

Boosting Direct Booking Conversions by 34%: Metro Hotel Marlow Sydney Central's Strategy

Hoteliers are always looking for ways to set their properties apart from the rest and incentivize online visitors to book direct. While competitive pricing is crucial, this is only the first step. Complementary actions can be taken to **secure guests and significantly increase direct bookings**.

This is where **SafeDirect**, travel assistance service that drives web conversion, comes in.

What is SafeDirect?

SafeDirect is a **travel assistance service** that covers expenses arising from any medical eventuality during the stay at your hotel.

Offered as an **extra benefit** to all users who book directly through the hotel's website, it not only protects guests but also gives **you added value to drive direct bookings**. With this coverage automatically included in their booking, guests can feel confident they've made the best choice without having to give it a second thought.

The Partnership

Metro Hotels is the oldest 100% Australian owned and managed hotel chain and has been offering hotel accommodation for business and leisure travel for more than 46 years. The chain's nine properties have been working with The Hotels Network (THN) since 2017.

Consistently on the lookout for new methods to tailor their website user journey, the Metro Hotels team turned to one of THN's latest innovations to advance their online visitor experience even further.

Recognizing SafeDirect as a potential catalyst for higher website conversions, Metro Hotel Marlow Sydney Central decided to offer this unique perk to their online visitors. Let's take a closer look at the impact on their direct channel performance...

Timeframe:

November 30, 2023 -
February 14, 2024

What messages were displayed?

► Smart Note on the homepage

The following message was displayed on the homepage to capture the user's attention with the attractive perk. The message reinforced that the hotel is the right choice for the visitor and included a CTA (call to action) that redirected users to the booking engine.



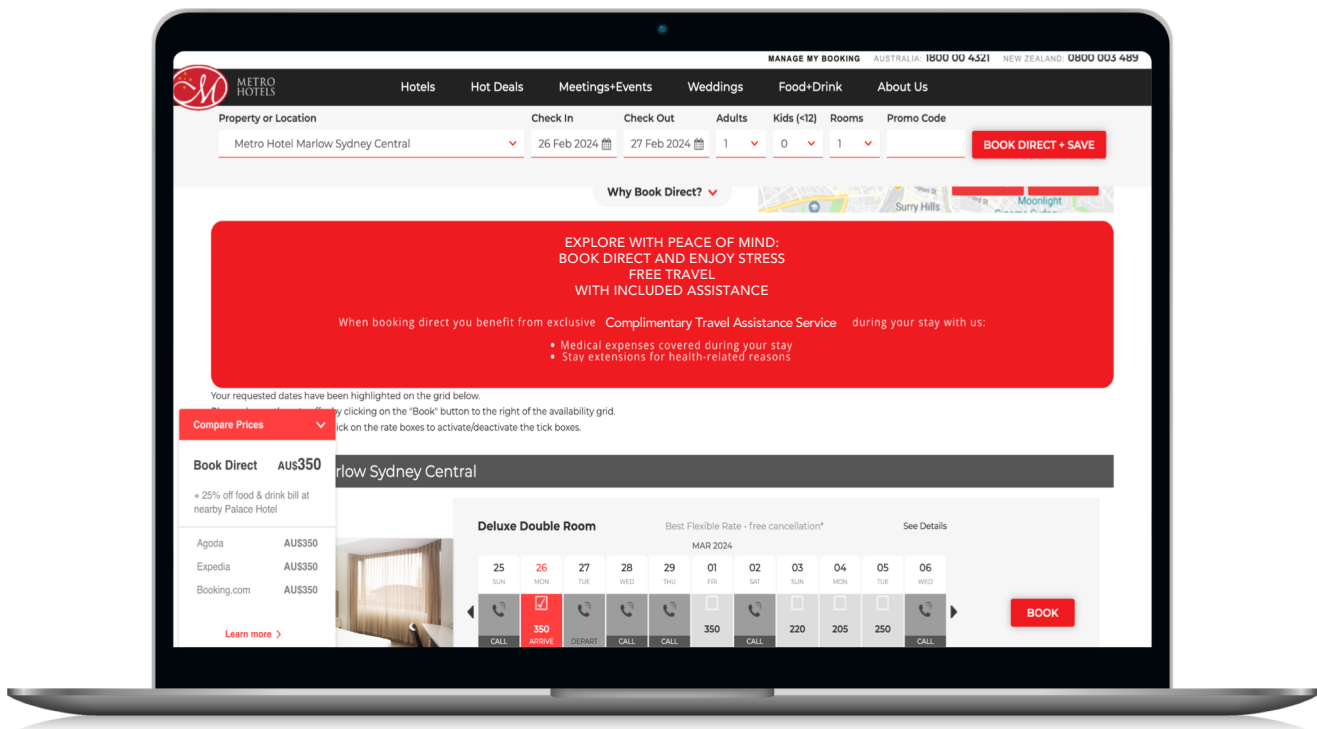
By booking on our website you get **complimentary Travel Assistance Service** during your stay at the hotel

Start planning!

► Inliner in the booking engine

Once visitors entered the hotel's booking engine, the Inliner was displayed to promote the SafeDirect perk: travel assistance service included.

The message highlighted the exclusive benefit of booking direct, guiding online visitors deeper into the booking process and providing the final nudge they needed to complete their booking.



Results

After running the campaign on Metro Hotel Marlow Sydney Central's direct channel for two and a half months, **SafeDirect** boosted both total conversion and booking engine conversion.

To get a clear picture of SafeDirect's impact, we compared the results to the compset from the same time period the previous year to account for seasonal variations. Turns out, the compset (without SafeDirect) experienced a 20% decrease in both total web conversion and booking engine conversion. This comparison helps showcase the real difference SafeDirect makes, taking into account the ups and downs of the season.

+30%

Increase in booking
engine conversion

+34%

Increase in total web
conversion

Next steps

Following Metro Hotel Marlow Sydney Central's impressive results with SafeDirect, Metro Hotels is expanding its implementation across additional properties. The success experienced at Metro Hotel Marlow Sydney Central has highlighted the potential of SafeDirect in enhancing the brand's direct channel performance. The hotel brand aims to replicate and build upon the positive outcomes achieved, to elevate guest experiences and drive direct bookings.



“

SafeDirect revolutionized our website performance. We've not only boosted our revenue but also set ourselves apart in a competitive market. The unique perk paired with the peace of mind it offers to our guests is a win-win for our direct channel marketing strategy.

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Carlie Tait

Group Ecommerce & Distribution Manager