

Small Luxury Hotels of the World

Guest centric personalization

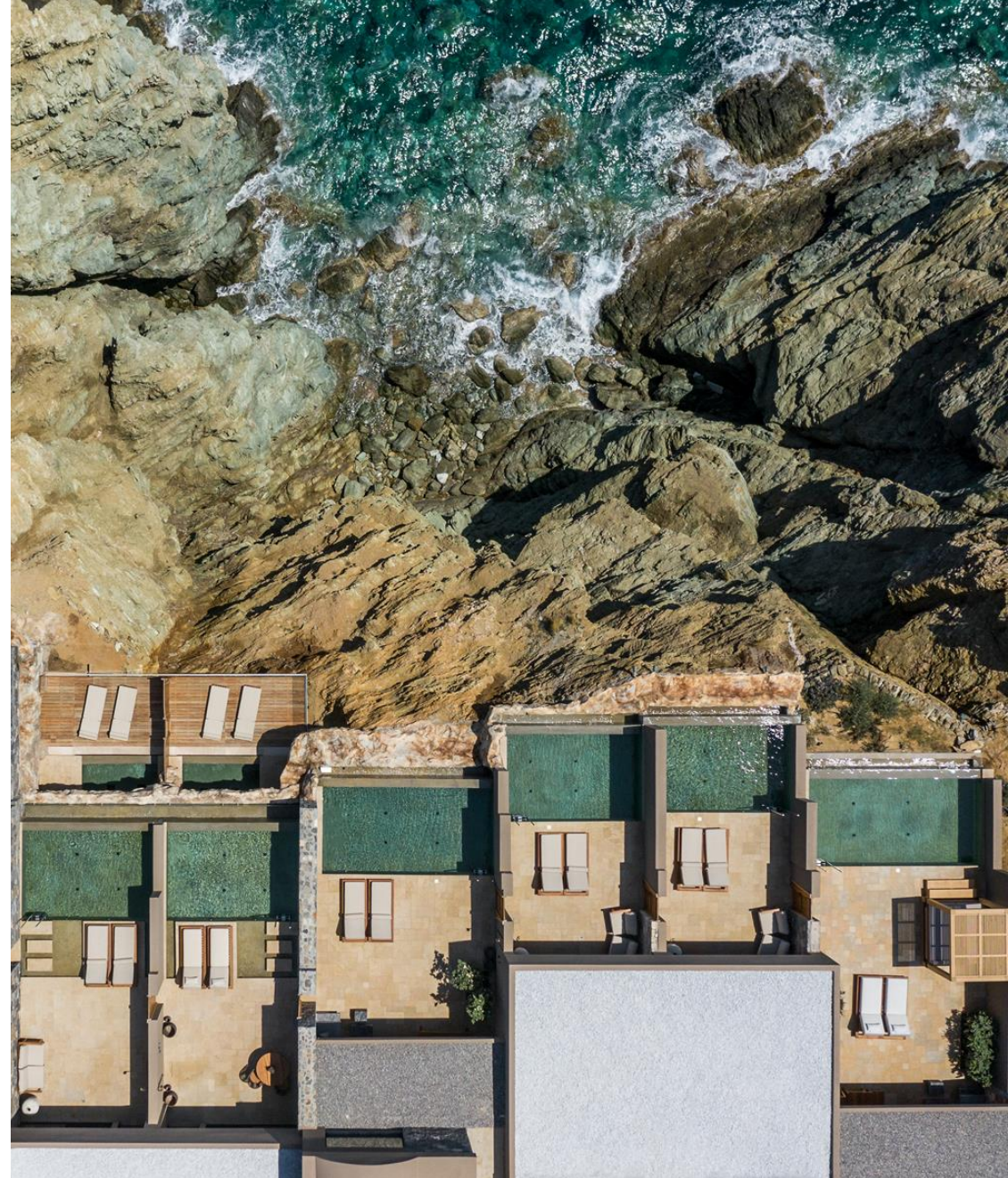


About Small Luxury Hotels of the World

Small Luxury Hotels of the World is the most desirable community of **independently minded travelers and independently spirited hotels** in the world. Each of the hotels in more than 90 countries have been personally visited, verified and vetted.

With just 50 rooms on average, Small Luxury Hotels of the World properties are able to offer secluded, discrete options with **the highest standards of luxury and guest wellbeing**. From rustic fishermen's huts and woodland treehouses to rainforest retreats, alpine chalets and desert-style 'dude' ranches, no two stays are the same in the brand's characterful collection of intimate spaces in unusual places.

Small Luxury Hotels of the World's team strives to **offer tailor-made experiences** through their properties, and recognize that this experience starts from the moment a visitor lands on the website.



The Partnership with THN

Small Luxury Hotels of the World has been working with The Hotels Network (THN) since March of 2022.

Continuously seeking new ways to personalize the website user journey, their team turned to THN to assist them in further enhancing the online guest experience.

Inspired by THN's innovative and customer-focused approach, the team's primary objective through this partnership was to enhance conversion rates by improving the direct booking experience from the moment visitors land on the hotel website.

Leveraging various tools from THN's extensive full-stack growth platform, including features such as Exit Messages, Price Comparison, and Predictive Personalization, helped them do just that. Let's dive into some success stories they experienced over the 15 week period...



Encouraging users to join their loyalty program

Small Luxury Hotels of the World encouraged users to join their loyalty program. They used various marketing messages to entice website visitors to sign up.

These layers showcased different incentives. For example, one message offered immediate benefits when booking on the website, while another addressed users who were leaving the site without logging in, explaining that they could receive unique benefits like a 10% Member Exclusive Rate if they joined the loyalty program. The bookings influenced by this campaign made up **2.1% of all reservations** made, as well as **2.2% of the revenue**.

Immediate Benefits at More Than 500 Hotels

Join INVITED to get exclusive benefits from your very first stay such as a **10% member offer**, **late check-out**, **priority upgrades**, **reward vouchers** and more.

JOIN NOW



Leaving Again?

We notice you still haven't logged in.

Join INVITED to experience service excellence, flexibility & unique benefits like our 10% Member Exclusive Rate.

FIND OUT MORE ABOUT INVITED



Join INVITED to enjoy immediate benefits such as a **10% off**, **daily breakfast**, **room upgrades**, **reward vouchers** and more.

JOIN INVITED

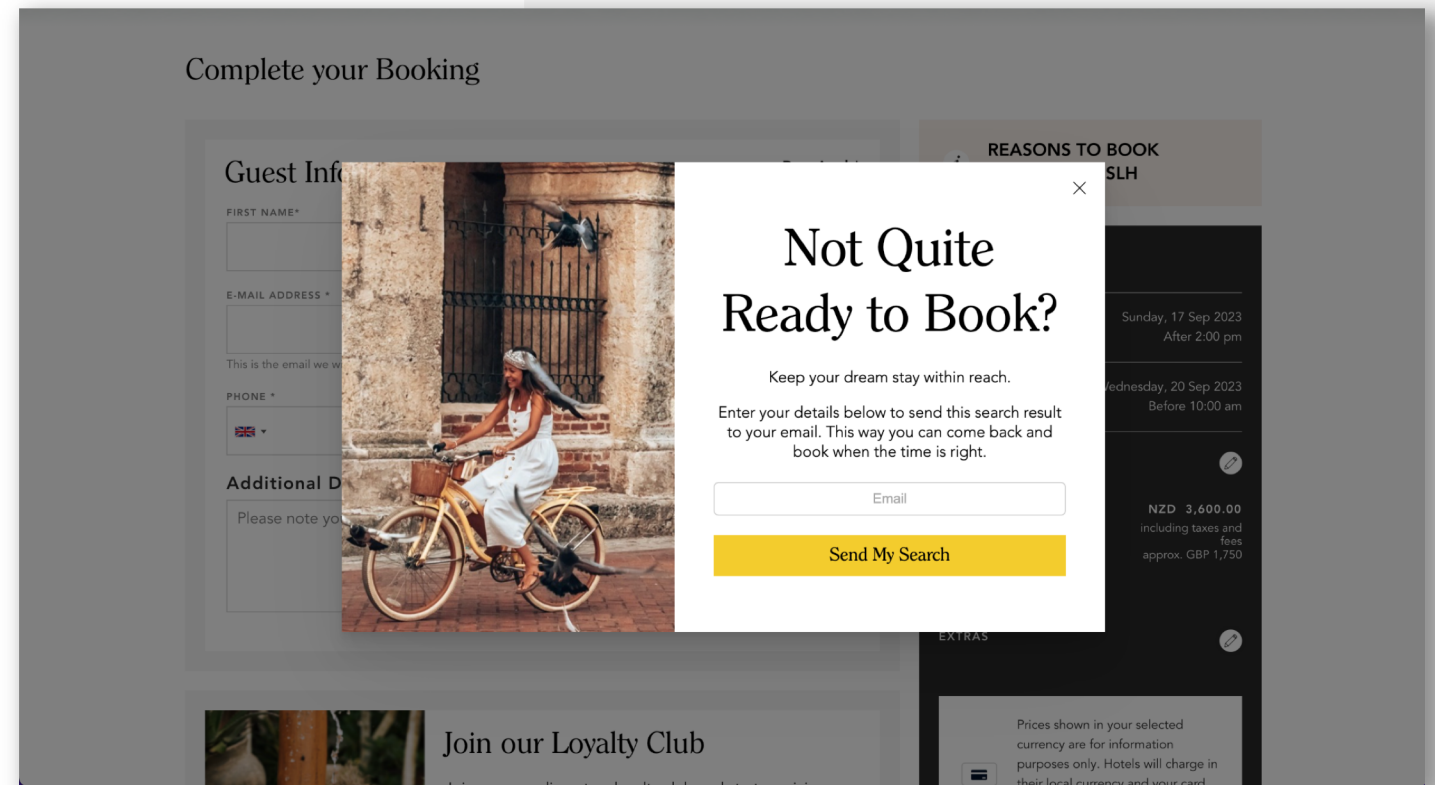


And for the visitors that weren't quite ready to book...

Small Luxury Hotels of the World introduced **Saved Search** for users that weren't ready to complete their reservations in the moment, allowing them to save their search and receive it via email for future reference. By empowering users with the flexibility to revisit their search at their convenience, the brand not only enhances the overall user experience but also successfully converts lookers into bookers.

21%

of users that saved their search returned to complete their booking.



How does Predictive Personalization work?

The concept of leveraging technology to optimize the user experience and increase hotel revenue simultaneously is what we call **Predictive Personalization**. This unique product follows a two-step process comprised of a predictive algorithm and website campaigns managed by THN's experts.

1. First, an **algorithm using machine learning** assigns a value score to each user in real time, based on their likelihood of completing a reservation and other behaviors.
2. It then **personalizes the user experience** by automatically delivering the most suitable offers and content depending on the value score.

With Predictive Personalization, hotels can easily adapt their commercial strategy on the fly, creating **value-targeted campaigns** and increasing direct bookings while reducing promotional costs.

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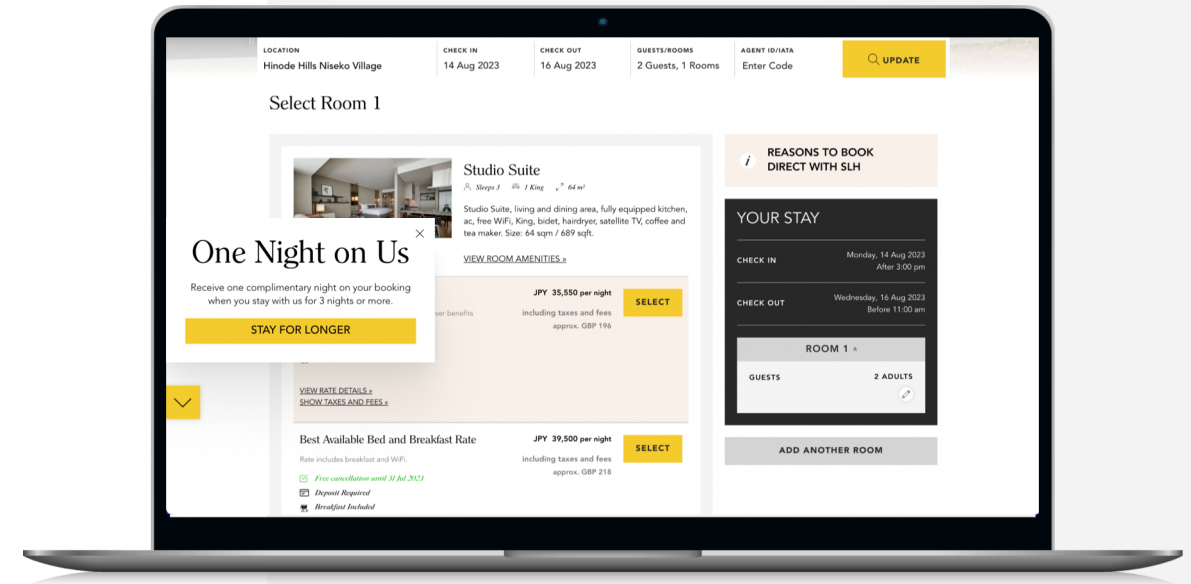
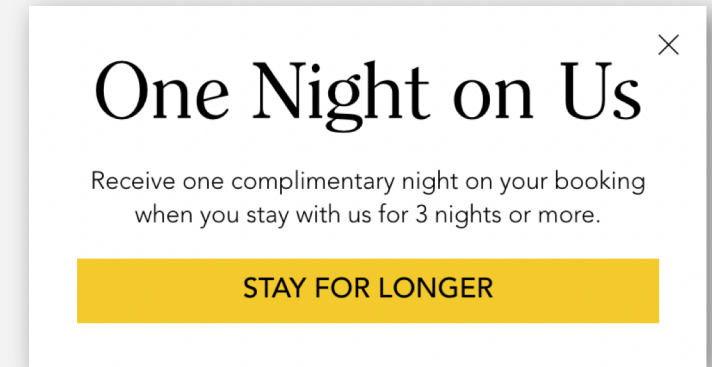


Targeting users with high travel date flexibility

The "One Night on Us" campaign aimed to reach users detected to have high flexibility in the dates of their stay. Small Luxury Hotels of the World displayed an exclusive message to these visitors offering to add a complimentary night to any booking made for three nights or more.

Compared to the same time period from the previous year, the brand experienced the following conversion increases...

- 3-night booking by **5.6%**
- 4-night booking by **18.2%**
- 6-night booking by **100%**
- 7-night booking by **22.2%**



Targeting low-intent users with high spend

The "Suite Deal" campaign strategically targeted low-intent users with high spend potential, offering a compelling 20% discount on suites. The results underscore the campaign's effectiveness in attracting high-value guests with a low likelihood of booking to drive revenue growth.

2x ABV (Average Booking Value)

Users who interacted with this campaign spent twice as much as those in the control group.

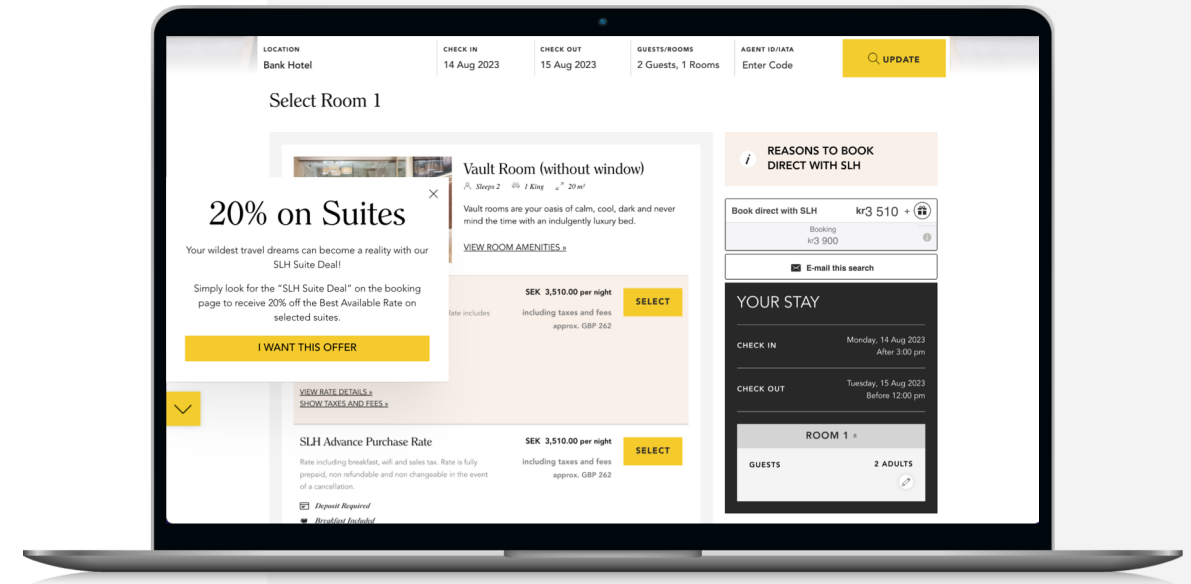
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20% on Suites

Your wildest travel dreams can become a reality with our SLH Suite Deal!

Simply look for the "SLH Suite Deal" on the booking page to receive 20% off the Best Available Rate on selected suites.

I WANT THIS OFFER



Targeting low flexibility in booking dates

In order to boost their early bookings, Small Luxury Hotels of the World launched a campaign targeting online visitors with limited flexibility in their travel dates. They executed the plan with a message displaying the compelling incentive of 20% off "Advance Purchase Rate" to catch the eye of users that were detected to have low flexibility in booking dates. The bookings influenced by this campaign made up **4.3% of all reservations made**, as well as **4.3% of the revenue**.

26%

of users clicked on the message to join.

11%

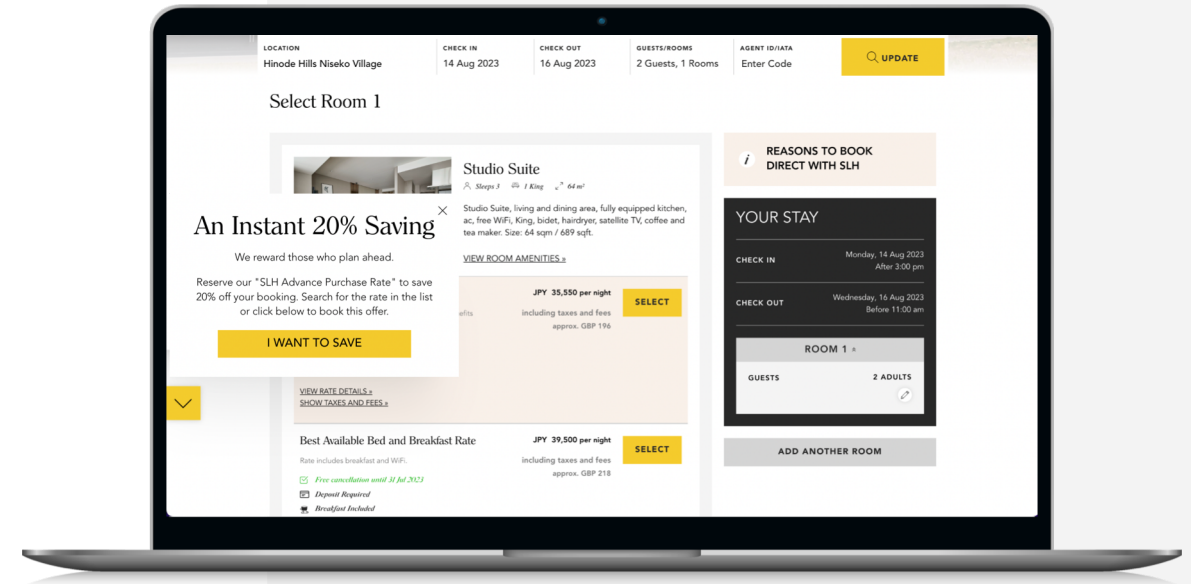
of these users ended up completing a reservation.

An Instant 20% Saving[×]

We reward those who plan ahead.

Reserve our "SLH Advance Purchase Rate" to save 20% off your booking. Search for the rate in the list or click below to book this offer.

I WANT TO SAVE



Targeting high-intent users with high spend

The "Spa" and "Gourmet" campaigns were crafted to capture the interest of guests inclined towards premium offerings, targeting website visitors with high intent to book and high spending potential. The strategy resulted in a much higher ABV (Average Booking Value).

3x ABV (Average Booking Value)

Users who interacted with this campaign spent three times as much as those in the control group.

×

Gourmet Stay

Enhance your stay by adding a 3-course dinner.

Feeling hungry at the thought? Search for our "Gourmet by SLH" rate to add this gastronomic experience.

I WANT THIS OFFER

×

Rejuvenating Stay

Rest and rejuvenate with an enriching spa stay.

Just thinking about a relaxing massage puts you at ease, right? Just select our "Spa by SLH" rate to book this experience.

I WANT THIS OFFER

The Results

After running the campaigns for three and a half months, the results showed that by using THN's suite of Conversion and Personalization products, including Predictive Personalization's machine learning algorithms, Small Luxury Hotels of the World increased conversion rates, bookings, ABV and revenue.

2x ABV

With "Suite Deal" campaign targeting low-intent users with high spend

3x ABV

"Spa" & "Gourmet" campaigns targeting high-intent users with high spend

21%

of users that saved their search returned to complete their booking



About The Hotels Network

The Hotels Network 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

Growth for your direct channel

Headquarters in Barcelona with a team around the world

Athens · Austin · Bangkok · Barcelona · Colombo · Frankfurt · Hong Kong · Istanbul

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