

Case Study

# How Althoff Hotels Boosted Direct Bookings by +13% With Personalized Booking Experiences



## About Althoff Hotels

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Althoff Hotels is one of Europe's most refined communities of visionary hoteliers and discerning travelers. With a deep commitment to excellence and a spirit fueled by passion, the group unites Althoff Collection, AMERON Collection, and URBAN LOFT, spanning four countries across Europe.

Every property is carefully selected, personally overseen, and designed to embody individuality, craftsmanship, and exceptional guest experience. From fairy-tale castles nestled in the German countryside to chic city escapes and serene lakeside retreats in Switzerland, each stay promises character, comfort, and a true sense of place.





## The Partnership with THN

Since June 2024, Althoff Hotels has partnered with The Hotels Network (THN) to enhance the online experience across their direct channels. Known for refined, personalized hospitality, the team aimed to reflect this excellence from the very first guest interaction through the website.

The goal was to boost direct bookings by creating a more engaging digital journey. Inspired by THN's data-driven approach, Althoff Hotels ran a one-month A/B test to compare strategies, gaining valuable insights to optimize performance in real time.

The results were so positive that the brand decided to continue rolling out their direct channel strategy with THN's full-stack growth platform, strengthening connections with website visitors and driving measurable impact.

## Trial Results

After running a series of campaigns on their website and booking engine for one month, the results showed that by using THN's personalization platform, Althoff Hotels increased engagement, boosted conversion rates, and improved overall booking performance.

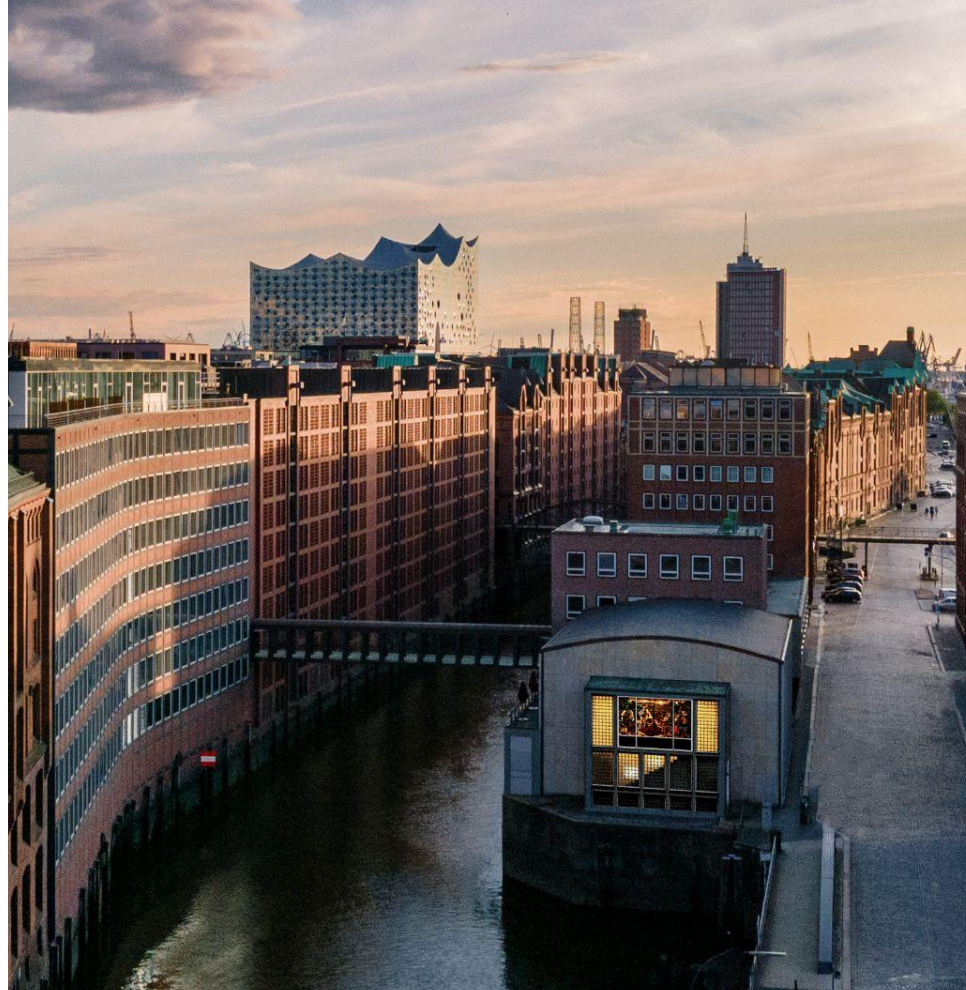
Through A/B testing, the team monitored results in real time and continuously optimized campaign elements for maximum impact. The test showed a 13% average uplift in conversion rate, with the result reaching 95% statistical significance.

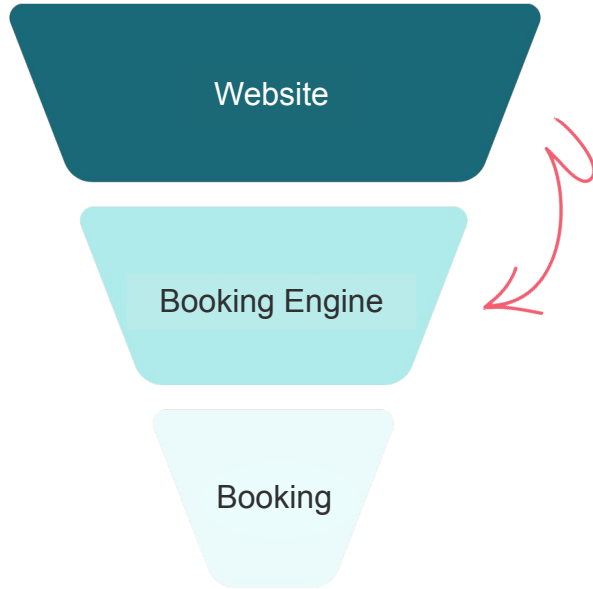
**+13%**

Uplift in conversion rate

**95%**

Statistical significance





Optimizing Website to Booking Engine Conversion

## The Setup

### Funnel Optimization: Step 1

Conversion tool  
Reviews summary

Layers  
Promoting special offer with CTA to  
booking engine

Exit Intent  
Highlighting direct booking perks with  
CTA to booking engine

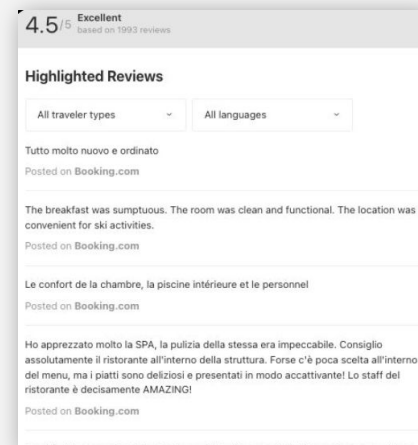
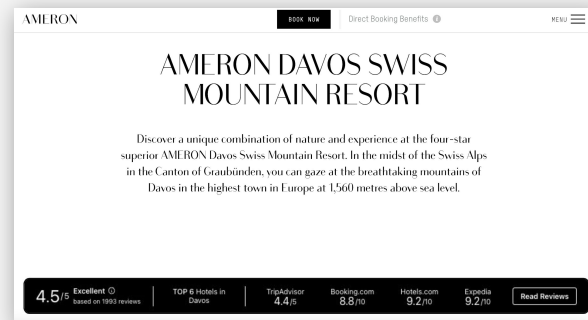
Inliner  
Highlighting offers for  
locals with geotargeting

## Reviews Summary: Highlighting Excellent Guest Ratings

By displaying THN's Reviews Summary, Althoff Hotels strengthened visitor engagement and influenced booking behavior.

Highlighting strong guest ratings across top platforms and inviting users to share their travel intentions, whether for a romantic escape, family holiday, or trip with friends, allowed the brand to better personalize the online experience.

This approach increased user confidence and helped improve conversion rates.

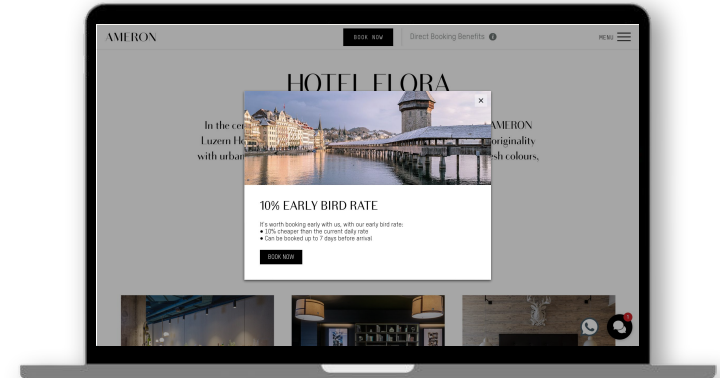
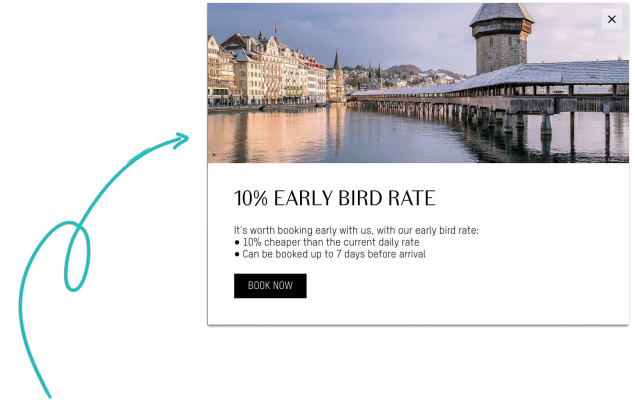


## Welcome Layer: Targeting Returning Visitors

Welcome Layers targeted at repeat website visitors enabled Althoff Hotels to re-engage potential guests already familiar with the brand.

By presenting the most relevant offer for each property, Althoff was able to make full use of the flexibility of THN's Personalization platform. Some hotels promoted Early Bird deals, while others highlighted offers for couples or stay-longer packages, allowing each property to focus on its current priorities.

This tailored approach encouraged returning users to book directly on the website, increasing the likelihood of conversion and direct revenue.

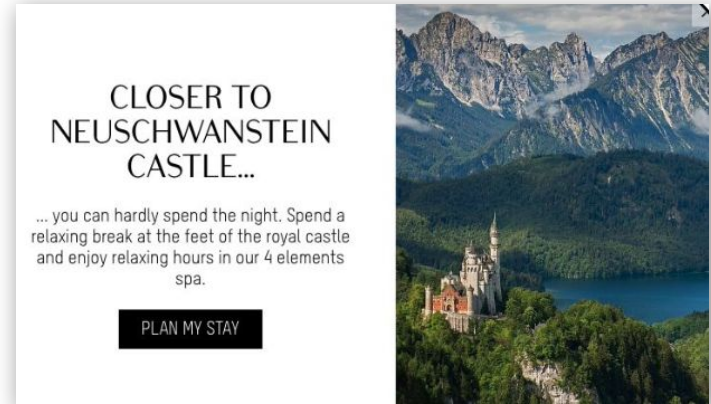


## Exit Intent: Focus on Unique Selling Points

Althoff Hotels launched an Exit Intent campaign on the homepage to reach visitors just as they were about to leave the website.

The message highlighted what makes the property special, its location near a historic castle and its exclusive spa experiences. By sharing these unique features at the right moment, the hotel reinforced its elegant image and sparked renewed interest.

This approach helped bring users back into the booking journey instead of letting them leave.

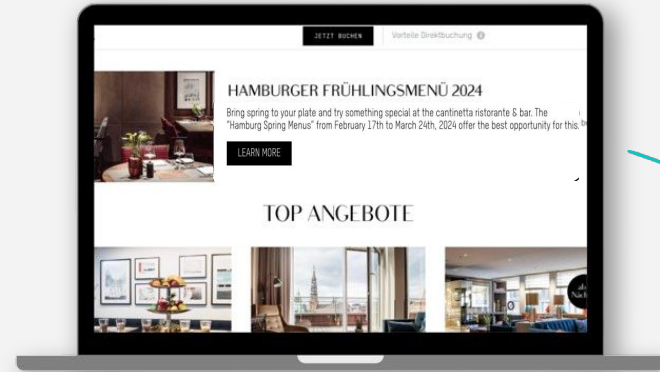


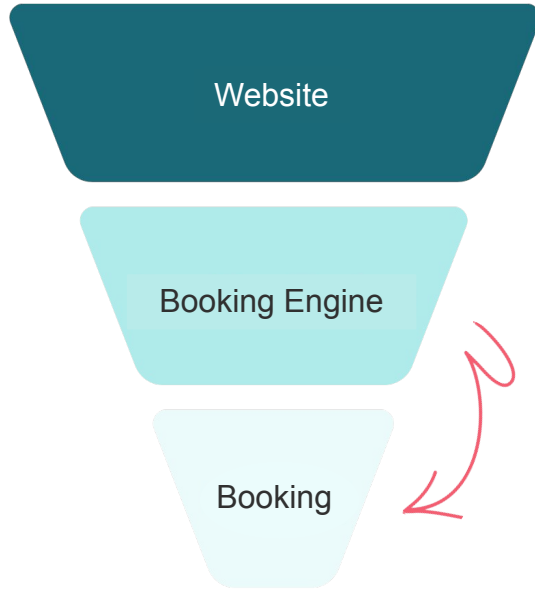
## Inliner: Geolocation Targeting

By using an Inliner with geolocation targeting, Althoff Hotels was able to deliver location-specific content that resonated with a variety of guest profiles.

Tailored offers, from local dining events in Hamburg to seasonal getaways and wedding experiences, made the messaging feel timely, relevant, and personal.

This targeted approach was seamlessly integrated into the user journey, increasing engagement by speaking directly to visitors' interests based on their geographic location.





## The Setup

### Funnel Optimization: Step 2

Conversion Tool  
Price Comparison

Exit Intent  
Highlighting direct booking perks

Smart Notes  
Targeted content for key guest segments  
(Families, couples...)

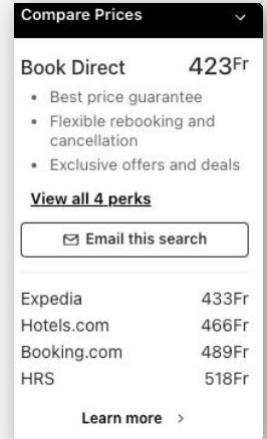
Optimizing Booking Engine to Booking Conversion

## Price Comparison: Showcasing Best Value and Perks

Althoff Hotels integrated THN's Price Comparison to build trust with website visitors and show that booking directly offers the best value.

The product adjusts by market, displaying the most relevant platforms based on each visitor's country. Althoff Hotels also customized it to highlight direct booking perks and encourage reservations through their official site.

By removing pricing doubts and emphasizing added value, Price Comparison helped drive more direct bookings and reduce dependence on third parties.



Compare Prices

**Book Direct** 423Fr

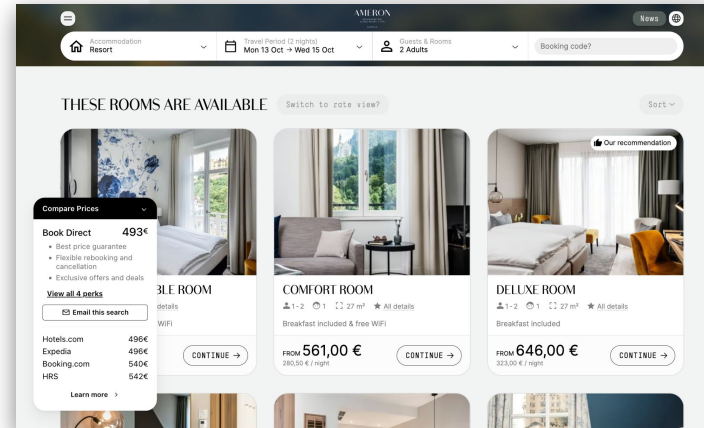
- Best price guarantee
- Flexible rebooking and cancellation
- Exclusive offers and deals

[View all 4 perks](#)

[Email this search](#)

Expedia 433Fr  
Hotels.com 466Fr  
Booking.com 489Fr  
HRS 518Fr

[Learn more](#)



Althoff Hotels

Accommodation Resort Travel Period (12 nights) Mon 13 Oct → Wed 15 Oct Guests & Rooms 2 Adults Booking code?

THESE ROOMS ARE AVAILABLE

**SLE ROOM**

**COMFORT ROOM**

**DELUXE ROOM**

**Book Direct** 493€

- Best price guarantee
- Flexible rebooking and cancellation
- Exclusive offers and deals

[View all 4 perks](#)

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Hotels.com 496€  
Expedia 496€  
Booking.com 540€  
HRS 542€


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## Exit Message: Focus on Direct Booking Benefits

Althoff Hotels used an Exit Intent message to capture the attention of visitors about to leave the site.

By highlighting direct booking benefits like best price guarantee, flexible cancellation, a wider choice of room categories, and a personal point of contact, they reminded guests why booking through the official website is the smarter choice.

This approach helped re-engage potential guests in the Booking Engine and encouraged them to continue exploring their booking options.



**DIRECT BOOKERS  
SLEEP BETTER**

You only get these advantages if you book directly on our website:

- Best price guarantee
- Flexible rebooking and cancellation
- Larger selection of room categories
- Personal contact person

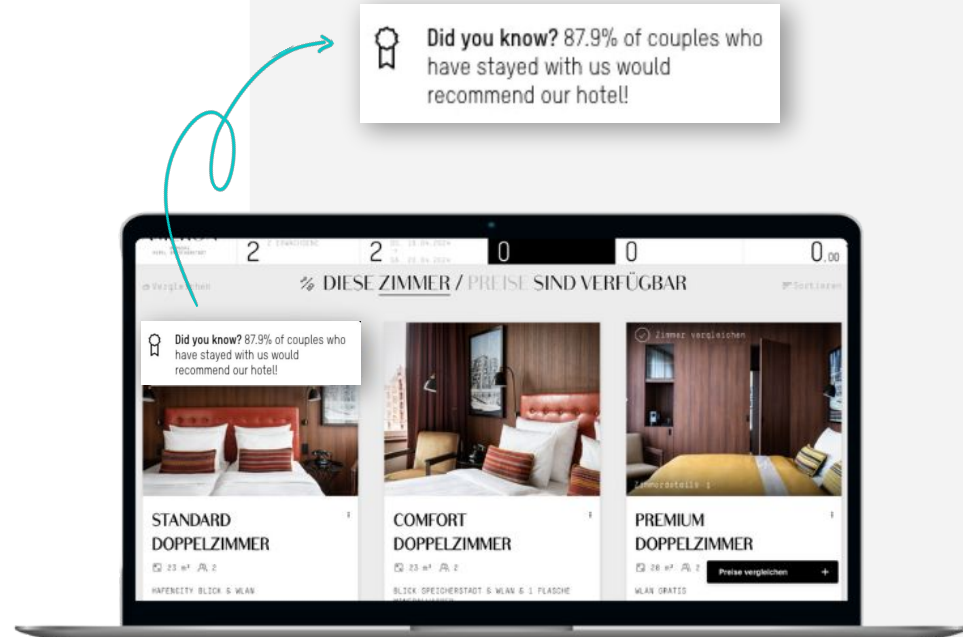
**CONTINUE BOOKING**

## Smart Note: Travel Party Targeting

Smart Notes were displayed for each travel party: couples, families, and solo travelers. This ensured every visitor received the messaging most relevant to their trip.

Couples searching for romantic getaways, for instance, saw messages noting that other couples had recommended the hotel, helping build trust throughout the booking process.

Likewise, families and solo travelers were shown messages reinforcing that the property understands their needs. This approach boosted engagement by delivering the right validation at the right time for every travel party.

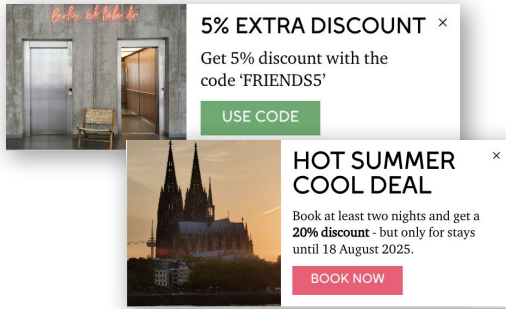


The background image shows a modern dining room with large windows, round tables, and contemporary chairs. The entire image is overlaid with a semi-transparent teal color. The text is centered in the upper half of the image.

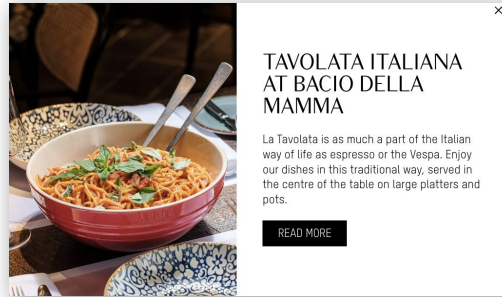
# Post Trial Rollout

After the initial A/B testing phase, Althoff Hotels has been creating impact through simplicity by developing strategies based on current needs on a property and brand level. Their ongoing campaigns can be classified into three categories, covering multiple needs at the same time: high impact, functional & targeted.

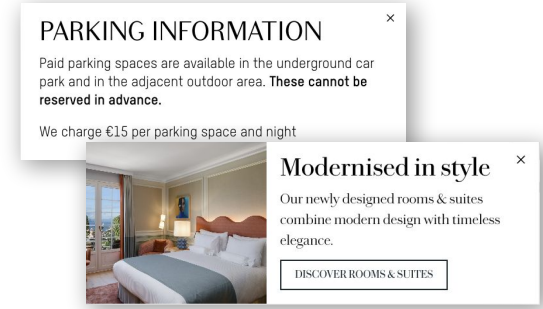
## Creating Impact through Simplicity



High Impact campaigns are focused on driving direct bookings through offers and limited-time deals.



Targeted campaigns are designed to attract local guests to promote services such as restaurants or other amenities.



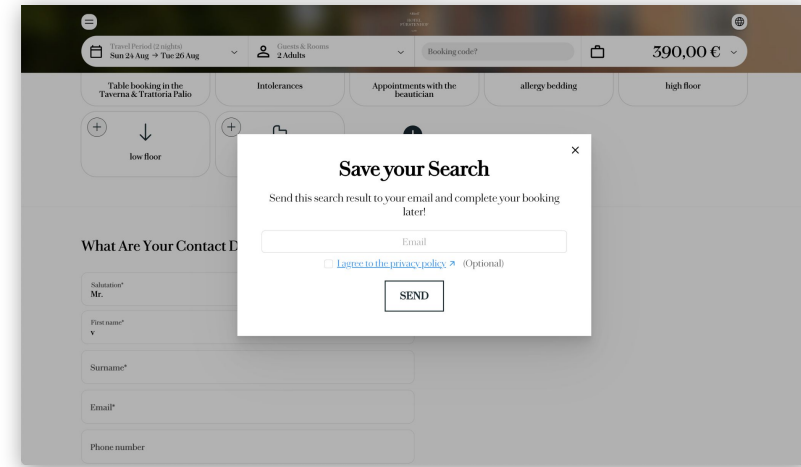
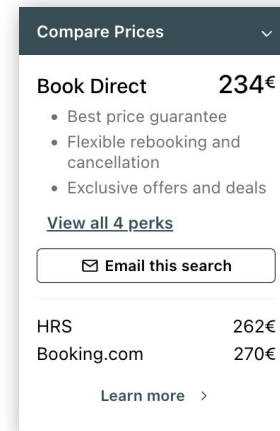
Functional campaigns highlight property updates, renovations, or special features to engage repeat guests.

## Deep Dive: Creating Impact through Simplicity

By leveraging the Saved Search feature, Althoff Hotels successfully capture bookings over the long term.

They apply the tool within both Price Comparison and Exit Messages, giving users who aren't ready to book the option to email their search results and complete their reservation later.

**+28%** Higher ABV of users who saved their search and then booked, compared to the general website ABV.





Althoff Hotels

The successful test phase convinced us to extend our partnership with THN across our entire portfolio to grow direct bookings. THN's tools are straightforward, enabling our team to launch campaigns with minimal effort and drive consistent performance. The collaboration is defined by innovation, reliability, and flexibility, making it a truly enjoyable experience and a game-changer in achieving direct results.

Sven Allmer

Director E-Commerce & CRM

Althoff Hotels



# 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.





[www.thehotelsnetwork.com](http://www.thehotelsnetwork.com)

## **Growth for your direct channel**

Headquarters in Barcelona with a team around the world

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Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver