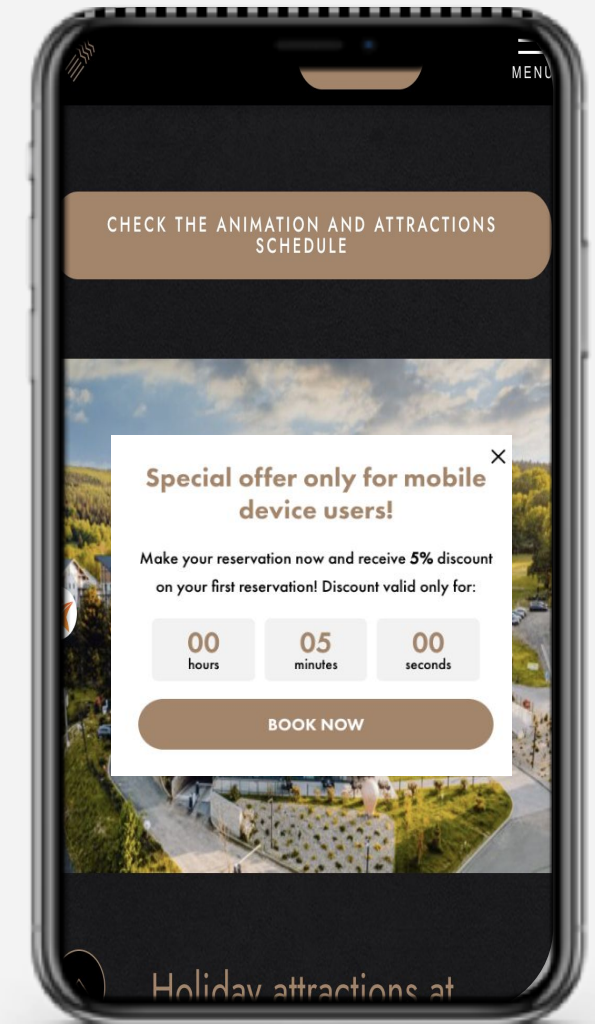
Available on both desktop and mobile, the Early Bird offer helped generate early demand and stabilize future occupancy. Its consistent performance has confirmed its value as a reliable driver of direct bookings.



Mobile First: Driving conversions with a limited-time offer

The mobile countdown offer quickly became one of the hotel's most compelling engagement tools. By clearly promoting a 5% discount for first-time bookings and limiting availability to just five minutes, the message created urgency and exclusivity.

Its minimalist format, real-time countdown, and mobile-only targeting helped drive immediate clicks and conversions. Since mobile visits typically convert at lower rates than desktop, the results were especially impressive — proving the tactic's ability to turn mobile traffic into confirmed bookings.



Targeting Couples: Romantic re-engagement done right

The romantic getaway message stood out as a highly effective re-engagement tactic for returning couples. Featuring perks like flowers, Prosecco, a couples massage, and dinner, it created a sense of indulgence and connection.

Targeting users who had visited the website in the past 30 days and searched for a double room, the campaign ran across both desktop and mobile, linking directly to the package page. With its emotional appeal, it successfully reignited interest and converted lookers into repeat bookers.



ROMANTIC TRIP FOR TWO?

Discover the magic of shared moments with a unique package. Romantic mood will provide:

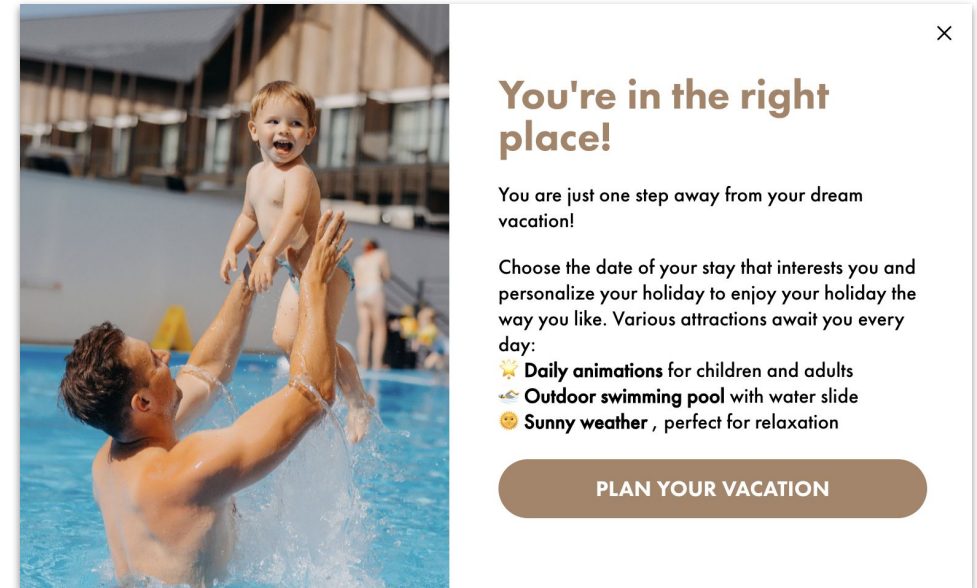
- a bouquet of fresh flowers and a bottle of Prosecco to welcome you;
- Holistic massage for Two;
- Romantic Dinner for Two.

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Summertime: A warm summer welcome for first-time visitors

The summer welcome Layer was designed to make a strong first impression on new visitors. Bright visuals, playful icons, and a warm message promoted key summer benefits like daily activities, an outdoor pool, and sunny weather.

Displayed on the homepage across desktop and mobile, it encouraged users to explore dates and redirect them to the booking engine. The campaign ran helped guide first-time visitors deeper into the conversion funnel.



Weekday Offer: Attractive discounts to boost length of stay

The weekday savings Layer offered clear, tiered discounts based on length of stay, encouraging longer bookings between Sunday and Friday.

Active on both desktop and mobile across the offers page, it appealed to all audiences and linked directly to the booking engine. This versatile campaign drove value-conscious users to commit to midweek stays.



MID-WEEK

LONGER = CHEAPER

Looking for a great value vacation? Book your stay from Sunday to Friday and save:

- 10% DISCOUNT when booking a stay of at least 2 nights;
- 15% DISCOUNT when booking a stay of at least 3 nights;
- 20% DISCOUNT when booking a stay of at least 5 nights.

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About The Hotels Network

The Hotels Network, a Lighthouse company, is an innovative technology company working with over 20,000 hotels around the globe. Boasting an international team of specialists with deep expertise in hospitality, product design, and consumer marketing, the company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.





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