

Abigail's Hotel

How the hotel achieved a 78% increase in direct bookings leveraging predictive AI

About Abigail's Hotel

Abigail's Hotel is a boutique, adults-only property in Victoria, British Columbia, set within a historic Tudor-style manor. Blending classic European charm with modern comforts, the hotel offers an intimate and elegant experience designed for guests seeking a refined and peaceful stay.

The property is known for its personalized service, individually designed rooms, and tranquil gardens, creating a warm and welcoming atmosphere for couples and leisure travelers. Located close to Victoria's Inner Harbour and cultural attractions, Abigail's Hotel provides a distinctive boutique alternative for guests looking to explore the city while enjoying a quiet and exclusive retreat.



The Partnership with THN

Through its partnership with The Hotels Network (THN), Abigail's Hotel introduced **Predictive Personalization** into its direct booking journey.

By leveraging machine-learning models, THN enabled the hotel to analyze visitor behavior in real time and predict which users were most likely to convert. The strategy focused on activating personalization where it would drive the greatest incremental impact, increasing bookings while minimizing unnecessary discounting.

The campaign ran for six months, offering a 10% discount on the Standard Rate only to low-intent visitors at moments of hesitation, while medium- and high-intent users continued without incentives.



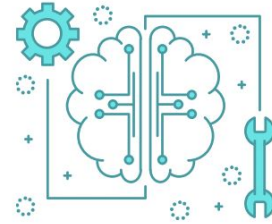
Predictive Personalization: How It Works

As part of their direct channel optimization efforts, Abigail's Hotel tested Predictive Personalization on its website, leveraging AI to boost conversions. This solution follows a two-step process combining a predictive algorithm with website campaigns managed by THN's experts.

1. First, an AI-powered algorithm assigns each user a real-time value score based on their likelihood to book and other behaviors.
2. It then personalizes the user experience by automatically delivering the most relevant offers and based on that score.

With Predictive Personalization, hotels can adapt their commercial strategy in real time, creating value-targeted campaigns to increase direct bookings while reducing promotional costs.

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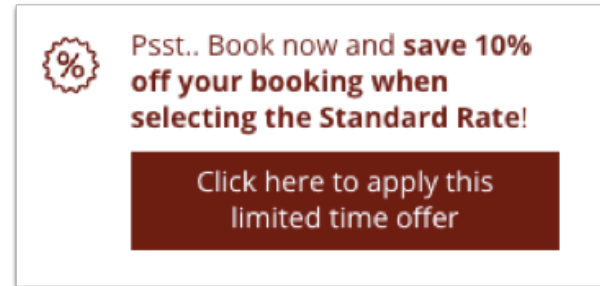


Low-intent messaging

The objective of the campaign was to generate incremental bookings from booking engine visitors with low booking intent, without cannibalizing conversions from high-intent users or increasing overall discount exposure.

Rather than relying on broad promotional strategies, Abigail's Hotel aimed to address a specific challenge in the booking journey: converting users who showed interest but were unlikely to complete a reservation without additional motivation.

Predictive Personalization made it possible to focus promotional efforts only where they could influence behavior, ensuring that incentives were not applied broadly across the booking journey and that rate integrity was preserved.





The Results

Over the six month period of the campaign, Abigail's Hotel recorded a clear uplift in direct channel performance by targeting low-intent booking engine visitors with tailored incentives. Over the campaign period, the hotel achieved a **+75% year-over-year increase** in conversion rate, alongside a **+77% growth** in total bookings compared to the same period the previous year.

The low-intent campaign showed strong user engagement, generating an **11% click-through rate**, confirming the effectiveness of intent-based messaging in recovering bookings that would otherwise have been lost.

By applying incentives only when predictive signals indicated low booking intent, Abigail's Hotel was able to drive incremental growth while avoiding unnecessary discounts for high-intent users.

+75%

conversion uplift

+77%

growth in bookings



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Working with The Hotels Network has helped us take a more intelligent and efficient approach to our direct booking strategy. Predictive Personalization allowed us to engage guests in a more relevant way, focusing incentives only where they made a real difference.

The results clearly demonstrate the value of intent-based personalization in driving incremental bookings while maintaining control over our promotional strategy. It's a partnership defined by expertise, flexibility, and measurable impact.

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Allison Fairhurst PCP
General Manager
Abigail's Hotel

About The Hotels Network

The Hotels Network, a Lighthouse company, is an AI-first technology company working with over 20,000 hotels to power their direct channel through a full-stack growth platform. With a team of experts in hospitality, product design, and digital marketing, the company helps hotel brands attract, engage, and convert guests through data-driven tools and personalization.

Its platform combines price comparison, review summaries, benchmarking, and a suite of personalization capabilities that tailor messaging and offers in real time. This includes Predictive Personalization, powered by an AI-driven algorithm that anticipates user behavior, and BenchDirect, providing unique competitive insights for the direct channel. Recent innovations also include KITT, an AI-powered Front Desk Agent, and Connect AI, enabling hotels to be discovered and booked in ChatGPT and other AI-driven search 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 fourth year in a row, most recently named the [Best Direct Booking Tool for 2026](#) in the prestigious HotelTechAwards.





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