



Best Practices



Stay True to Your Brand Image

Website Personalization Techniques For Luxury Brands



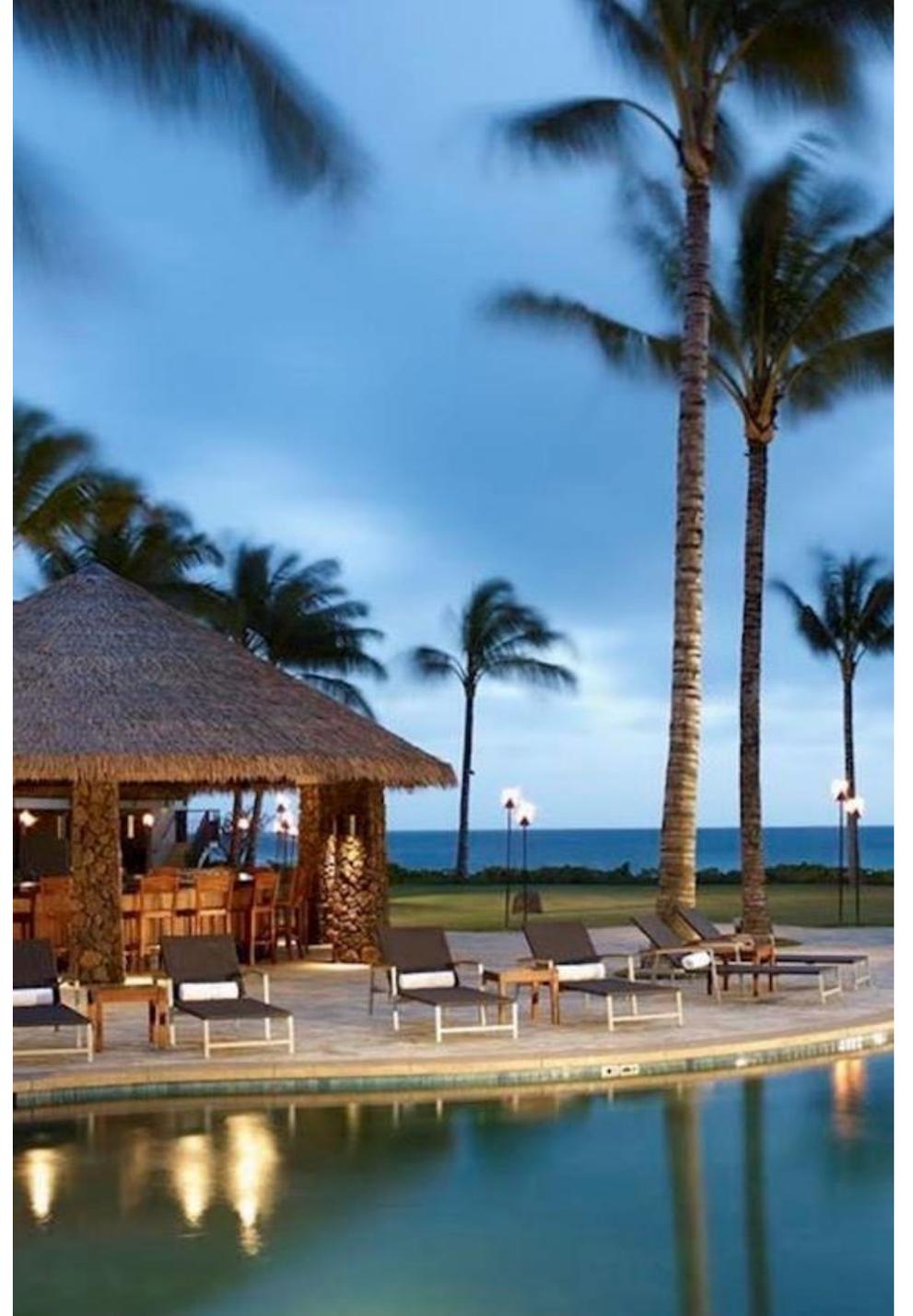
The Importance of Brand Image

In luxury hospitality the importance of brand identity is paramount, especially when considering the impact this identity has on potential bookers.

Your identity is the foundation of interest that builds the desire of a traveler to book and this desire is nurtured on your website.

Once potential guests enter your website, they need to be made to feel the personality of the brand through visually stimulating content, and customizing your website experience for each user is one way to do this.

Here, we give a brief introduction into the types of personalization tools and targeting options that can be used to maximize website user engagement, followed by a series of examples from luxury brands to inspire you.



Choosing the Best Combination of Message Formats

Before jumping into examples from our hotel clients, let's explore the design options available at The Hotels Network platform – all completely customizable to match your brand image.

The choice of format used is key to hit the sweet spot of your visitor's first impression, so be sure to choose a combination of formats that fits perfectly with your website's look and feel.

Smart Notes

Nudge users towards a booking with real-time notifications

Layers

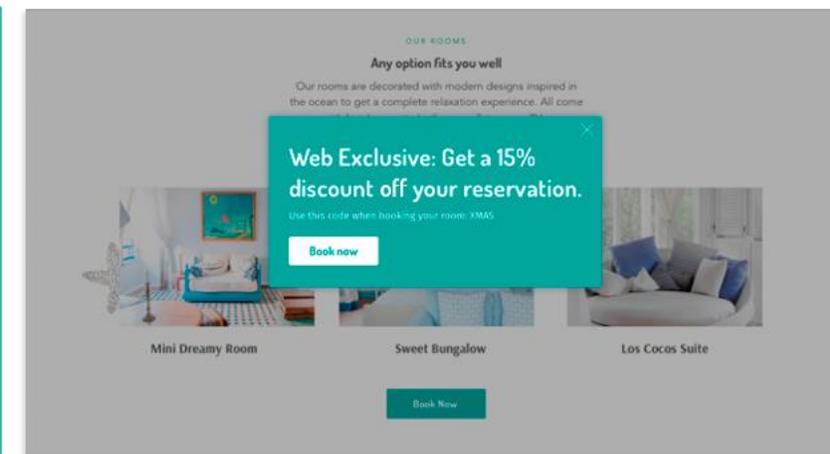
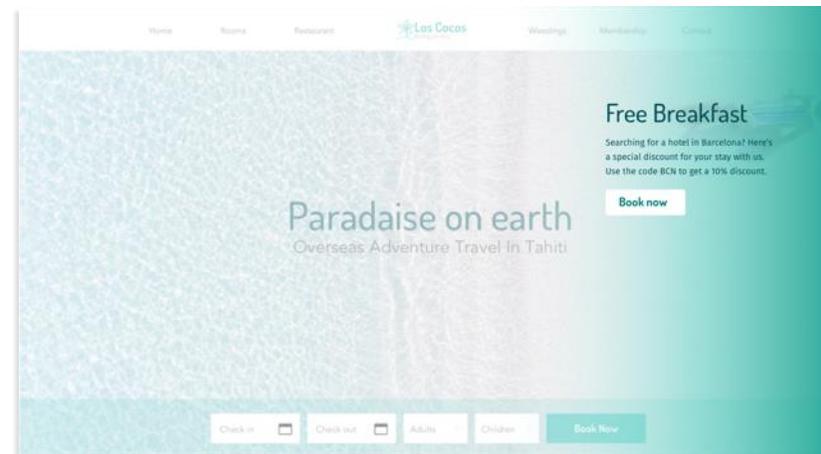
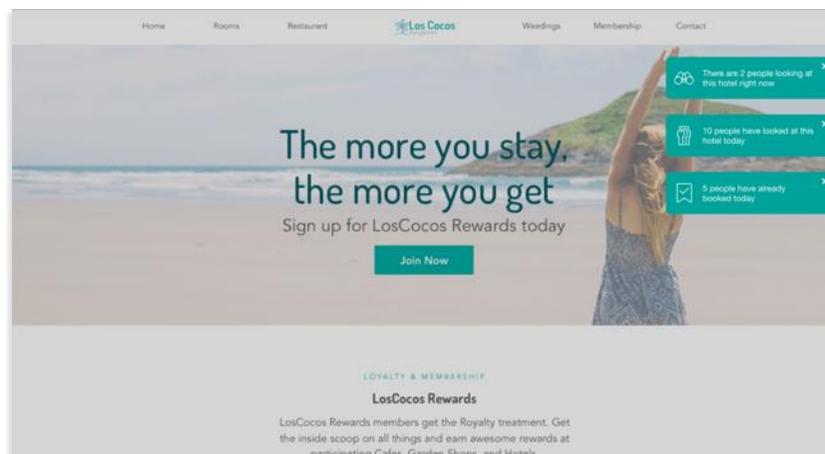
Create a personal and engaging user experience

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





Timing: Date range / Day of the Week / Time of Day



Release: Early bird / Last-minute / Custom release



User location: Country / State / City where the user is located



Length of stay: Based on a minimum or maximum number of nights



Traffic source: TripAdvisor, Google, Instagram, custom domain...



Booking value: Within a specific price range (minimum / maximum amount)



Loyalty: Differentiate between logged members and non-members



Availability: When sold-out, send users to a sister hotel located nearby



Retargeting: For users who visited your website in the past 30 days.



Device: Display only for mobile or desktop or all devices



Booking search dates: For stays within a specific date range



Custom targeting: Build your own based on variables in the URL



Time for Some Inspiration?

Examples of effective [personalization](#) techniques

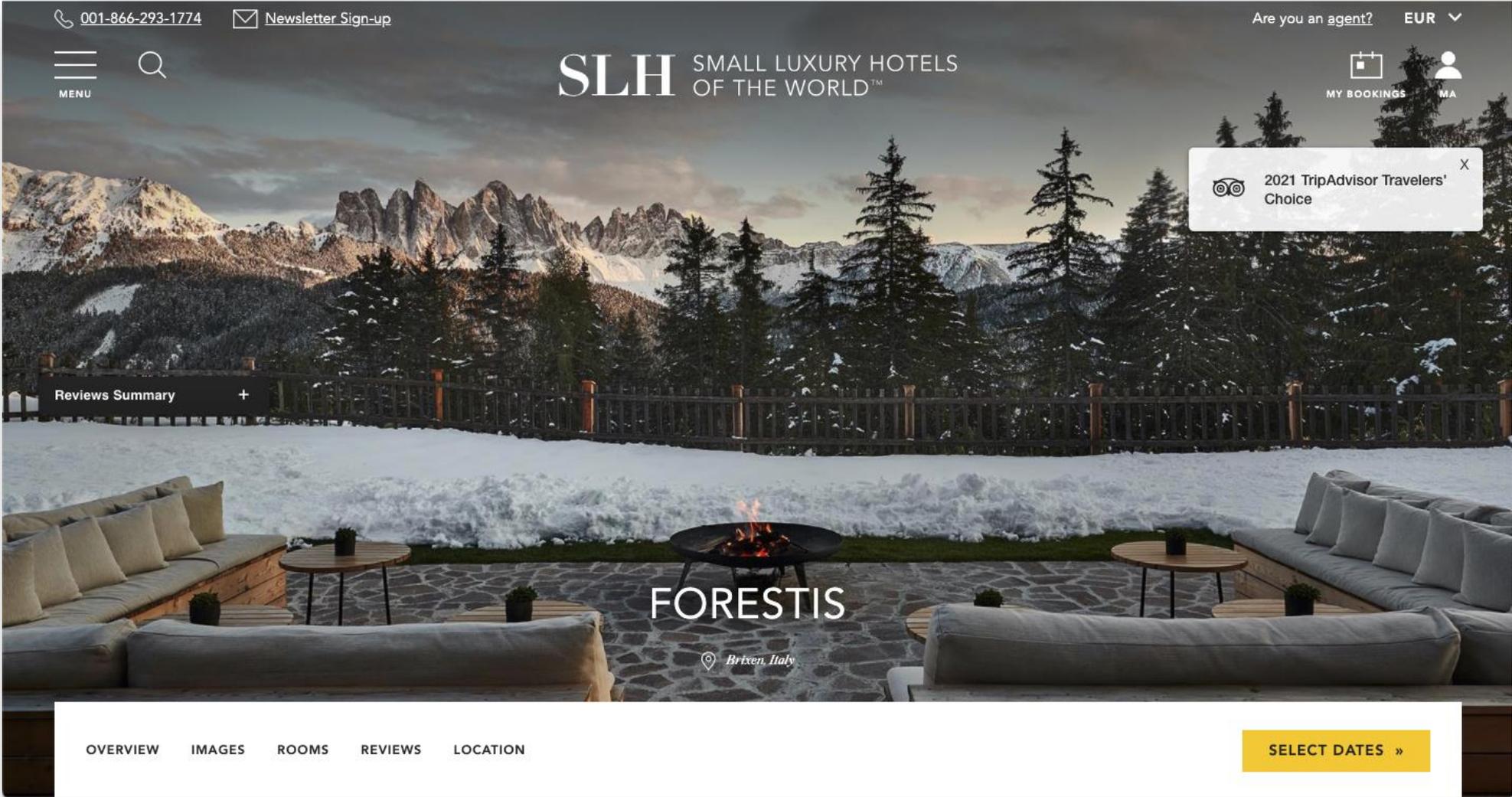


Make Sure Users Know about Your Incredible Guest Satisfaction

The screenshot displays the website for Amsterdam Canal Hotels. At the top left is the logo for Amsterdam Canal Hotels, featuring a stylized building icon and the text "AMSTERDAM CANAL HOTELS" and "BOUTIQUE HOTELS & SUITES". To the right of the logo is a dark blue navigation bar with a UK flag icon, a "MENU" button, and a yellow "CHECK AVAILABILITY" button. Below this is a light blue navigation bar with links for "AMSTERDAM CANAL HOTEL", "ROOMS", "GALLERY", "REVIEWS", "HIGHLIGHTS", and "CONTACT". The main content area features a large photograph of a canal bridge in Amsterdam, with many bicycles parked on it. Below the photo is a dark blue banner with four star icons and text: "Best price guarantee", "Free bottle of cava", "Extended check-in/check-out", and "Free upgrade (when available)". Below this banner is a booking section with two white input fields for "Arrival" and "Departure", each with a calendar icon, and a yellow "CHECK AVAILABILITY" button. At the bottom, a dark blue bar contains a review score of "4.2/5 Very good" with a teal arrow pointing to it, followed by a checkmark icon and text "Based on 1094 reviews Read more". To the right are four columns of review scores: "TripAdvisor 4.5/5", "Booking.com 8.4/10", "Hotels.com 8.4/10", and "Expedia 4.3/5".



Establish Credibility Highlighting Your Awards



Highlight the Exclusive Benefits of Booking Direct

Rooms Bar **PROVOCATEUR** News Voucher

Berlin calling, Darling!

Are you staying in town?
Book our Safe & Flexible Special now and get benefits:

- ✓ free cancellation up to 24h before arrival
- ✓ changes are possible until 3PM on arrival date
- ✓ priority early check-in and late check-out
- ✓ room service without additional service charge

Plan my trip now

Powered by **THE HOTELS NETWORK**

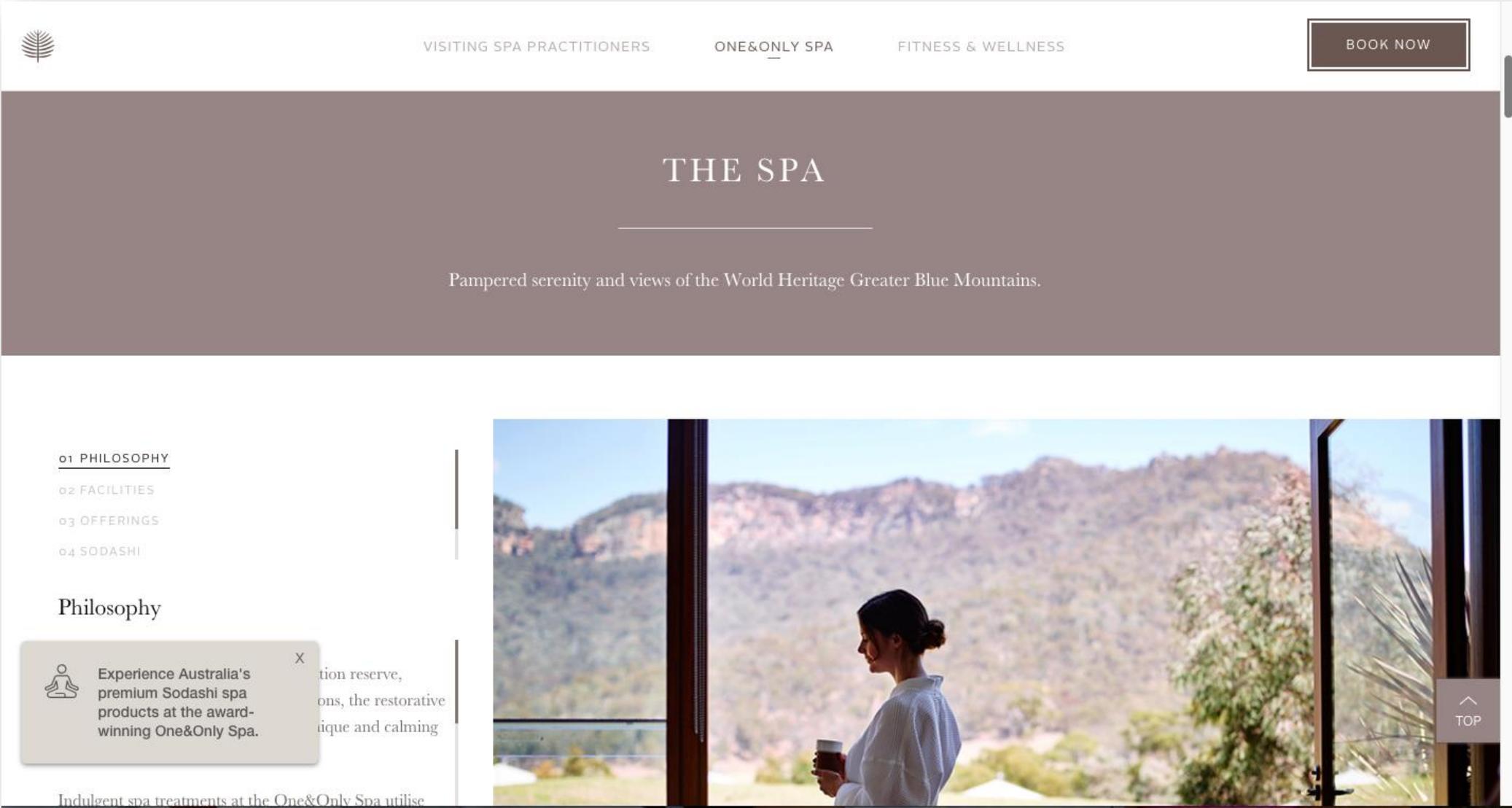
check availability 02/22/2021 02/25/2021 **FIND ROOMS**



Let Your Brand Personality Shine Through with Engaging Words



Offer an On-Brand Website Experience



Draw Attention to Relevant USPs for Each Visitor

Guests 2 Adults, 1 Child	Check-in Sat, Jan 30, 2021	Check-out Tue, Feb 2, 2021	SEARCH
Special Codes or Rates ▾			

SELECT A ROOM



View Results By **Rates** ▾ Sort By **Recommended** ▾ [Show Filters](#) ▾

BEST FLEXIBLE RATE

Best Rate Guaranteed. When you book your room through our website or on the phone, you'll always get the best available rate. It's our guarantee to you.

[Rate details](#)



Premier King **\$286**
Per Night
Excluding Taxes & Fees

Sleeps 3 | 1 King | 470 to 480 ft²

Premier Rooms feature a nice balcony and a fireplace. Lake views are not guaranteed with this room type.

BOOK NOW



Premier Two Queens **\$242**
Per Night
Excluding Taxes & Fees

Sleeps 4 | 2 Queen | 470 to 480 ft²

YOUR STAY

Check-in After 4:00 PM	Check-out Before 11:00 AM
----------------------------------	-------------------------------------

Sat, Jan 30, 2021 - Tue, Feb 2, 2021
2 Adults, 1 Child

Total: **\$0.00**

FAMILY GETAWAY

Discover your next family adventure at our South Lake Tahoe Resort. Book 2 nights and enjoy the 3rd night on us.

*Offer available for stays Saturday - Tuesday through March 31, 2021.

APPLY OFFER



Compare Prices +



Encourage Visitors to Stay a Little Longer

IHG HOTEL INFO FIND RESERVATIONS 1-504-5539550 PROPERTY CURRENCY ▾

International House New Orleans

221 Camp Street, New Orleans, Louisiana, United States, 70130

1-504-5539550

www.ihhotel.com

Guests
1 Adult, 0 Children

Check-in
Thu, Dec 15, 2022

Check-out
Sat, Dec 17, 2022

SPECIAL CODES OR RATES ▾

Select a Room

1 Rooms 2 Add-Ons 3 Guest Details 4 Confirmation

STAY 4 AND SAVE 15%

Your search qualifies for our exclusive offer. Save 15% off when you book 4 nights at least 7 days in advance.

**Terms and Conditions apply*

CHECK AVAILABILITY



Create a Sense of Urgency by Showing that Others Are Looking Too

by LIBRARY HOTEL COLLECTION

WIN A 3 NIGHT GET AWAY SIGN UP NOW

library hotel
by LIBRARY HOTEL COLLECTION

MENU

BOOK YOUR STAY

Reviews Summary

4.9/5
Fantastic

TOP 1% of Hotels in New York

86 people have looked at this hotel today

Located within a 2 minute walk of Bryant Park and Grand Central Terminal

THE PERFECT CENTER OF MIDTOWN MANHATTAN
STEPS FROM THE NEW YORK PUBLIC LIBRARY, BRYANT PARK, TIMES SQUARE, GRAND CENTRAL TERMINAL AND MUCH MORE!



Add a Countdown Clock for Limited Time Exclusives



**EXCLUSIVE
BLACK FRIDAY
SALE**

Book direct for the biggest savings of the year.

Book now and receive 35% OFF our Best Available Rates.

Hurry, this offer ends in:

18	10	43	25
days	hours	minutes	seconds

APPLY OFFER



Upsell Your Exclusive Spa Services

X BNU

(888) 507-6427

BOOK YOUR STAY

THE RESORT AT
PELICAN HILL.
NEWPORT BEACH

Welcome to The Resort at Pelican Hill

Experience our spa that was recently voted "#1 Spa in California" by Conde Nast Traveler magazine and recipient the Forbes Five-Star rating for its seventh consecutive year now. Come and discover our available treatments

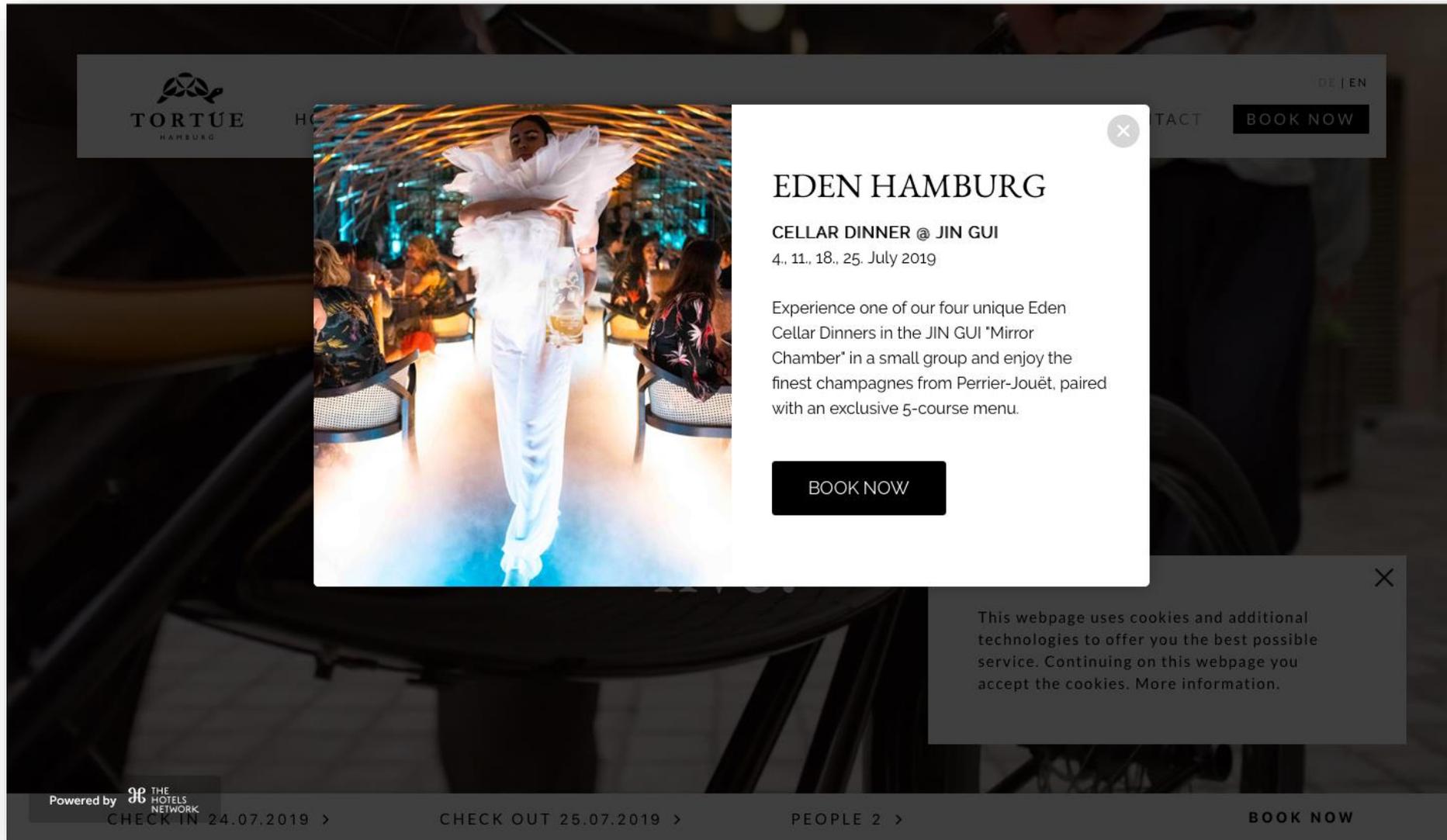
Explore Our Treatment Menu

EXPERIENCE A PLACE LIKE NO OTHER

Reviews Summary +



Use Striking Photography to Promote Your Exclusive Events



The image shows a screenshot of a website for Tortue Hamburg. The background is a dark, atmospheric photograph of a person in a white, ruffled dress walking through a dimly lit room with blue lighting. A white pop-up window is overlaid on the right side of the page, containing the following text:

TORTUE
HAMBURG

DE | EN

CONTACT [BOOK NOW](#)

EDEN HAMBURG

CELLAR DINNER @ JIN GUI
4., 11., 18., 25. July 2019

Experience one of our four unique Eden Cellar Dinners in the JIN GUI "Mirror Chamber" in a small group and enjoy the finest champagnes from Perrier-Jouët, paired with an exclusive 5-course menu.

[BOOK NOW](#)

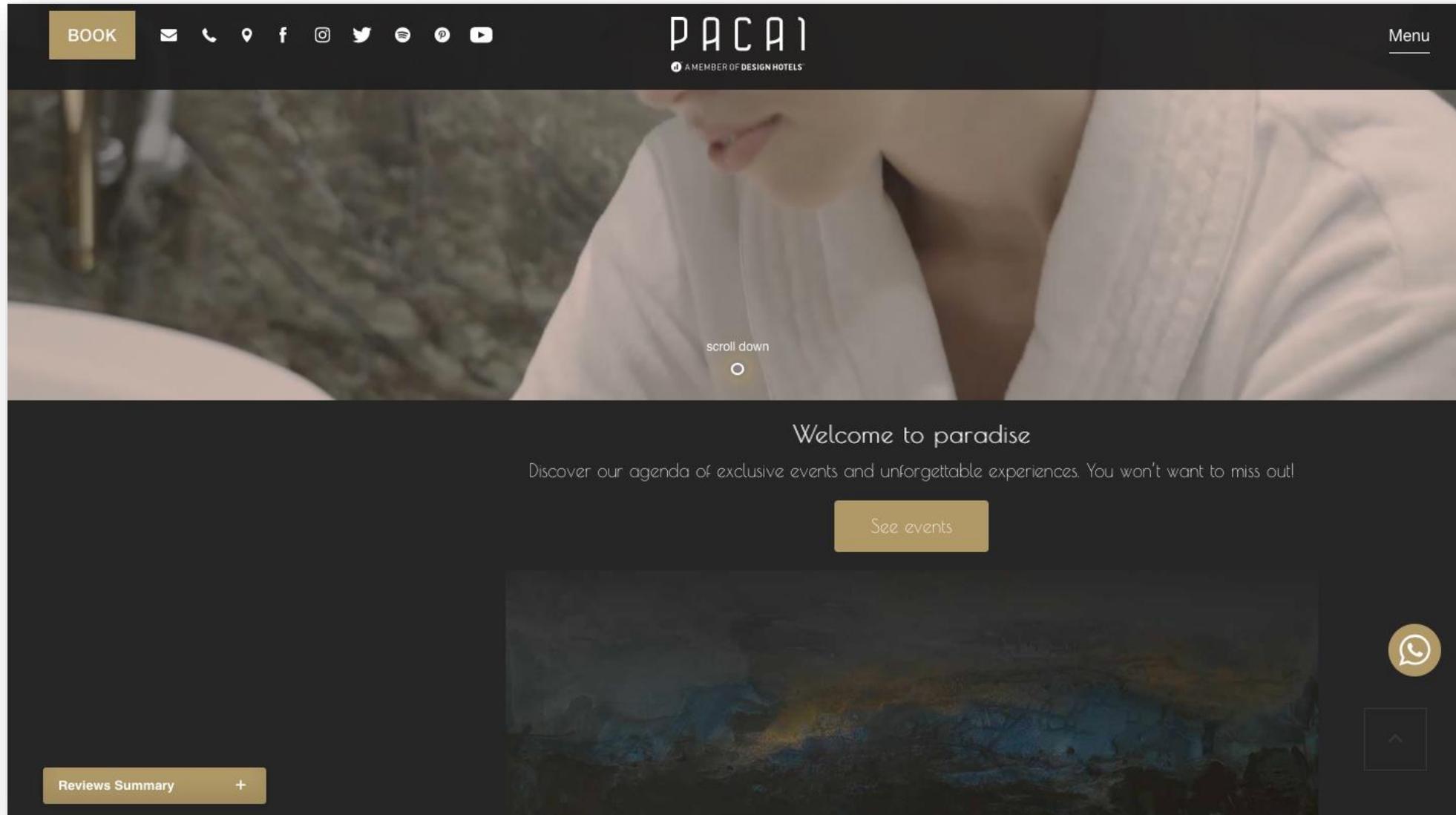
This webpage uses cookies and additional technologies to offer you the best possible service. Continuing on this webpage you accept the cookies. More information.

Powered by  THE HOTELS NETWORK

CHECK IN 24.07.2019 > CHECK OUT 25.07.2019 > PEOPLE 2 > [BOOK NOW](#)



Or Perhaps You Prefer Inliners' with a More Subtle Design?



Reassure Guests About Price – Even Luxury Travelers Care

USD NEED HELP? CONTACT US

Place ✓
ONE& ONLY LE SAINT GERAN

Space
SELECT ACCOMMODATION

Dates ✓
TUE, 5 NOV 2019-SAT, 9 NOV 2019

SELECT ACCOMMODATION CANCEL FILTERS LIVE CHAT

TUE, 5 NOV 2019 📅 SAT, 9 NOV 2019 📅 2 ADULTS ⌵ 0 CHILDREN ⌵ APPLY

+ ADD ANOTHER ROOM



Lagoon Room

Located on the tranquil western side of the peninsula, with views over azure lagoon and sugarcane-covered mountains beyond, these island-inspired, indoor/outdoor havens are ideal for couples or families seeking a serene Mauritius holiday.... MORE

SIZE: 60-65 sqm / 645-700 sqft BEDROOMS: 1 OCCUPANCY: 3

4 NIGHTS FROM
EUR 3,040
Est: USD 3,465

VIEW RATES DETAILS COMPARE

One&Only
3,040€

Our Best Price compared to other websites

Hotels.com	Booking.com	Expedia
3,040€	3,040€	3,040€

Ocean Balcony King Room

With spectacular first floor views over the Indian Ocean and lush tropical gardens below



Upsell to Higher Room Categories with Perks Like Resort Credit

707-299-4900 PHOTOS COTTAGES & HOMES SPA & WELLNESS **CARNEROS** RESORT AND SPA DINING WEDDINGS & EVENTS EXPERIENCES RESERVE

Book your stay for 1 Today

CHECK AVAILABILITY →

Reviews Summary +

UPGRADE YOUR STAY

Make the most out of your trip to Napa and upgrade to our most luxurious accommodations and enjoy a \$200 resort credit on us. The Suite Life offer includes:

- Three-night or longer stay in the Suite, Residence or Home of your choice
- \$200 resort credit per stay

Check Availability

A teal arrow points to the right side of the 'UPGRADE YOUR STAY' section.



Help Them Remember Your Hotel by Sending Their Search to Their Inbox

CONFIRM YOUR STAY

FIRST NAME

LAST NAME

EMAIL

PHONE

ZIP/POST CODE

COUNTRY

CARD DETAILS

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CREDIT CARD NUMBER

EXPIRATION DATE

MONTH YEAR

SECURITY CODE

NAME ON CREDIT CARD

Send

STAY SUMMARY

EQUINOX HOTEL HUDSON YARDS NEW YORK CITY

ARRIVING: 05/19/2023
DEPARTING: 05/25/2023
RATE TYPE: BEST AVAILABLE FLEXIBLE RATE
ADULTS: 2 CHILDREN: 0

Let's Chat!

Save your search

Send this search result to your email and complete your booking later!

Your email

Terms & Conditions



Here's your recent hotel search



Equinox Hotel New York
New York

We're delighted you're considering Equinox Hotel for your stay in New York. Complete your reservation by clicking Book Now below. We look forward to welcoming you.

Best Price Wed, 10/5/2022 to Fri, 10/7/2022	→	\$978 per night
Best Available Rate Guarantee		
Flexible Cancellation		

Book Now

For more information please click here to contact Equinox Hotel New York

Room availability and prices are subject to change. Complete your reservation as soon as possible to keep this low price.



Welcome Back Returning Users & Nudge Them to Book

The screenshot shows the top navigation bar of the One&Only website. It includes links for 'FIND A RESORT', 'ONE&ONLY HOME', and 'VIEW FILM'. The main navigation menu contains 'ABOUT', 'ACCOMMODATION', 'CUISINE', 'SPA AND FITNESS', 'ACTIVITIES', 'WEDDINGS & EVENTS', and 'OFFERS'. A 'BOOK NOW' button is located in the top right corner. The main content area features a large background image of a woman in a white robe looking out over a tropical landscape. The text 'One&Only' and 'LE SAINT GERAN' is overlaid on the image. A 'Welcome back' message is displayed on the right side, offering exclusive perks for returning users, such as a USD 100 Resort Credit, late check-out privileges, and complimentary daily breakfast. A 'BOOK NOW' button is positioned below the perks list.

FIND A RESORT ONE&ONLY HOME VIEW FILM

ENGLISH CONT

BOOK NOW

BOOK NOW

One&Only
LE SAINT GERAN

Welcome back

BOOK NOW AND ENJOY EXCLUSIVE PERKS:

- USD 100 Resort Credit
- Late check-out privileges
- Complimentary daily breakfast

BOOK NOW



Make Visitors Dream about Joining Your Loyalty Program

Preferred
HOTELS & RESORTS

HOTEL MONTELEONE LVX HOTEL INFO

FIND RESERVATIONS 1-504-5233341 ENGLISH - US US DOLLARS **MARY KATHERINE**

Success! Your room is booked.
Check mkc@thehotelsnetwork.com to view your confirmation email.

THANKS, TEST! YOUR ITINERARY NUMBER IS 10237B62930473

Room 1 Confirmation #: 27003SE312404 Confirmed

Thank you for choosing our property. We look forward to your arrival.

Don't miss your chance...

Earn points for future free nights, along with other instant benefits during your upcoming stay.

Become a Member of I Prefer Hotel Rewards today to experience more rewarding travel on your next trip.

LEARN MORE & ENROLL

[Print this page](#)

[Add to calendar](#)

[Share](#)

Changing Reservations

Click here to make changes to this reservation or you can always go to [My Reservations](#)

[CHANGE THIS RESERVATION](#)

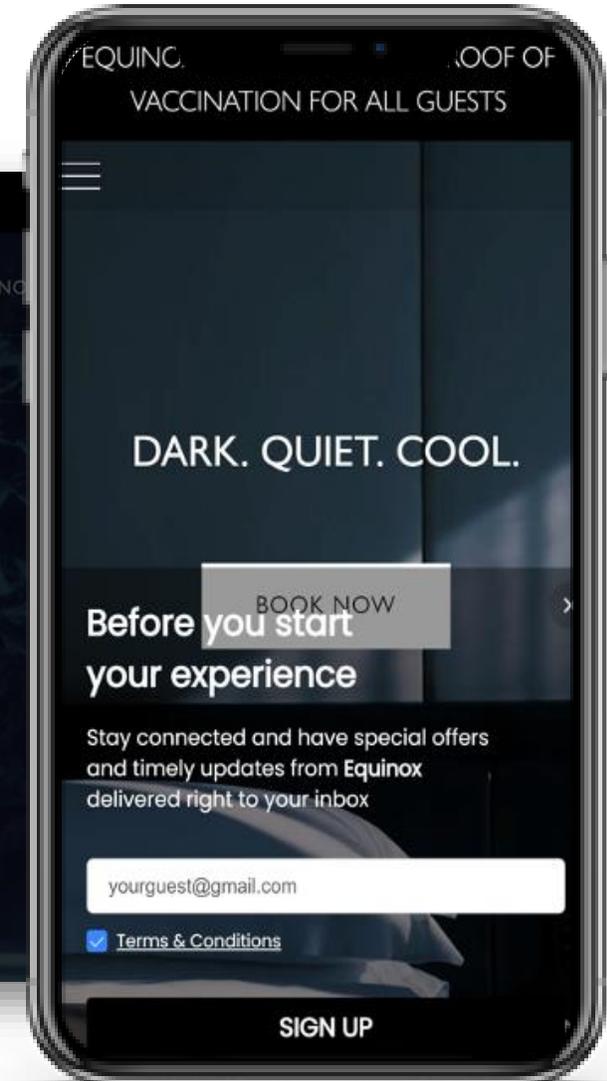
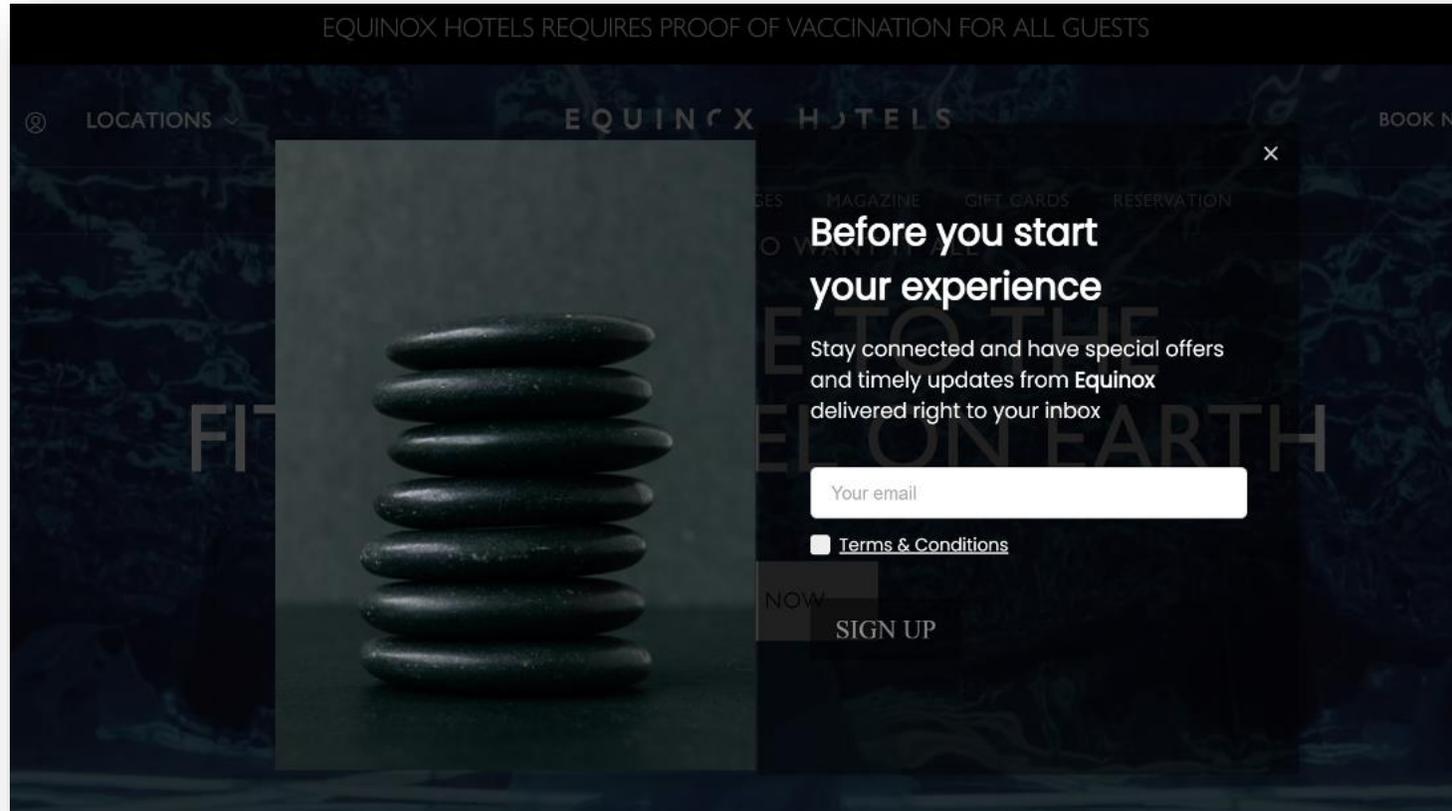
Cancellations

Cancel 72 hours prior to 4pm day of arrival local hotel time to avoid penalty charges

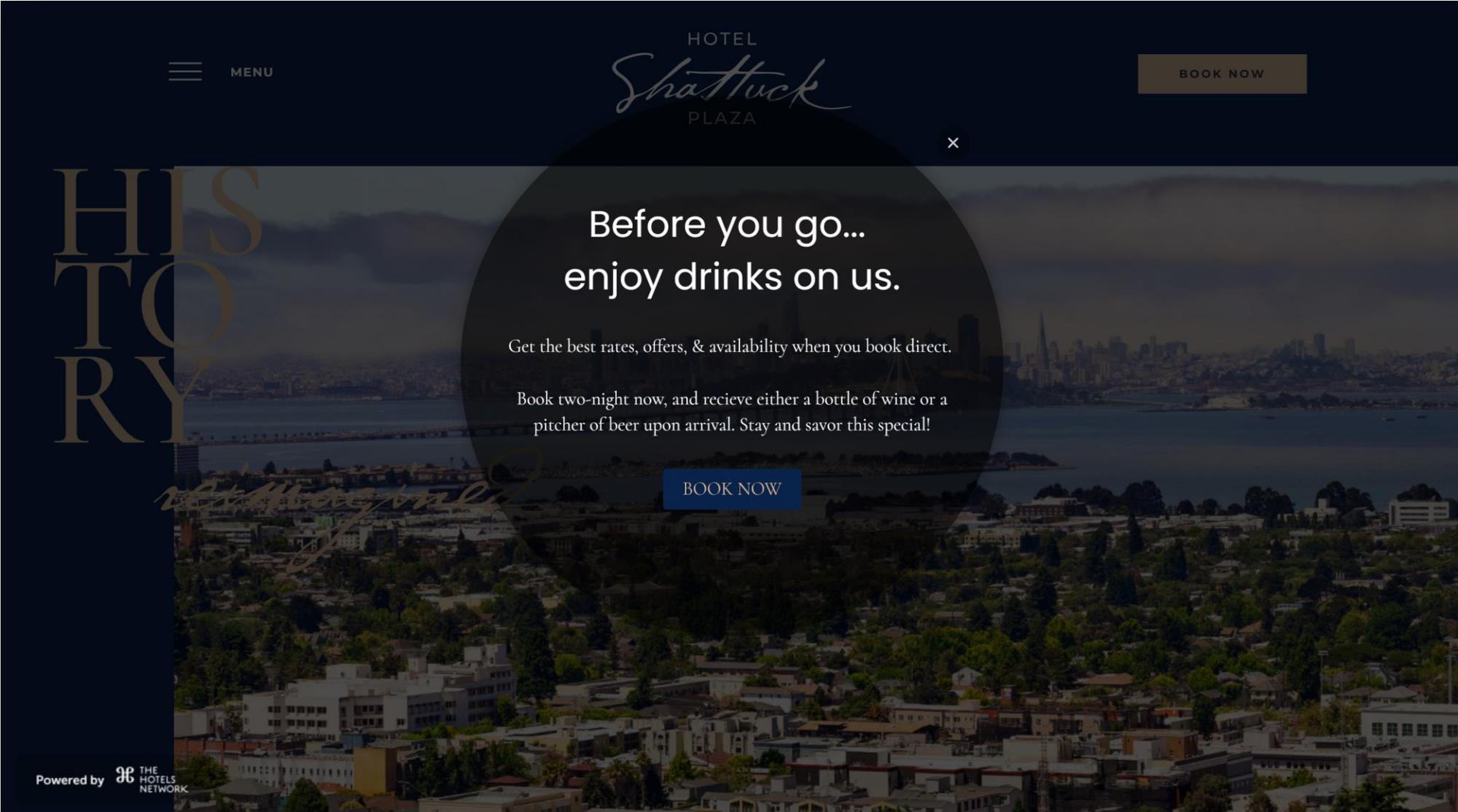
[CANCEL RESERVATION](#)



Adapt Your Messages Based on the User's Device



Grab the Attention of Users Leaving Your Website Without Booking

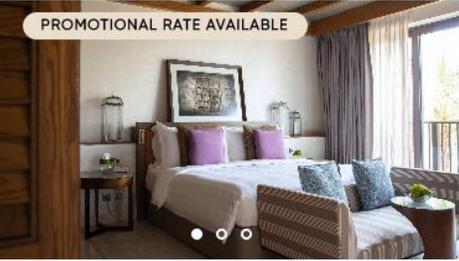


Upsell to Guests Who Have Just Made a Booking

Choose your room



PROMOTIONAL RATE AVAILABLE



Resort Deluxe

A harmonious and relaxing space for contemporary living, with generous open-plan bathroom accented contemporary Arabian motifs

VIEW MORE INFO

↔ 51m² 👤 Sleeps 4

STARTING FROM
EUR 1,368
Avg. Daily rate exc. taxes & fees

SHOW RATES

PROMOTIONAL RATE AVAILABLE



Family Superior Room

These spacious rooms are designed to accommodate your next family holiday, with contemporary comfort and breathtaking views

STARTING FROM

Your Stay

- JUMEIRAH AL NASEEM [EDIT](#)
- 1 ROOM(S) - 2 GUEST(S) [EDIT](#)
- 4 NIGHTS [EDIT](#)
- 25 OCTOBER - 29 OCTOBER 2022
- ESCAPESSIR [EDIT](#)

SAVE FOR LATER

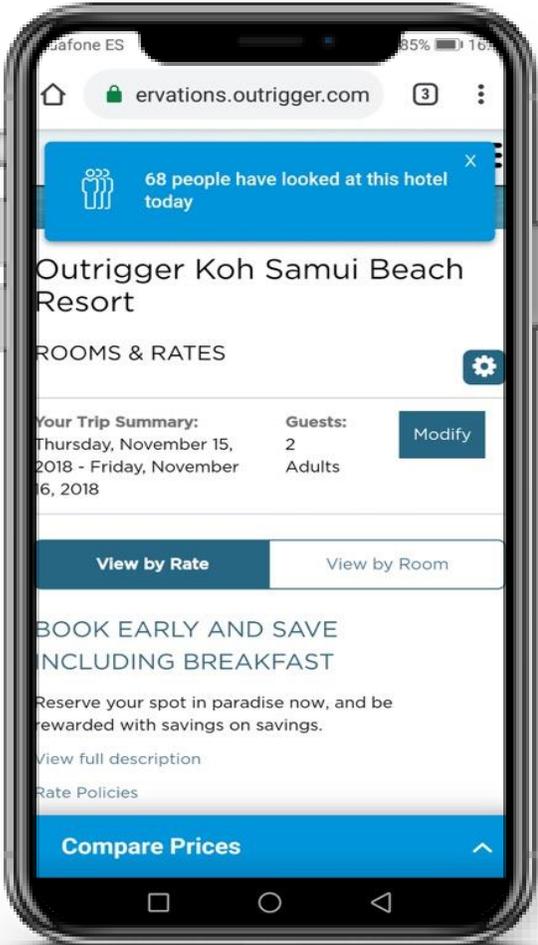
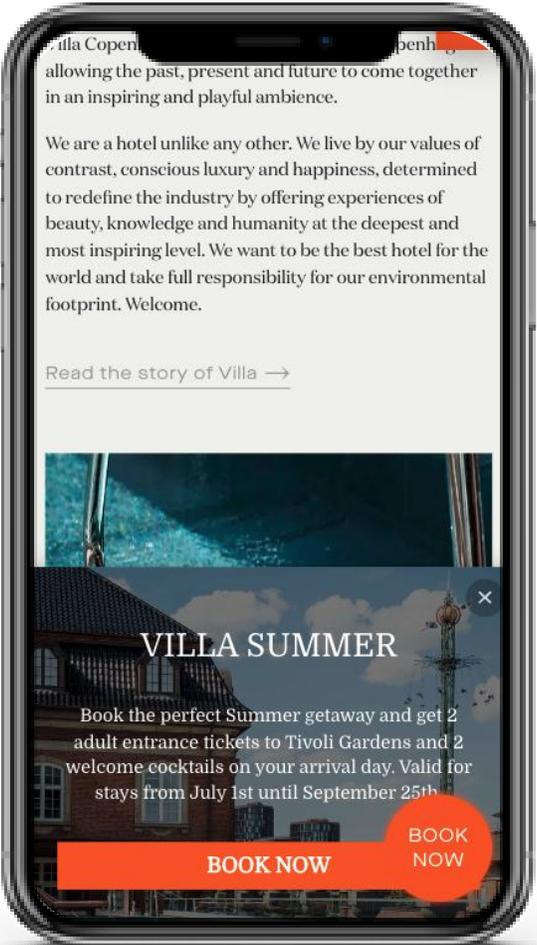
Jumeirah ONE

Discover exclusive experiences and a world of privileges as a Jumeirah One Member

JOIN NOW



Optimize Your Guests' Experience on Mobile Too



About The Hotels Network

The Hotels Network is an innovative technology company working with over 19,000 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 full suite of personalization options, THN's Oraculo product harnesses machine learning techniques to predict user behavior and then automatically personalizes both the message and the offer for each user. The company's latest innovation, BenchDirect, is the first benchmarking product for the direct channel, providing hotels with never-before-seen competitive data that completely changes the rules of the game.

THN's mission is to improve the online booking experience, grow direct bookings and strengthen the relationship between hotel brands and their guests.





www.thehotelsnetwork.com

Headquarters in Barcelona with a team around the world

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Jakarta · Los Angeles · Manila · Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver