

Hotel Website Personalization Techniques That Work

Effective strategies to engage with visitors and boost direct bookings

The Importance of Hotel Website Personalization

Travelers today crave personalized experiences and seek tailored offers that align with their individual preferences. To stay competitive and attract more guests, hotel brands must **harness the power of personalization**.

Personalization applies across the entire guest journey, from initial research and online booking to the on-property guest experience and post-stay interactions. In this guide, we'll specifically focus on the **booking phase**.

We'll provide a brief introduction to the types of personalization tools and targeting options available. Then we'll showcase a series of winning examples to help you deliver a **seamless, optimized online experience** that will convince visitors that your hotel is the perfect choice for their stay.



Choosing the Best Combination of Message Formats

Creating impactful personalization campaigns can be best achieved by leveraging a variety of display types and formats. The Hotels Network platform provides extensive design possibilities, allowing full customization to align with your brand.

Choosing the right format is crucial in engaging your hotel website visitors and maximizing direct conversions. Make sure to carefully select a combination of messages that perfectly suits your campaign's objectives.

Smart Notes

Nudge users towards a booking with real-time notifications

Layers

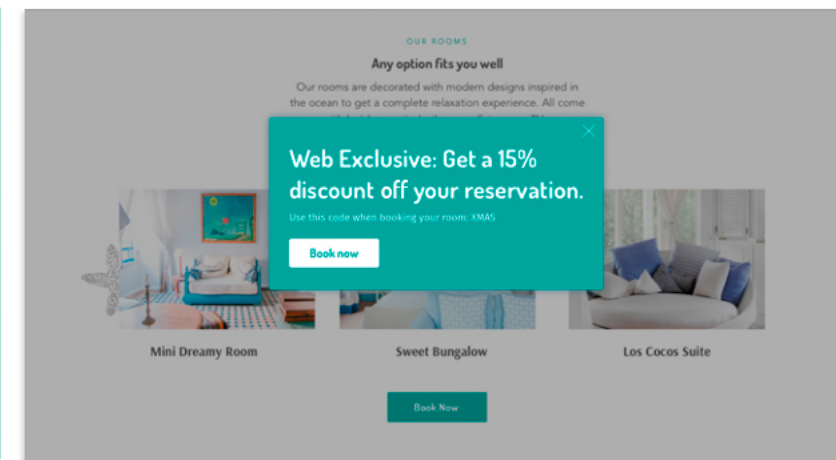
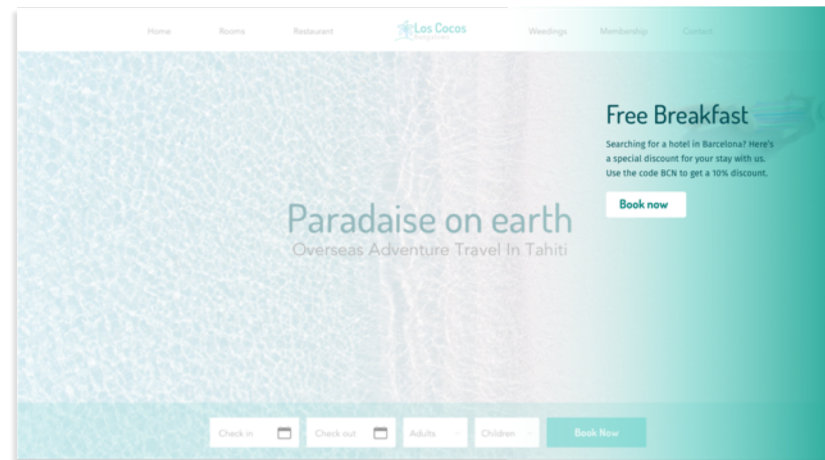
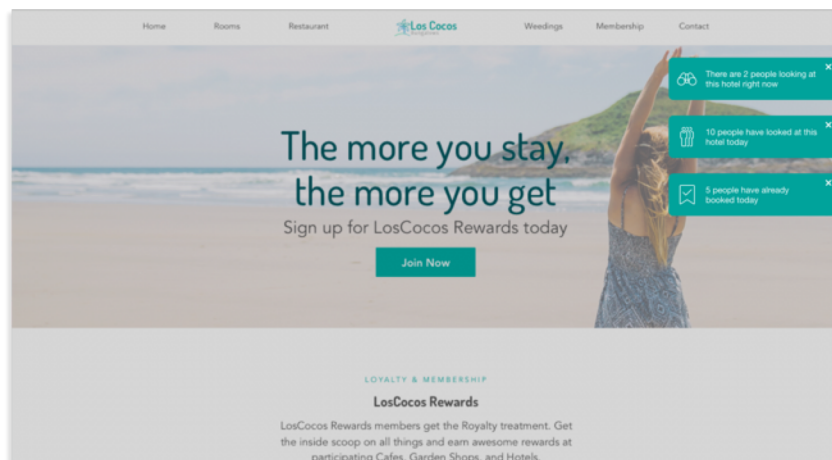
Create a personal and engaging user experience

Inliners

Seduce users with subtle messages without interrupting the UX

Exits

Persuade abandoning visitors to stay on your website



Optimizing Personalization Using Advanced Targeting Options



Timing

- Date range
- Days of the week
- Time of day
- Timezone



Demand

- Stay dates
- Stay days of the week
- Release
- Length of stay
- Booking value and availability



Travel Party

- Number of adults
- Number of children
- Number of rooms



Visitor Profile

- Location
- Source



Visitor Behavior

- Visitor status
- Previous interactions



Custom Targeting

- Device
- URL variables
- CRM



A modern dining room with large windows, round tables, and chairs. The image is overlaid with a teal gradient.

Personalization based on Timing

Date range, time of day and time zone

Highlight Your Exclusive Direct Booking Offers

Expiring soon!

Time-sensitive offers are a great way to drive users to complete their reservation instantly. No one wants to miss out on a too-good-to-be-true deal!

Be sure to effectively communicate these to your website visitors while the offer is active, including a simple yet powerful [countdown clock](#) to create a sense of urgency and excitement among users.



The screenshot displays the Hard Rock Hotel Tenerife website. The header includes navigation links: HARD ROCK HOTELS, ENGLISH, CONTACT, LOCATION, GALLERY, and a phone number 900 49 45 51. The main navigation bar lists: ROOMS & SUITES, ROCK ROYALTY, SPECIALS, ROCK SPA*, AMENITIES, DINING, ENTERTAINMENT, and PL. The hero section features a sunset background with palm trees and a swimming pool. The text reads: "The rock is back in Tenerife!" followed by "Up to 35% off" with a "promocode REOPEN" button, and "Kids free* + Flexible Cancellation". A "REOPENING NOVEMBER 13TH" button and a "Book now" button are also present. A white box at the bottom contains a lightning bolt icon, the text "30% OFF! 48 Hours Rock Deal", "Book now your holiday in Tenerife from November the 13th with 30% discount and kids stay free. Free cancellation.", and a countdown timer showing 14 hours, 04 minutes, and 45 seconds.

HARD ROCK HOTELS ▾

ENGLISH ▾

CONTACT LOCATION GALLERY

900 49 45 51

ROOMS & SUITES ROCK ROYALTY SPECIALS ROCK SPA* AMENITIES DINING ENTERTAINMENT PL

The rock is back in Tenerife!

Up to 35% off **promocode REOPEN**

Kids free* + Flexible Cancellation

REOPENING NOVEMBER 13TH Book now

30% OFF! 48 Hours Rock Deal

Book now your holiday in Tenerife from November the 13th with 30% discount and kids stay free. Free cancellation.

14 04 45
hours minutes seconds

<https://www.hardrockhoteltenerife.com/autumn-offers.htm>

Leverage Events Happening in Your Destination

arity Ukraine: we're joining the city of Biarritz efforts & collecting at the reception 1st necessity products & clothes for donations 🇺🇦

OFFERS GAL

HBORS THE HOTEL CONTACT

Stay & Run 🏃🏃

After the Biarritz Marathon on June 5th, enjoy :

- 🇩🇪 A welcome with detox juice and dried fruits
- 🍌 An adapted breakfast on request
- 🍷 Two glasses of wine in our restaurant Maître Renard
- ⚡ 15% discount from 50€ on LUZ collection e-shop
- 🕒 Late check out at 1pm

Offer from €180 - book by phone at +33 5 59 24 20 39 or by email at contact@hotel-saint-julien-biarritz.fr

Contact us!

Hotel features 20 comfortable rooms d
ure stay. You will enjoy all the charm
country building.

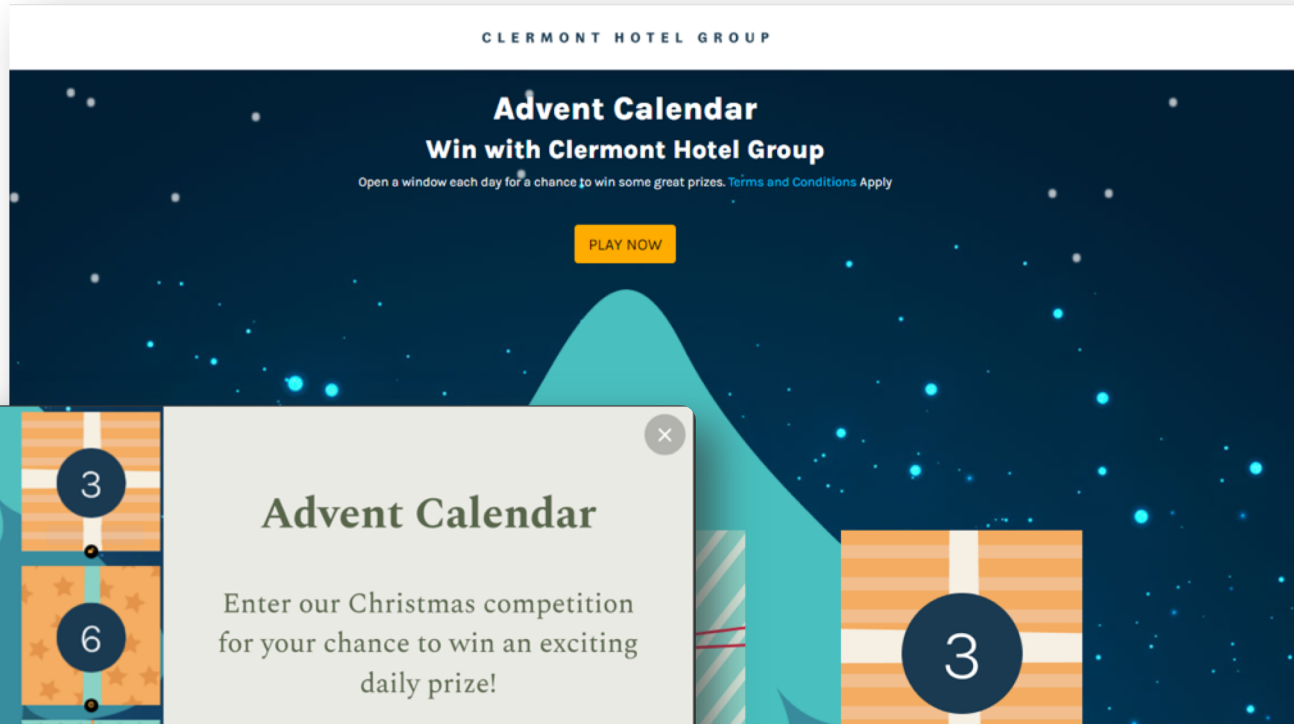
Celebrate locally

We're not just talking about events that are happening at your property. Take advantage of other local events to boost demand and direct reservations.

Is it Marathon weekend? Promote perks tailored to runners such as detox juice, dried fruits, specially adapted breakfast, and that well-deserved glass of wine to celebrate crossing the finish line.



Drive Traffic to Your Marketing Campaigns



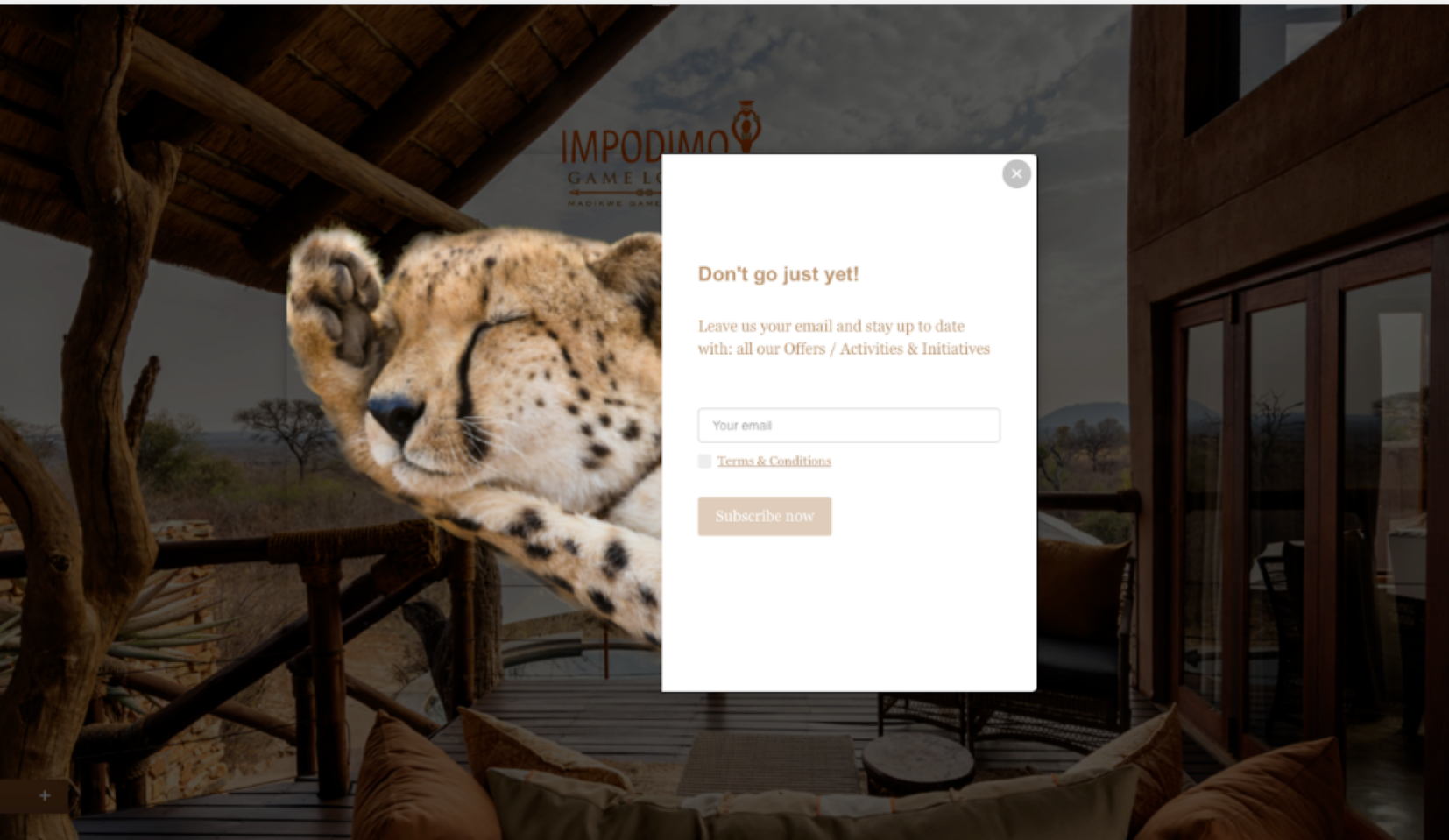
Make it fun!

If your marketing team crafted a creative online campaign, why not let everyone know?

Be sure to showcase your initiatives so they catch the attention of your website visitors. This is a fantastic way to invite your users to participate in engaging online experience while driving more reservations on your direct channel.



Capture the Emails of Visitors Not Ready to Book

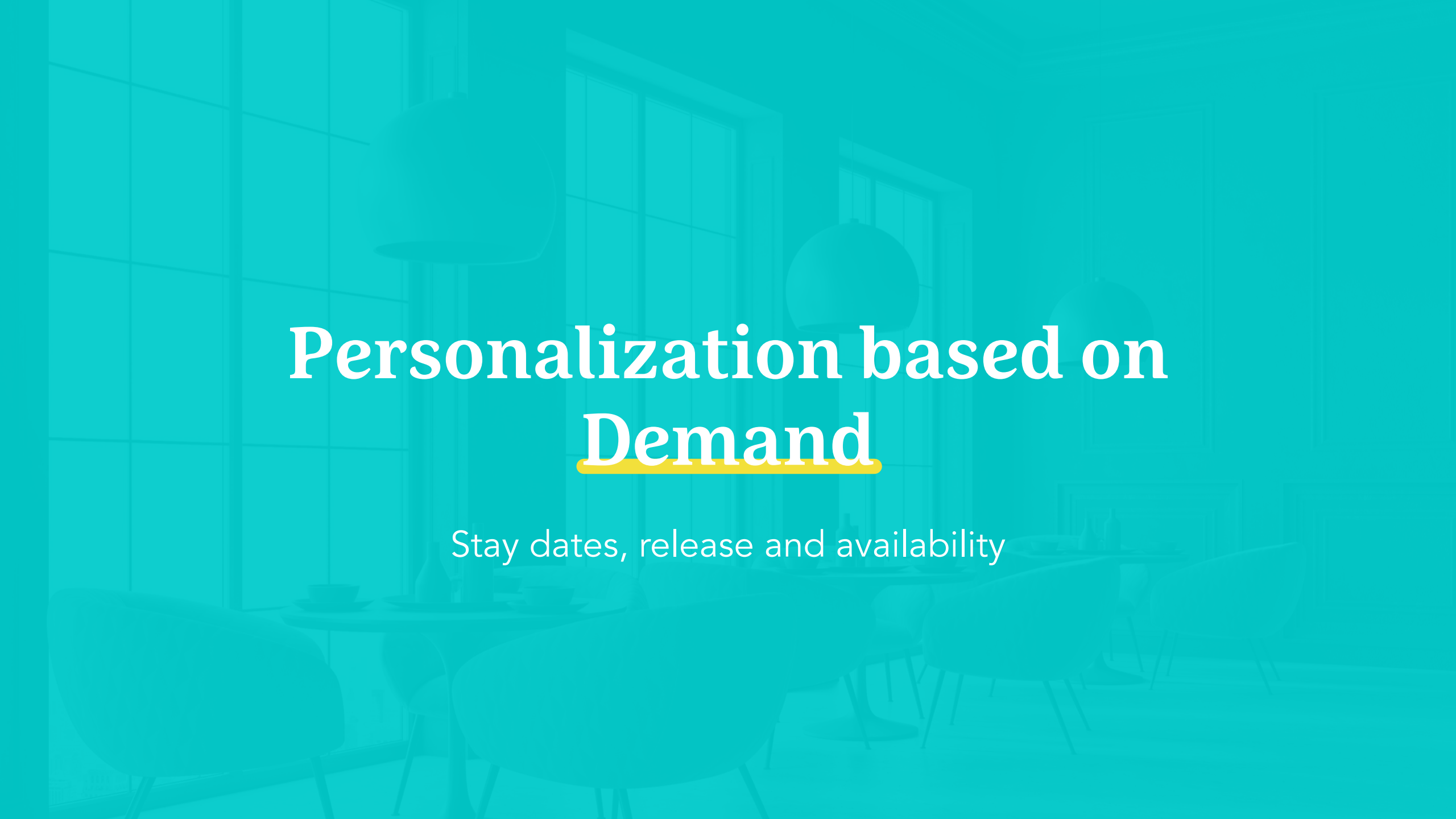


Stay in touch

Visitors may not be ready to book on the first visit to your website, but their exit from the website should never be a goodbye.

Whenever you identify abandoning users, use an [email capture](#) form to encourage visitors to share their contact details. This is an effective way to grow your database of potential guests for future marketing campaigns.





Personalization based on Demand

Stay dates, release and availability

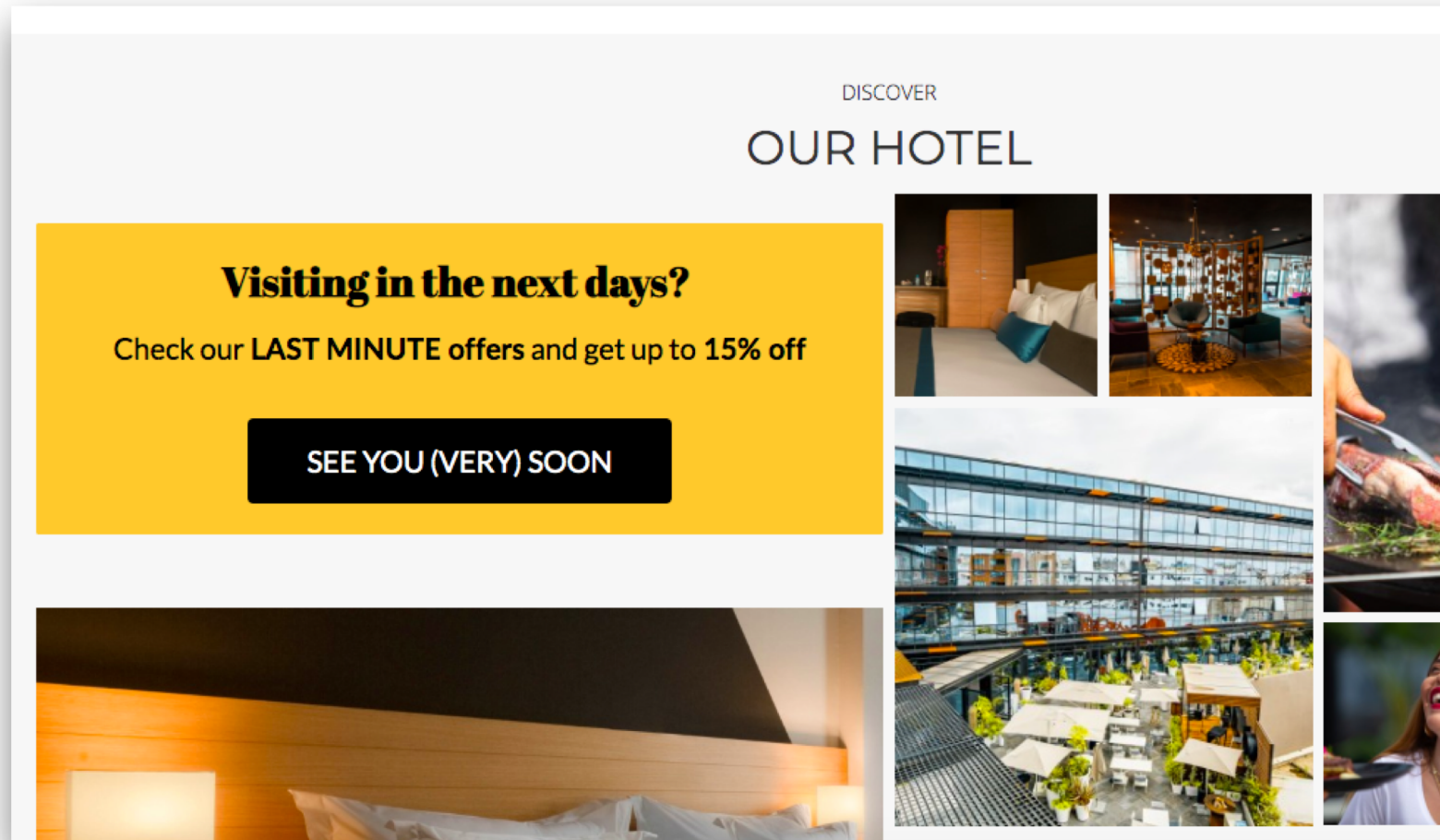
Encourage Last Minute Reservations

See you soon!

Chances are that visitors searching last-minute are looking for the best deal out there, so why not offer them just that?

To capitalize on their interest, use targeting rules to display an irresistible offer that must be acted on quickly.

What's more, with Inliners, you can effortlessly integrate stunning designs into your website, allowing you to update your communications regularly, no coding required.



Upsell Personalized Packages Based on Specific Searches

Fancy an upgrade?

Upselling is a great opportunity to increase your hotel's average booking value.

Be sure to create exclusive packages that include some of the most unique offerings your property has and tailor them to specific booking dates, lengths of stay, and even the number of travelers.

Showcasing appealing choices can really help to capture the interest of potential guests. What's more, by ensuring your messages are displayed when the search matches the established criteria, you'll guarantee the right offer is being shown to the right visitor at the right time.

BOOKING SUMMARY

CHECK IN
11 OCT
TUE 2022

CHECK OUT
14 OCT
FRI 2022

NIGHTS
3

Search again

Are your dates flexible? ☐ NO

Book Direct 411€ +

Congrats - you found the best rate online with free cancellation!

Hotels.com 441€ Expedia 442€ Booking.com 447€

E-mail this search

WHY BOOK WITH US?

☒ Save €10

☒ Free Cancellation

☒ No Booking Fee

☒ Free Shuttle

Book direct and SAVE €10!

Room Only Rate

VIEW DETAILS

From €411.00 total stay

Double Room for Single Use	€411.00 total stay	-	0	+
Double Room	€417.00 total stay	-	0	+
Twin Room	€417.00 total stay	-	0	+
King Suite	€507.00 total stay	-	0	+
Family Suite	€567.00 total stay	-	0	+
Triple Room	€492.00 total stay	-	0	+



More Space, More Comfort!

Upgrade your stay with our King Suite, Family Suite or Accessible Suite for extra comfort, your own living space and a kitchenette!

Keep Browsing



Attractive Deals for Weekend Travelers

The screenshot displays a hotel booking page with a prominent overlay for a weekend stay deal. The overlay features a woman in a hotel lobby and the text: "STAY THE WEEKEND", "Add an extra night to your stay and get 25% off", and a button labeled "Extend my stay".

Check-in: Sat, Jul 10, 2021
Check-out: Sun, Jul 11, 2021

Your Stay
Check-in: 10 PM
Check-out: Before 12:00 PM
Sun, Jul 11, 2021 - Sun, Jul 11, 2021

STAY THE WEEKEND
Add an extra night to your stay and get 25% off
[Extend my stay](#)

Room details
Best Available Rate Room inc breakfast **SEK 3,000**
Per Night
Including Taxes & Fees

Breakfast Included
✓ **Free cancellation up to 6PM 1 day before arrival**
Guaranteed with Credit Card
Rate includes breakfast- tax and wifi

[Book Now](#)

[Reviews Summary](#) +

Stay the weekend

Increase bookings on shoulder nights instead of having Saturday night stand-alone bookings.

By targeting visitors planning to stay solely on Saturday night at your hotel and showing them a tempting offer to extend their weekend, you can boost occupancy on dates with low demand while increasing the average booking value.

How does a 25% discount for an extra night sound?



Encourage Your Visitors to Stay a Little Longer

The screenshot displays the hotel's website with a navigation bar at the top containing links for 'HOTEL INFO', 'FIND RESERVATIONS', a phone number '1-504-5539550', and a 'PROPERTY CURRENCY' dropdown. The main header features a large image of the hotel building with the 'INTERNATIONAL HOUSE' logo and the text 'International House New Orleans'. Below this, the address 'Camp Street, New Orleans, Louisiana, United States, 70130' and the phone number '1-5539550' are listed, along with the website 'v.ihhotel.com'.

The booking section includes a 'Guests' field set to '1 Adult, 0 Children', a 'Check-in' date of 'Thu, Dec 15, 2022', and a 'Check-out' date of 'Sat, Dec 17, 2022'. A link for 'SPECIAL CODES OR RATES' is also present. The 'Select a Room' section shows a progress bar with three steps: '2 Add-Ons', '3 Guest Details', and '4 Confirmation'.

A prominent light blue box contains the offer: 'STAY 4 AND SAVE 15%'. The text inside reads: 'Your search qualifies for our exclusive offer. Save 15% off when you book 4 nights at least 7 days in advance.' Below this, it states '*Terms and Conditions apply' and includes a 'CHECK AVAILABILITY' button. A red arrow points to this button.

Extend your stay

If a visitor is browsing on your booking engine, they are already interested in your property. So why not present them with the irresistible chance to stay a little bit longer?

By targeting users searching for specific dates and offering an incentive to extend their stay, you can easily increase your ABV.

In this example, the hotel created an offer targeting searches for stays of less than four nights, encouraging visitors to stay longer and take advantage of a discount.



Exclusive Perks Tempting Visitors to Contact You

Extend your stay

Offer an additional incentive to guests who are considering extending their stay by booking with you. Highlight this benefit at a crucial stage of the booking process, giving them the option to call you and request it, ensuring a truly personalized service.

With THN's Call-to-Action (CTA) buttons featuring email and phone call functionalities, you can enable visitors to effortlessly communicate with you through your website, creating a seamless and interactive communication experience.

The screenshot displays a hotel booking interface for '987 Design Prague hotel'. At the top, there are tabs for 'Dates', 'Categories', and 'Rates'. Below the tabs, a 'Select category' section is visible. On the left, a teal callout box contains the text: 'Enjoy one way free airport transfer when staying 3 or more nights. Contact us to add it to your stay.' with a 'Contact' button. A teal arrow points from below towards this callout box. To the right, the booking details show 'Nights selected 3' (Mon 10/07/2023 → Thu 13/07/2023) and 'Guests selected 2' (Adults 2). Two room options are displayed: 'Superior Twin' and 'Executive room'. Each room card includes a photo, the room name, 'Maximum persons: 2', 'Available: 2', a 'More' dropdown, the price 'From €179.67 per room/nightly' (for Superior Twin) or 'From €190.96 per room/nightly' (for Executive room), and a 'Show rates' button.



Provide Availability When There Is None

The screenshot shows a hotel booking website interface. At the top, there's a navigation bar with links like 'Hotel', 'Rooms & Prices', 'Family', 'Wellness', 'Cuisine', 'Weddings', and 'Conferences'. Below this, a 'BOOK NOW' button is prominent. A red banner across the middle of the page states 'Some dates are not available' with a 'SEE FLEXIBLE DATES' button. Below the banner, there are date pickers for 'Arrival' and 'Departure'. A 'Voucher/Promo code' field is also visible. On the right side, a modal form titled 'Sold out?' is open. The form contains the following fields: 'First Name Optional', 'Last Name', 'Email address', 'Phone Optional' (with a dropdown for 'Spain (Espa)' and a '+34' prefix), 'Travel Party' (with a dropdown), 'Preferred stay date(s)', 'Preferred room' (with checkboxes for 'Single room', 'Double room', 'Juniorsuite or suite', and 'Familiysuite or Familyroom'), and 'Terms & Conditions' (with a checkbox). A 'Submit' button is at the bottom of the form. A chat icon is visible in the bottom right corner of the modal.

No rooms? No problem!

If you find yourself completely booked up over certain dates, well done! But don't let visitors searching for a stay during those dates leave your website disappointed. Capture their information so you can let them know if a room becomes available while keeping your database growing with new opportunities.

Form Builder enables you to do just that. Create customized website forms to capture visitors' information and show it to the most relevant audiences. For example, to those visitors searching for dates when the hotel was sold out.

[Read about how one hotel brand converted 20% of leads while sold out using this handy tool.](#)





Personalization based on Travel Party

Number of travelers and rooms

Highlight Relevant Family Offers

The screenshot shows a hotel website interface. At the top, there's a navigation bar with links for 'CORPORATE CUSTOMER', 'MORE', 'SVENSKA', 'BECOME A MEMBER FOR THE BEST PRICE!', and 'LOGIN'. Below this is a search bar with fields for 'GUESTS' (1 ADULT, 1 CHILDREN), 'CHECK IN' (FRI 18 SEP 2020), 'CHECK OUT' (SAT 19 SEP 2020), and a 'SEARCH' button. A notification bubble on the right says: 'Did you know? Children under the age of 5 always stay for free at Elite Hotels!'. Below the search bar, the text 'MINA TOWER, STOCKHOLM' is visible. A yellow banner below that says: 'make some adjustments in the services we offer. We sincerely hope for your understanding. Please contact the hotel directly for more details.' The main content area shows a 'DELUXE' room description: 'A spacious room for a comfortable stay. Suitable for 1-3 persons.' It lists amenities: '✓ Bed 200 cm or 2x100 cm', '✓ 30 m²', '✓ Wifi included', and '✓ Breakfast included'. A paragraph below describes the room: 'Deluxe has more of what we call sophisticated luxury or good things in life. Allow work to take a break, slip into a bathrobe, lean back in an armchair or against the fluffy pillows in the bed. Tall windows overlooking the yard create a relaxed atmosphere, some of the rooms with sloping ceilings. Of course, there is also a writing desk and a spacious wardrobe. The bathroom has a bath.'

Everyone's welcome

Holidays mean family outings, so be sure to communicate your relevant family USP's to encourage bookings from them.

Using targeting rules, you can easily personalize the message to make them feel welcome and invite them to experience an enjoyable vacation at your property. For example, if the user is searching for a stay for 2 adults and 2 young children, highlighting that kids under 5 can stay for free would be a great way to entice a booking from families of 4.

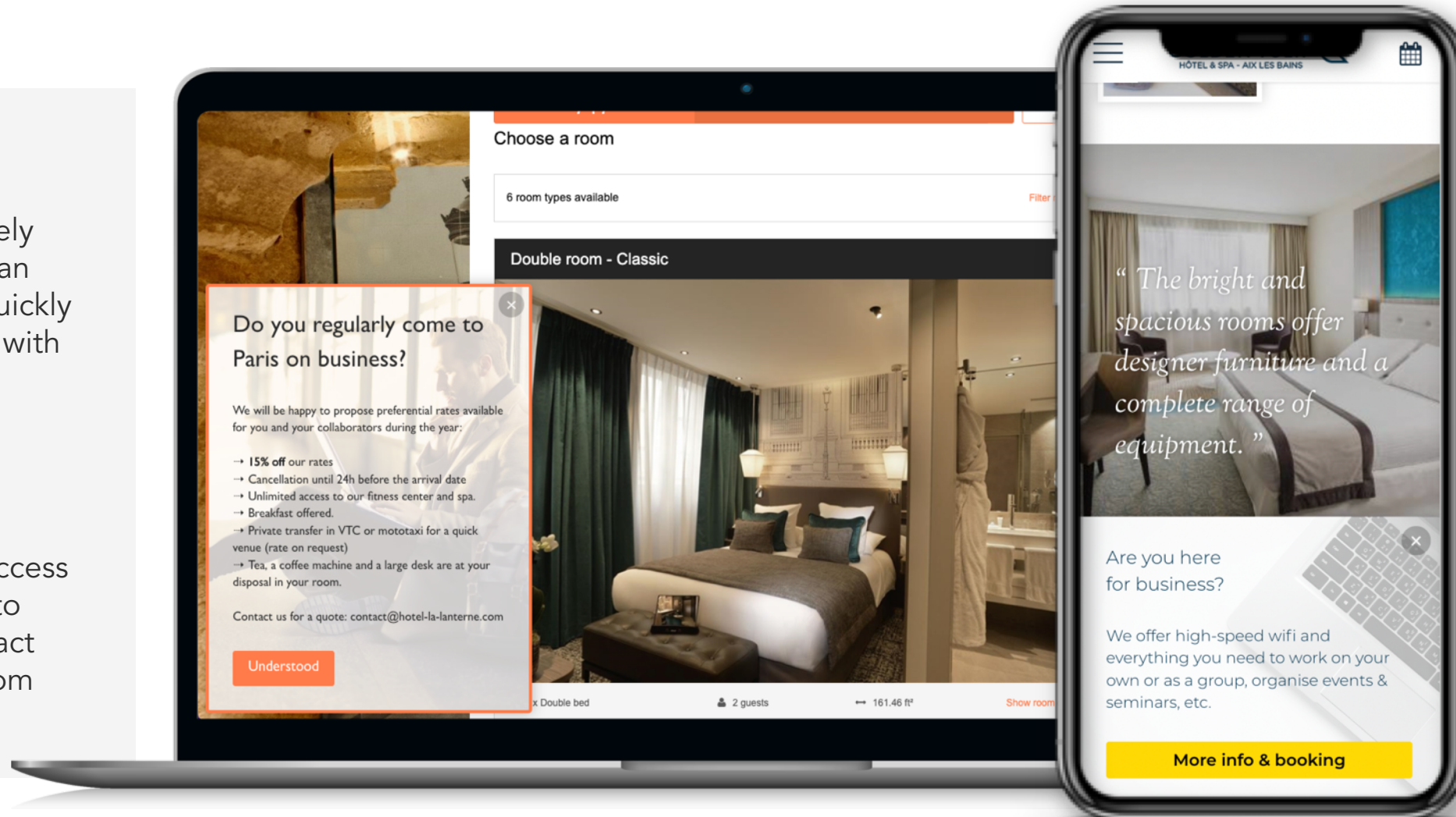


Target Business Travelers

Time to work

Business travelers have completely different needs and demands than leisure travelers, so be sure to quickly identify these and present them with a tailored offer to suit their expectations.

Create appealing packages that include late checkout, free high-speed WIFI, or even unlimited access to the gym. A slight adaptation to your offers will have a huge impact on those reservations coming from business travelers.



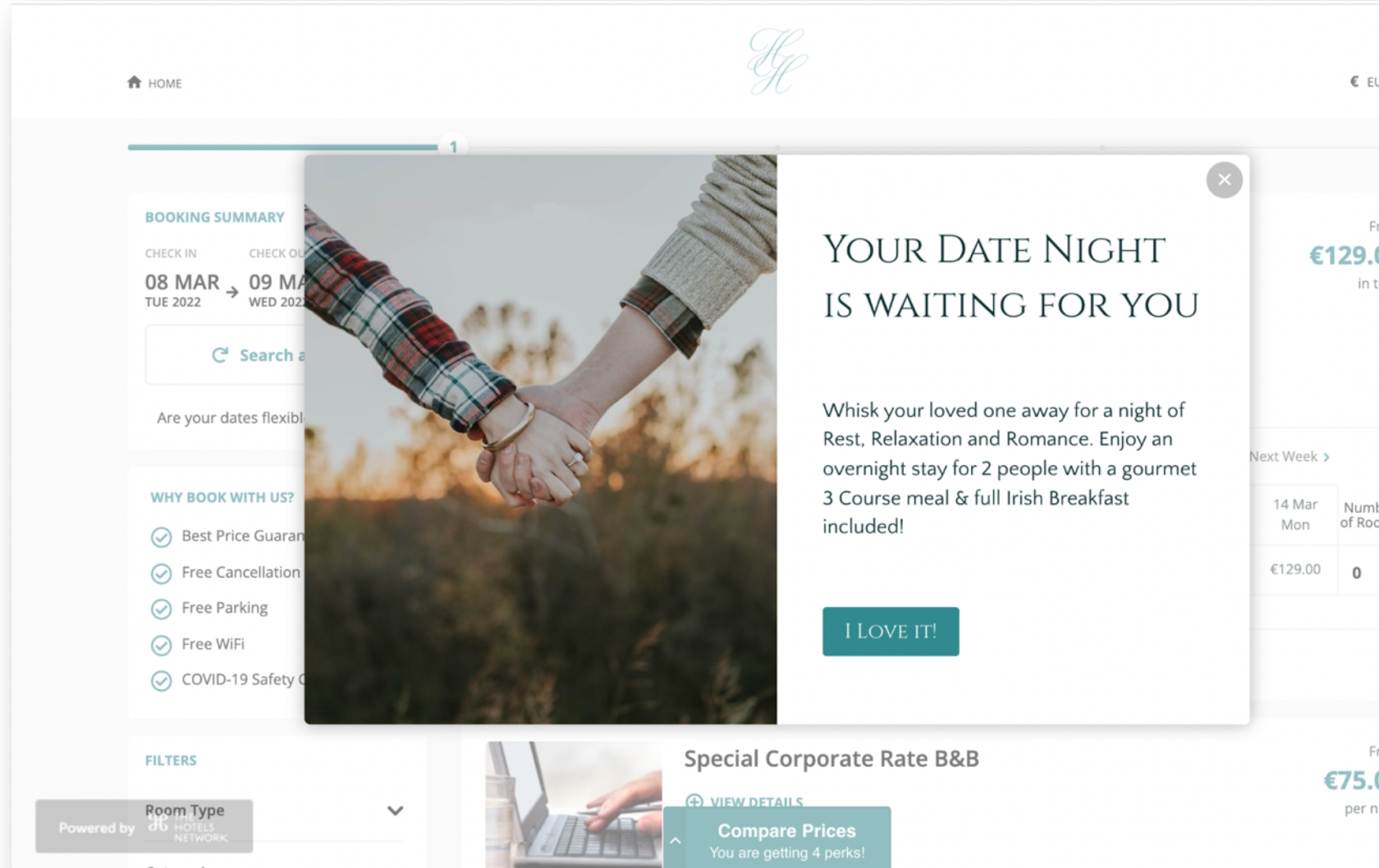
Grab the Attention of Couples About to Leave Your Website

Final reminder

Don't let potential guests leave your website without giving them a final reminder of your exclusive rates.

With [Exits](#), you can automatically display messages to those visitors who are about to abandon your site. These types of messages are highly effective at prompting visitors to re-engage and complete their reservation.

Using eye-catching visuals and applying targeting rules, you will ensure the message is personal and boosts conversion rates. Here, the hotel is offering a date night package to couples that are about to abandon the site. Tempting, right?



The screenshot displays a hotel website interface with a prominent exit message overlay. The overlay features a romantic image of a couple holding hands and the text: "YOUR DATE NIGHT IS WAITING FOR YOU". Below this, it describes a "Whisk your loved one away for a night of Rest, Relaxation and Romance. Enjoy an overnight stay for 2 people with a gourmet 3 Course meal & full Irish Breakfast included!" and includes a "I LOVE IT!" button. The background website shows a "BOOKING SUMMARY" for dates 08 MAR to 09 MAR, a "WHY BOOK WITH US?" section with benefits like Best Price Guarantee and Free Cancellation, and a "Special Corporate Rate B&B" offer. A "Compare Prices" button is also visible at the bottom right.



Encourage Group Reservations

PARADISO
IBIZA ART HOTEL

Paradiso Art Hotel €€€ English

Check-in and check-out date: 13 Sep 2022 - 16 Sep 2022

Nights: 3

No. of guests and rooms: 8 adults (4 rooms)

SEARCH

Are you planning an event?
Contact our Experience Coordinator:
experience@concepthotelgroup.es

STEP 1 Dates and rooms selection

STEP 2 Extras selection

STEP 3 Personal data & payment

STEP 4

PARADISO ART HOTEL

Do you have a promo code? APPLY

room 1 (2 adults)

JUNIOR SUITE

FLEXIBLE DATES? GET BEST PRICE!

No matter if you stay one or several nights, we take care of everything, you will not want to leave our Junior Suite. 30m2 for you and your favorite person.

An exquisite space with the ultimate in design. Each room will receive the name of a contemporary national and international reference artist: Japanese Yoko Honda, illustrator Marcos Torres or photographers Héctor Pozuelo, Alberto Van Stokkum, Diana Kunst and Jordi Gómez, Marcos Torres or Thani Mara.

Show more

Gallery 30m²

Icons: Bed, Bath, TV, Air conditioning, Free Wi-Fi, Free parking, Free breakfast, Free minibar, Free welcome drink, Free airport transfer

Simple and easy

Planning a group trip? This is not always an easy task...

Be sure to make the booking process as smooth possible by offering extra support for big group reservations. A simple yet powerful approach that will make you stand out from the others.

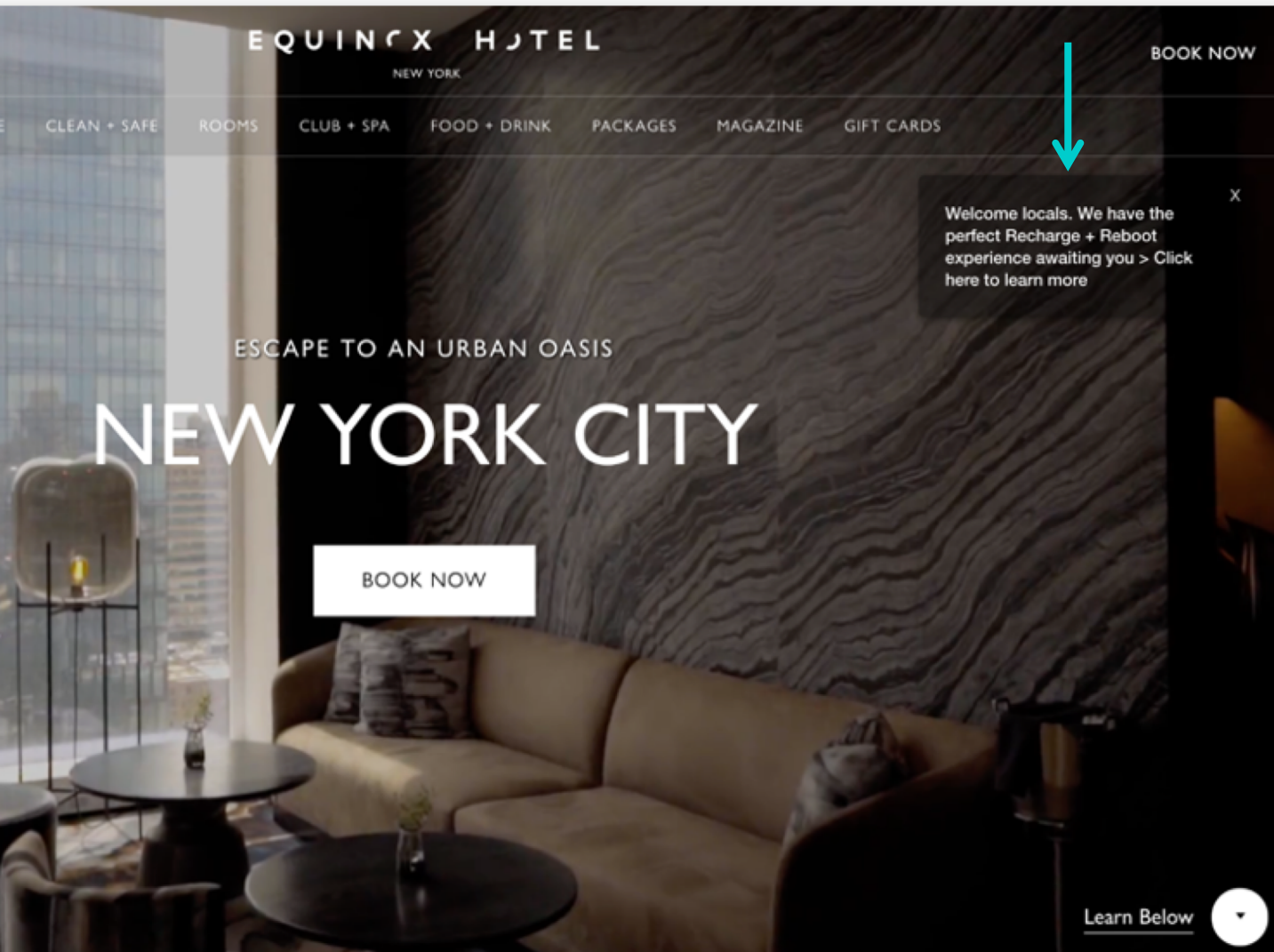




Personalization based on Visitor Profile

Location and source

Target Your Domestic Market



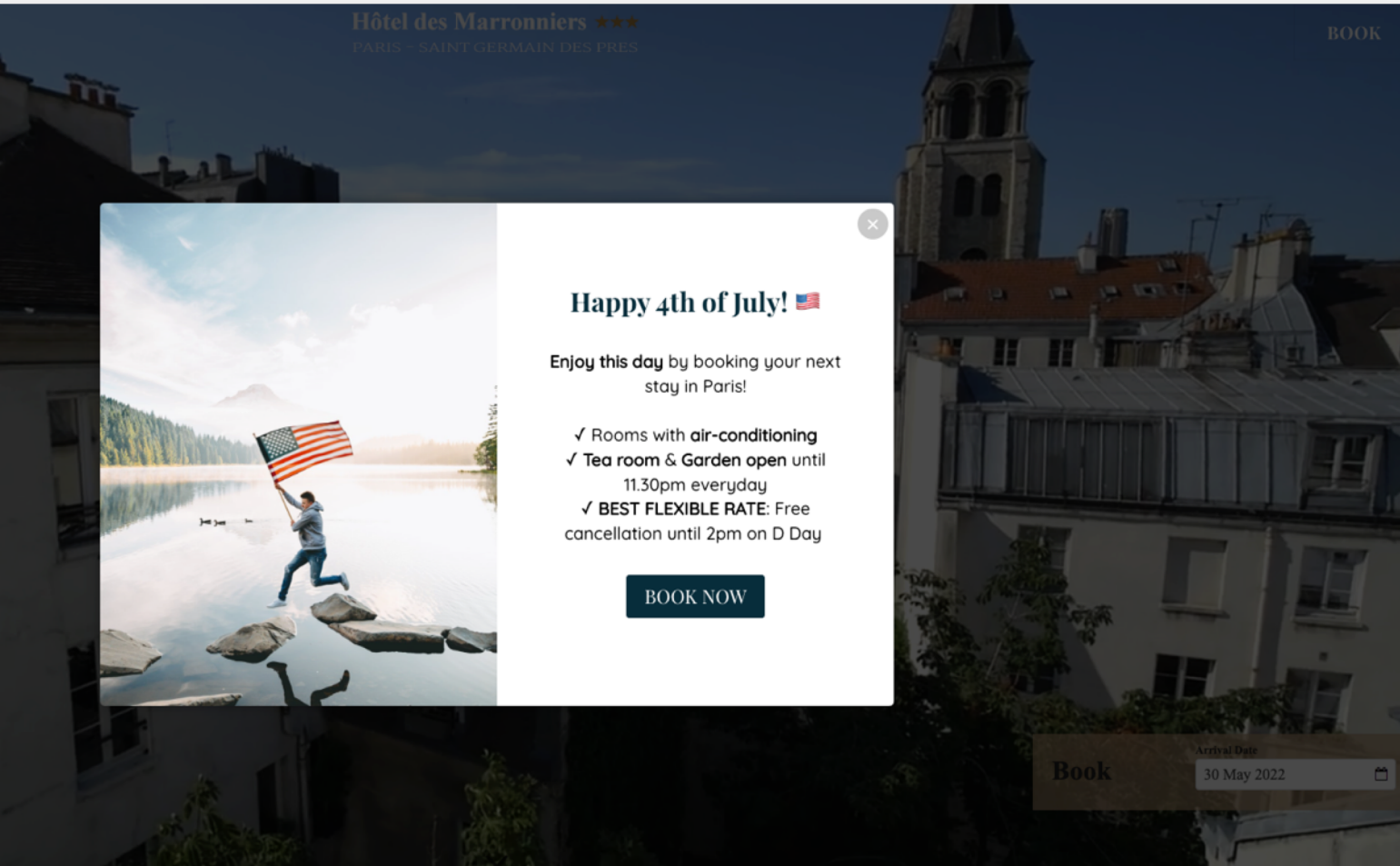
We love locals

While we're all eager to welcome back international travelers, we can't forget about the domestic market.

Provide them with a warm and personal welcome to excite them with local experiences to guarantee they book directly with you. What's more, be sure to craft the wording carefully to make it clear that the offer is exclusive for them.



Leverage Festivities From Your Top Visitor Countries



Let's celebrate!

The top visitor country for your hotel has the potential to generate most of the website conversions. Therefore, you should deliver targeted messages that resonate and grab their attention.

A quick win is creating exclusive packages around the key events or holidays taking place in those destinations. For example, if a fair share of your international visitors come from the United States, provide them with an exclusive 4th of July discount. Using geo-targeting rules, you will ensure that only visitors from this market see the exclusive deal.

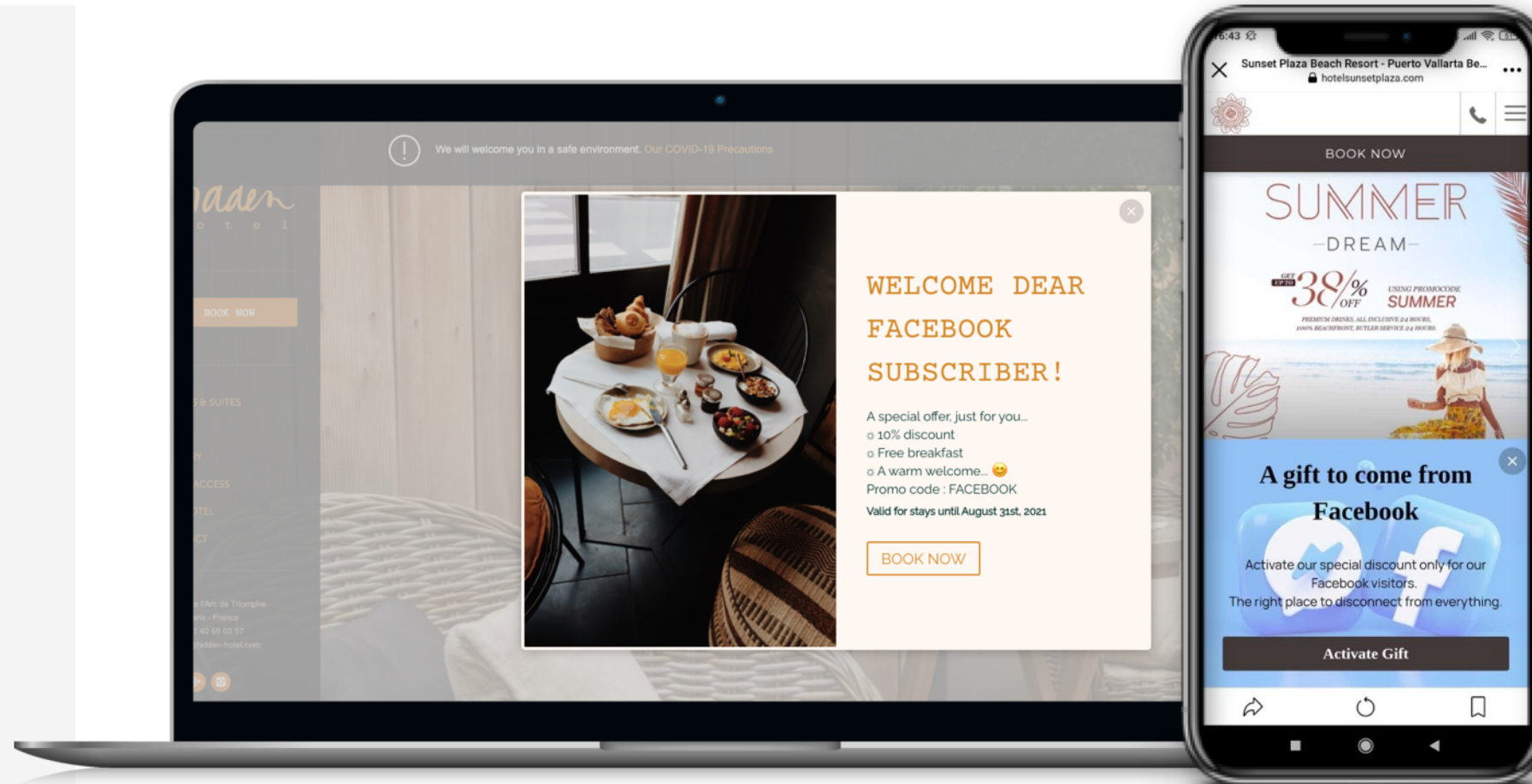


Engage With Visitors Coming From Social Media

Recognize your visitors

Social media is one of the most effective channels to grab the attention of potential guests, but it's often difficult to convert these lookers into bookers. When a visitor lands on your hotel website coming from your social media channels, make sure you provide a personalized experience to gently nudge them towards a direct booking.

A warmly worded welcome with an exclusive discount for Facebook visitors has proven to be a particularly effective message.



A modern dining room with large windows, round tables, and contemporary chairs. The scene is overlaid with a semi-transparent teal filter.

Personalization based on Visitor Behavior

Device, URL and CRM

Reward Your Loyal Guests



Become MyVIVA and get the best Black Friday deal!

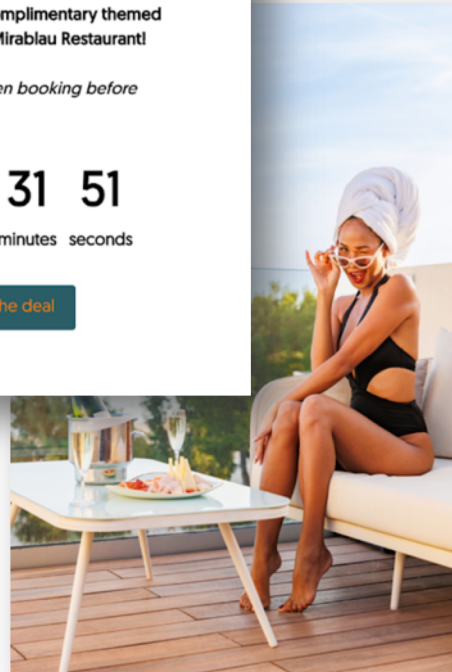
By signing up as MyVIVA, automatically unlock an **extra 10% OFF** this Black Friday (up to 35% discount) + get a **complimentary themed dinner for 2 ppl** at Mirabla Restaurant!

**Only available when booking before November 21st*

12 01 31 51
days hour minutes seconds

[Sign up and get the deal](#)

Offers for non-members



Only for MyVIVA members...

Unlock an **extra 10% OFF** this Black Friday (up to 35% discount) + get a **complimentary themed dinner for 2 ppl** at Mirabla Restaurant!

**Only available when booking before November 21st*

12 01 33 14
days hour minutes seconds

[Book now and save](#)

Offers for members

A VIP treatment

An easy way to capture more sales is offering your loyal customers early access to deals and special promotions. By making them feel special, you can get ahead of the competition and ensure their time and money are spent with your hotel.

What's more, you can take this approach to encourage new memberships. Encouraging them to sign up to your club for access to exclusive deals is an effective way to grow your database of loyal guests.



Reward and Recognize Returning Visitors

Double down

Most likely, a visitor will explore your website several times before booking their stay, and they will not have the same expectations and behaviors as a visitor arriving on your website for the first time.

Identify those potential guests who are coming back to your direct channel and welcome them with a hard-to-resist deal to spark their interest and tempt them to confirm their reservation with you.



A modern dining room with large windows, round tables, and contemporary chairs. The scene is overlaid with a semi-transparent teal filter.

Personalization based on Custom Targeting

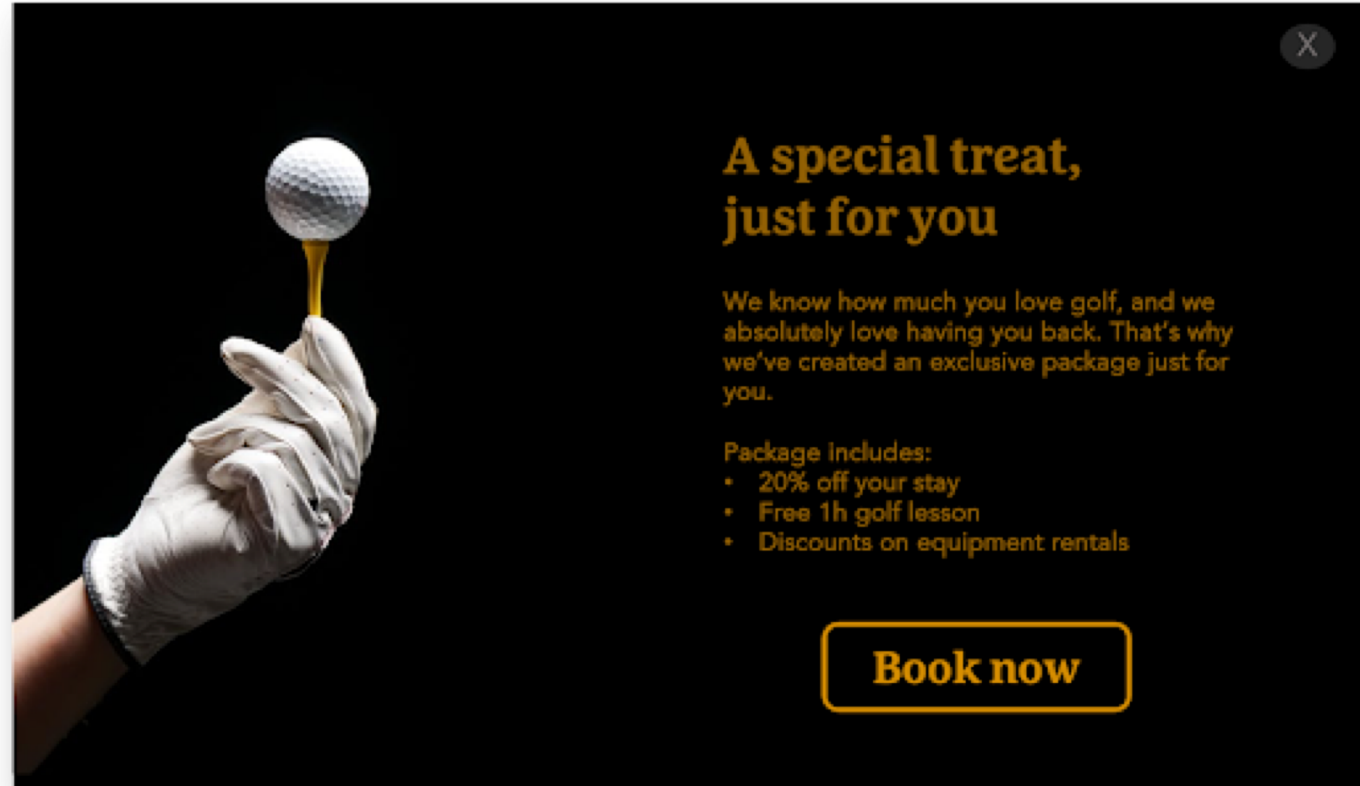
Visitor status and interaction

Tailor Your Website Messages to Each User Profile

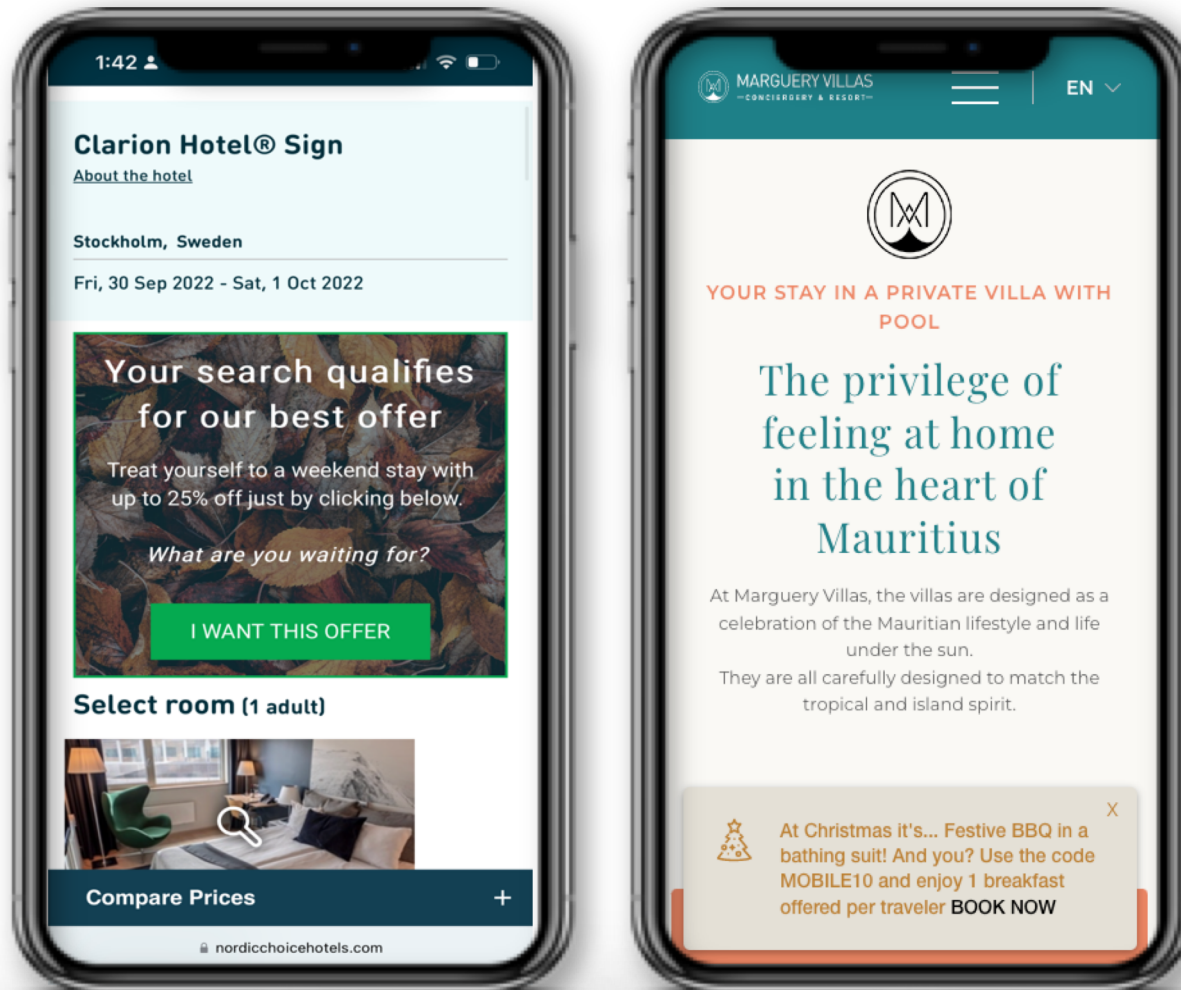
Personalization based on CRM

The information that a hotel keeps in their membership database is incredibly valuable. Not only does it provide information on a member's demographics, but often insights into their preferences as well. By tailoring the messaging of your website based on that information, you'll be able to elevate and personalize your booking experience for returning guests, significantly increasing the likelihood of more direct bookings and revenue.

The best part? It's incredibly easy to implement on your website. [CRM Targeting](#) enables hotel brands to apply advanced targeting rules based on user profile data.



Don't Forget About Mobile



A seamless experience

With more and more visitors searching for a hotel from their mobile device, it's essential to provide a smooth mobile experience and offers targeted toward that specific audience.

Communicate your exclusive mobile offer effectively at key points of the mobile booking funnel, with personalized messaging that adapts to smaller screens and results in instant conversions.



Target Low-Intent Users With a Special Offer

Reduce promotional costs

One way of maximizing your revenue and protecting your margins is by offering discounts only to guests in need of an extra incentive to book.

[Predictive Personalization](#) uses machine learning to identify low-intent users (those who are less likely to book) and automatically displays the best offer to get additional reservations from users that would otherwise have left the website without booking.

This technique is highly effectively for driving more direct bookings without using these resources on high-intent users (who don't need a discount to tempt them to book).

The screenshot shows a hotel booking interface for 'Battuta Suite'. A blue pop-up box with a percentage icon and a close button (X) is overlaid on the left side. A teal arrow points from the bottom of the pop-up towards the 'Two Bedroom Apartment' section. The main content area displays three room options, each with a photo, a list of amenities, and a price breakdown.

Battuta Suite

Book Now, Stay Now Room Only ▾
Grab big savings when you book and go.
• Non-refundable
DIRECT BOOKING BENEFITS
👍 Beach access 👍 20% savings on spa
👍 20% savings on dining 👍 Afternoon Tea 👍 Sunset canapés
👍 Complimentary cocktails
▾ See full terms & conditions

Stay Longer Room Only ▾
Stay Longer and save more!
✓ **Free Cancellation before 23 Nov 2022**
DIRECT BOOKING BENEFITS
👍 Beach access 👍 20% savings on spa
👍 20% savings on dining 👍 Afternoon Tea 👍 Sunset canapés
👍 Complimentary cocktails
▾ See full terms & conditions

Book Now, Stay Now with Breakfast ▾
Grab big savings when you book and go.
🍽 Includes Breakfast **See more rates** ▾

Two Bedroom Apartment

Today Only! Receive 5% discount when you book our exclusive Suites. [Click here to apply.](#) X

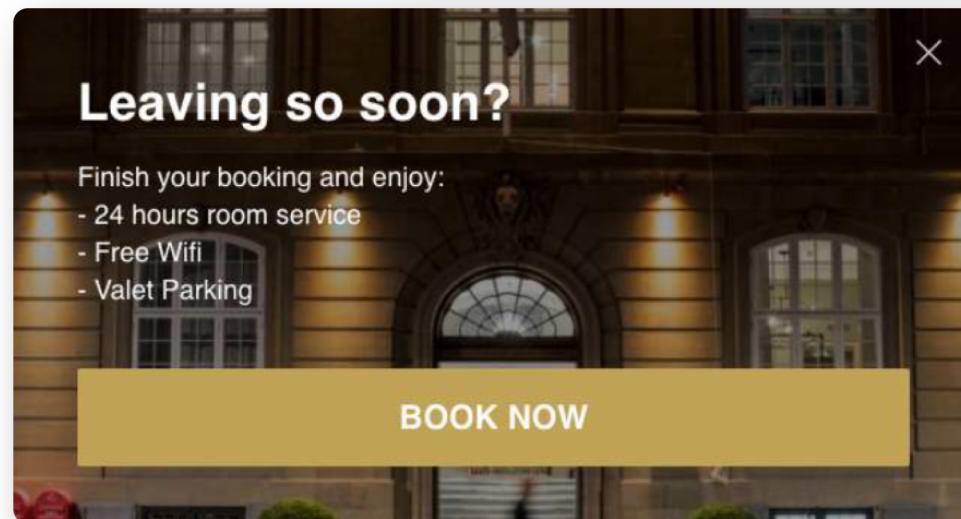
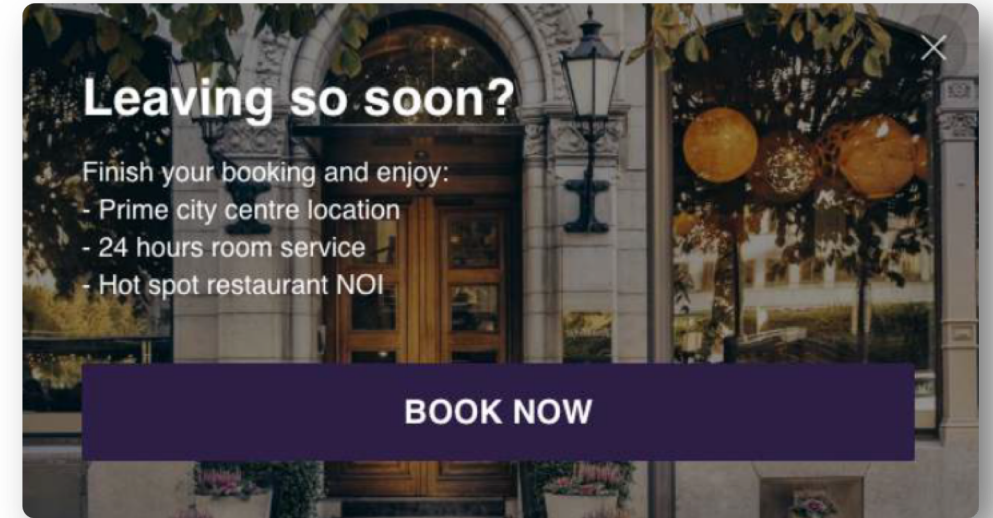


Figure Out What Mix Works Best For Your Visitors

Testing your messages

Sometimes it can be difficult to work out what message formats, photos, wording or CTA buttons convert the most visitors on your website. When dealing with these choices, chances are you won't know until you give it a try.

This might be the best time to test your options and compare results. Within THN's platform, you can build A/B and multivariant tests to see which messages are most effective at nudging visitors down the booking funnel.



A/B test color of CTA button





Key Takeaways

- ✓ Create a cohesive experience throughout the booking funnel. Display **attractive, clear, relevant and timely messages** to visitors to encourage more direct bookings.
- ✓ Use the **message format that best adapts** to your strategy and objective.
- ✓ Apply **targeting rules** to ensure your message truly resonates with guests and boosts reservations.
- ✓ **Offer exclusivity** - include unique offerings within your messaging to make visitors feel special and encourage them to book with you.



About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 hotels around the globe. 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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