



## Best Practices

# Selling Your Last Available Room

Hotel Website Personalization Techniques that Work

# How Personalization Helps Close Those Last Sales...

Optimizing your hotel's distribution mix is paramount at all times, but when you are nearing full occupancy, an effective direct booking strategy becomes even more critical.

When users are searching for last-minute deals or for dates in high demand, personalization techniques can be used effectively throughout the booking funnel to encourage a direct booking. What's more, personalized messaging helps ensure the best type of booking for the hotel and at the highest rate possible.

Here, we give a brief introduction into the types of personalization tools and targeting options that can be used, followed by a series of best practices and examples from various hotel brands.



# Choosing the Best Combination of Message Formats

To create powerful campaigns, it is recommendable to use a combination of message formats. Within The Hotels Network platform, you can choose from a wide variety of display types and formats, which are all completely customizable.

- **Smart Notes**

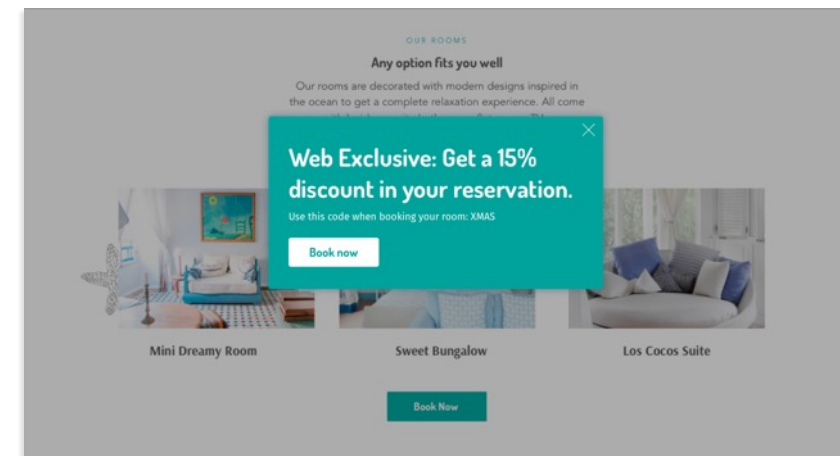
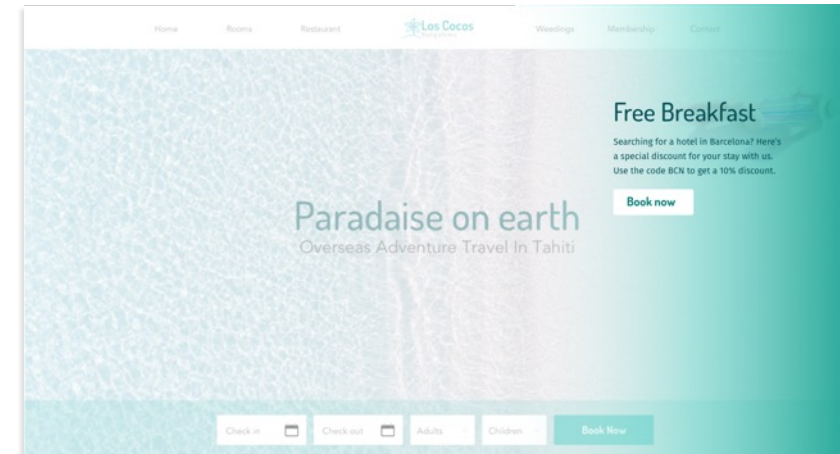
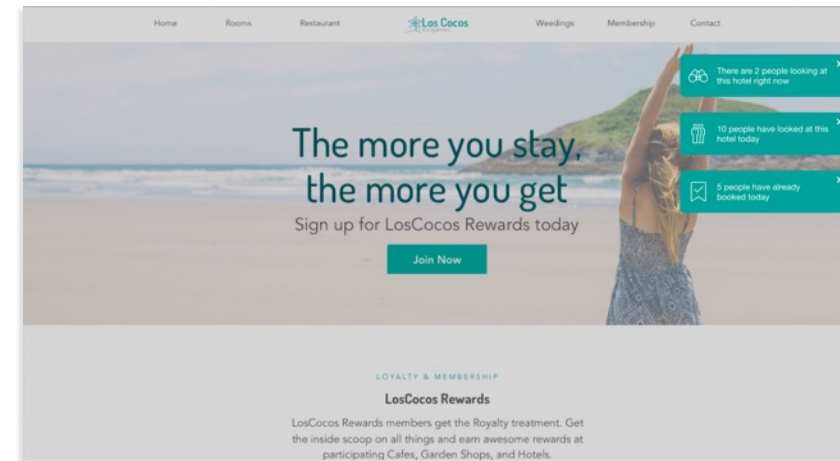
Nudge users towards a booking with in-web notifications

- **Layers**

Create a personal and engaging user experience

- **Exit Intent**

Persuade abandoning visitors to stay on your website



# Using Advanced Targeting Options to Ensure Optimal Timing

Within the context of the last available room, it is key to show the right message to the right person at the right time. This can be easily achieved by configuring timing, user and booking targeting rules. By doing so you can ensure you show users personalized messages at critical points in the booking process to create urgency, decrease the risk of bounce and encourage engagement.



Date range (eg. from 10 to 12 Oct)



Day of the week / Time of day



Booking search dates (eg. if the user search is for when there is high demand due to an event)



Last Minute campaigns (eg. If the check-in date is in less than 3 days)



Country where the user is from & Source (Tripadvisor, Google, Instagram, Trivago, etc.)



When sold-out, send users to your sister property



Mobile or desktop

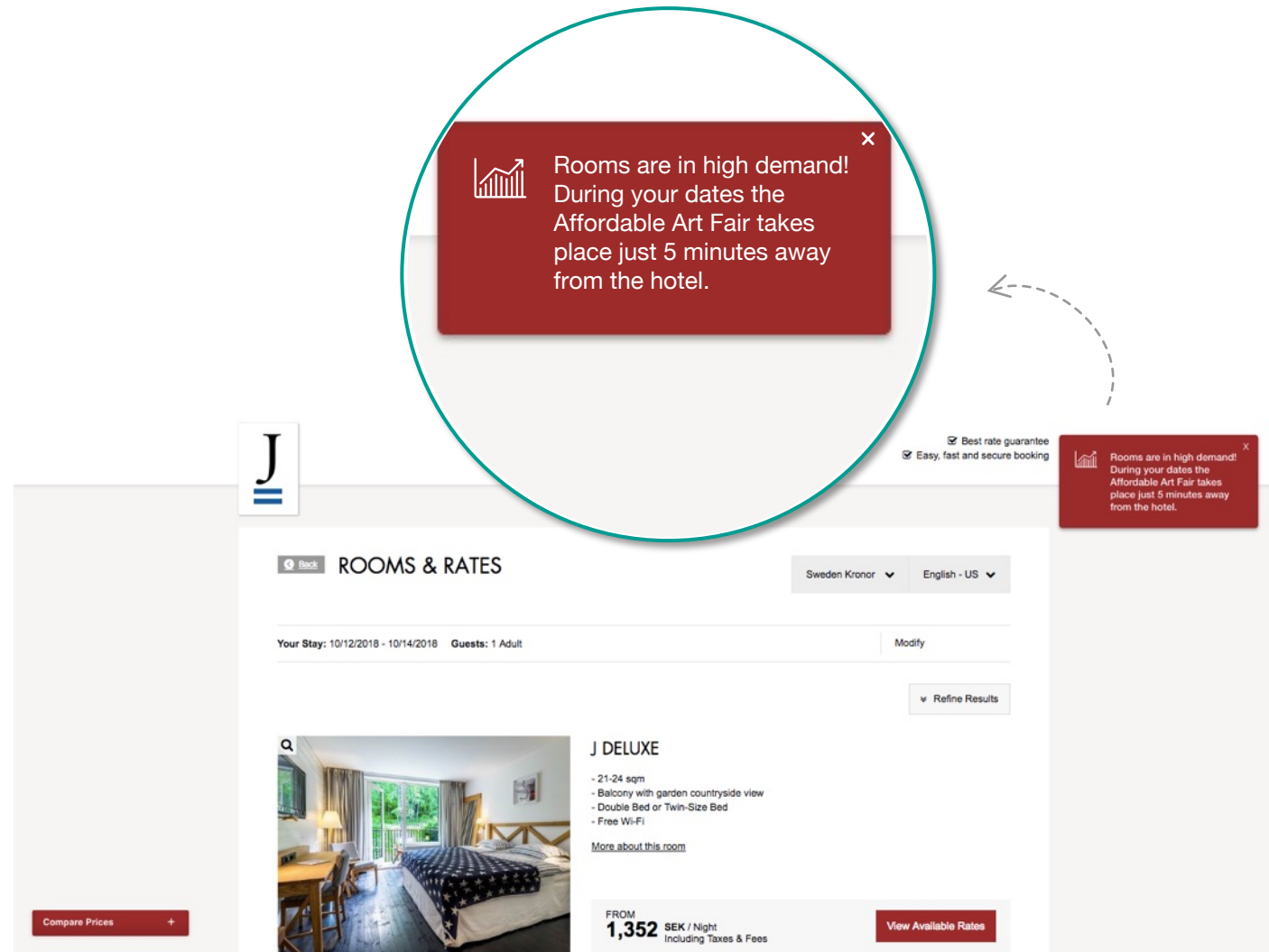


+ Custom Targeting: build your own

# Smart Notes to Create a Sense of Urgency

Urgency and scarcity are key motivational impulses to convince visitors to book direct. Using personalized messages, you can nudge the user towards a booking by highlighting promotions or advising about high demand on selected dates.

In this example, the hotel informs users about the Affordable Art Fair in Stockholm taking place 5 minutes away from the hotel from 11th to 14th October. Anyone searching for these dates will see a Smart Note appear warning them about low availability at this time due to the fair.



## Examples Smart Notes: Urgency & Scarcity



Lock in a great price for your stay. Prices may go up soon!



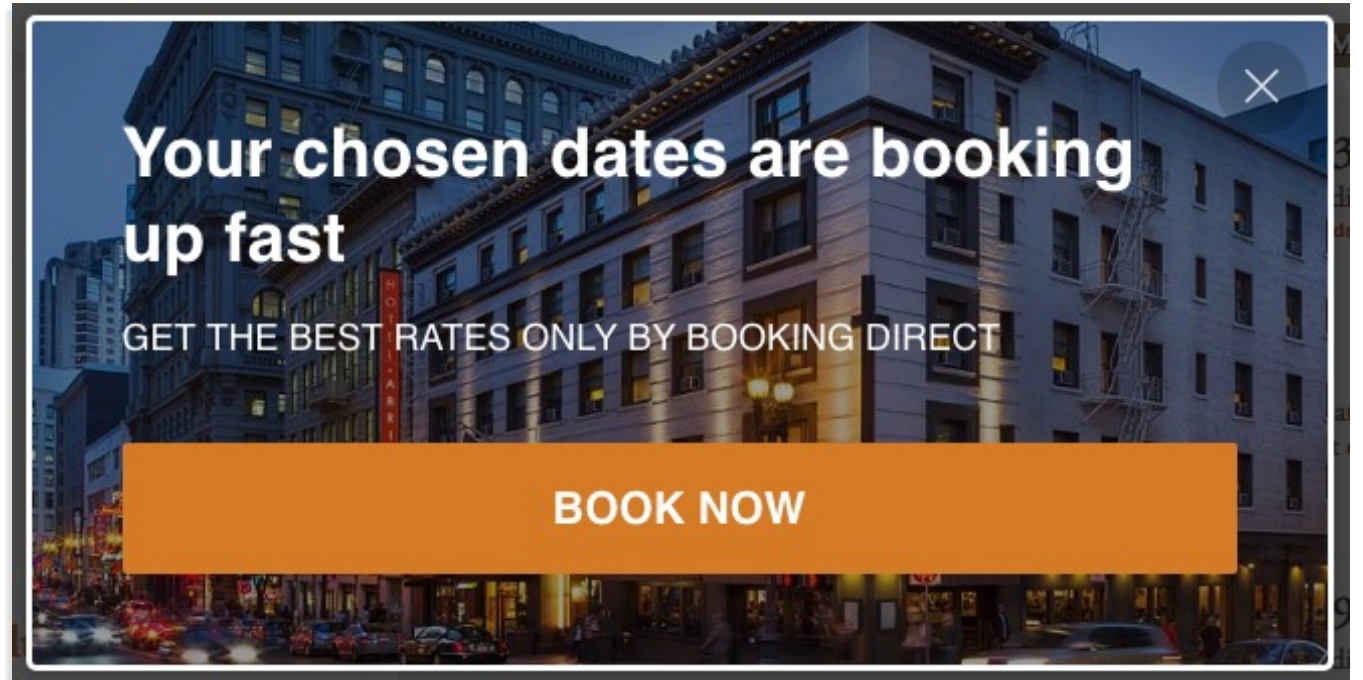
Book our last few rooms with “Gran Canal View” for the Historical Regatta  
**Discover the offer**



Our availability is low on your dates. Lock in a great price before it's too late!



## Examples Exit Pop-up: Urgency & Scarcity



# Special Offers to Increase Last-minute Sales

The screenshot displays a hotel booking interface. At the top, there's a navigation bar with a logo and tabs for 'GUESTS', 'DETAILS', and 'FINISHED'. Below this, a dark blue sidebar contains 'Update results' and 'Change dates' buttons. The main content area shows a 'Light Special' section with a clock icon and text about 'biggest nights of the year in Belfast'. A calendar at the bottom shows dates from Thursday 20 Sep to Wednesday 26 Sep, with Friday 21 Sep highlighted in orange and showing a price of €191. A large orange callout box with a clock icon and the text 'Last minute special offer: €20 VOUCHER for our restaurant' is overlaid on the interface. A dashed arrow points from this callout to a smaller version of the same callout located near the calendar. The background interface includes filters for 'Occupancy' and 'Special offers & packages'.

If your property is not at full occupancy, personalization can be used effectively to boost last-minute bookings.

Advanced targeting options allow the hotel to encourage last-minute bookings by only displaying the offer to users who are searching for a room for this coming weekend.

In this example, for last-minute bookings the hotel offers a 20€ voucher to be redeemed at their restaurant - the added incentive is there to help boost direct booking conversion rate without negatively impacting ADR.

## Examples Smart Notes: Last-minute special offers



With your booking get a  
\$20 credit for a bottle of  
wine during your dinner at  
our restaurant



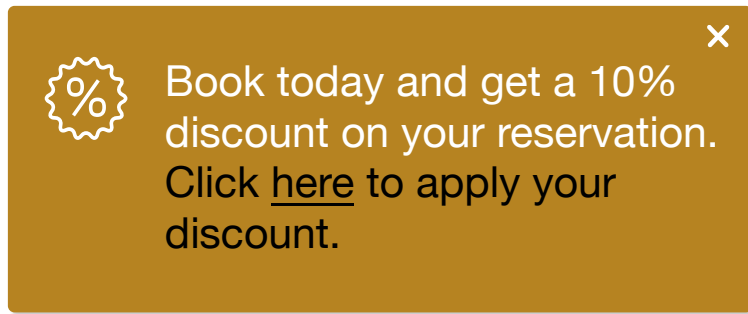
LAST MINUTE OFFER!  
Web exclusive – free  
transfer from the airport



Special offer this weekend  
only: 15% OFF Spa  
Treatments



# No Need to Show Promo Code with 1-click Discount



Leveraging promotional discounts can be an effective way to boost last-minute bookings, as long as they are used sparingly and responsibly.

Wherever possible, discounts should be restricted by applying strict conditions such as minimum number of room nights or specific dates.

Ideally, promotional codes should not be publically available so that you can control who has access to any special rates. The last thing you want is people sharing your promotional codes on social media or other channels which could negatively impact your brand image or ADR.

The advantage of using our Smart Notes is that you can create a 1-click discount that is only displayed to selected users within the booking pages of your website. There is no need to communicate a promotional code – with one click the discount is automatically applied to the rate.

# Targeted Offers to Extend Length of Stay

The screenshot shows the Hotel Neri website interface. At the top, the hotel's name 'HOTEL NERI' is displayed alongside a logo and social media icons. Navigation links for 'Home', 'Contact', and 'My Bookings' are visible. The main section is titled 'Rooms & Rates'. A search bar indicates 'Your Stay: 4/25/2018 - 4/26/2018' and 'Guests: 2 Total persons(\*)'. Below this, there are tabs for 'View by Rate' and 'View by Room'. A featured room, 'Classic', is highlighted with an image of the room interior. The room details include: '1 King or 2 Twin beds – 22sqm / 236sqft' and 'Views to the gothic quarter streets'. A 'More about this room' link is provided. The price is listed as 'FROM 387.00 EUR / Night', with a note to 'Please check the price breakdown below for tax & service'. A 'VIEW AVAILABLE RATES' button is located below the price. On the right side of the page, a promotional banner for 'Relais & Châteaux Casa Neri apartments offer' is displayed, featuring the text 'Stay 4 & pay 3 promotion for Casa Neri apartments only' and a 'Book now' button. The bottom of the page includes a footer with 'Location and contact' and 'Legal text' links.

It may sound odd to some Ecommerce Managers, but a common mistake can be selling out too soon. The risk is you could be leaving money on the table because last-minute travelers are often willing to pay a higher rate.

It's also important to think about shoulder nights. If you sell out Saturday night too early, you are not going to show up in searches by customers looking for a 3-night stay beginning on the Friday.

In this example, the hotel wants to avoid selling out Saturday when they have almost no rooms left. They encourage users to book a longer stay by using a layer to display a "4 nights for the price of 3" promotion.

## Examples Smart Notes: Upselling



For long stays, KIDS stay  
for FREE!



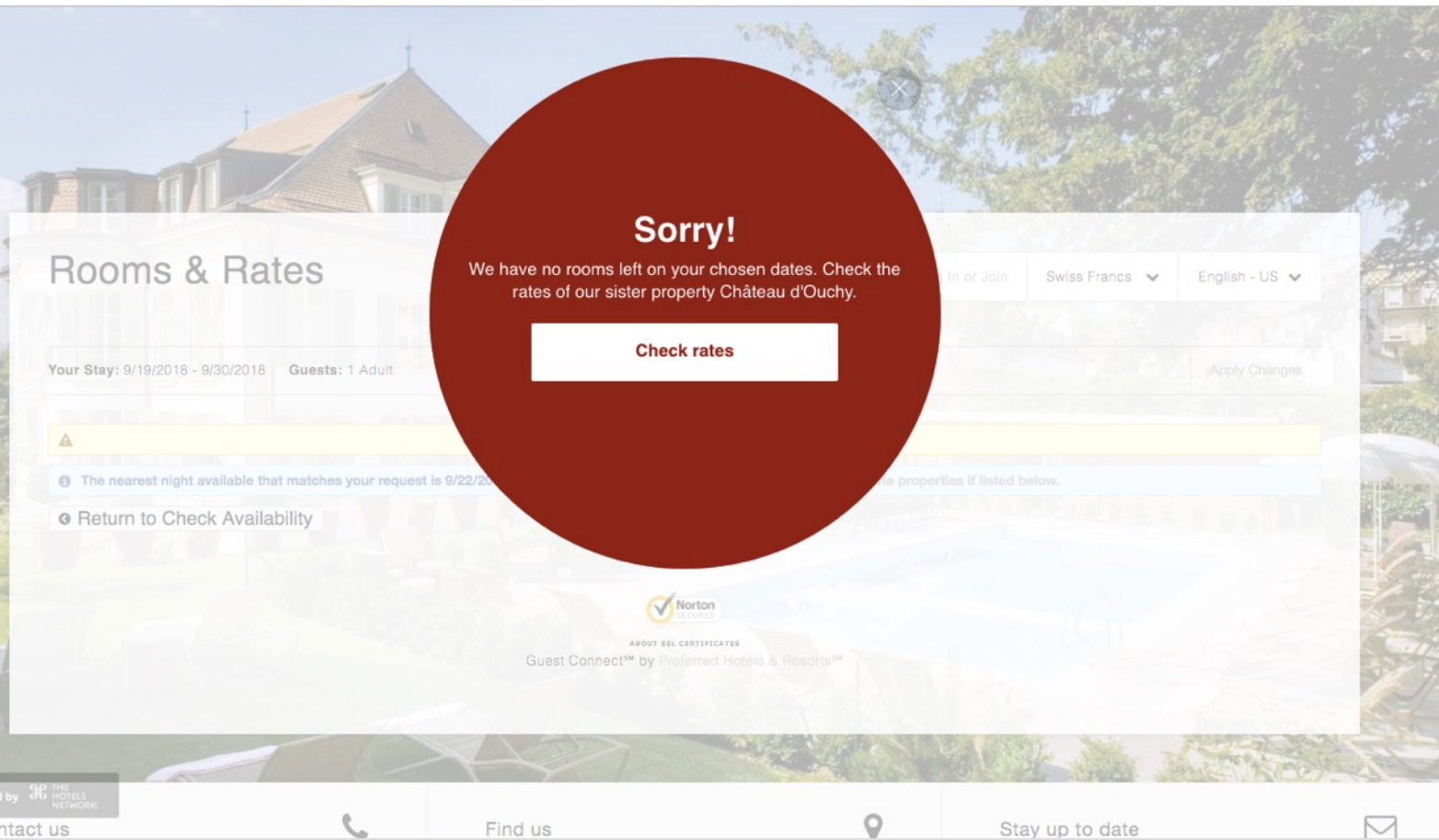
Upgrade your room and get  
a free transfer from the  
airport to our hotel.



Special discount TODAY  
ONLY! Stay 3 nights and  
only pay for 2.



# Sold Out? Promote Your Sister Property



You've already sold your last available room? Great! But don't miss the opportunity to cross-sell.

Why not follow the example of this hotel brand who uses an Exit Pop-up? You can easily display a message promoting one of your sister hotels who has got availability on the dates the user is searching for.

# About The Hotels Network

The Hotels Network offers clients a hotel tech ecosystem to increase website conversions and ADR. By adding a layer of tools to the hotel brand's website and booking engine, the software optimizes the user experience and boosts direct bookings.

The company's latest product innovation, Oraculo, is the world's first predictive algorithm for hotels. Oraculo harnesses machine learning techniques to predict the behavior of visitors to the hotel website and then automatically personalizes both the message and the offer for each user.

The company's mission is to improve the booking experience and bring transparency back to both clients and hotels.





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