

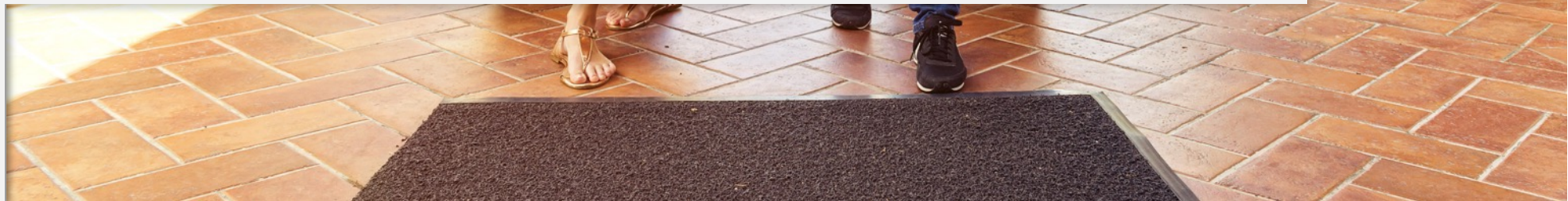


Best Practices



Ensure Your Website Visitors Come Back... and Convert

Techniques to Encourage Users to Complete Their Booking



Sometimes Visitors Need a Little Nudge in the Right Direction...

Most people are not ready to book a room on the first visit to your hotel website. To ensure users come back to your website, first you must help them remember you and then, if they do decide to return, make their booking process as easy as possible.

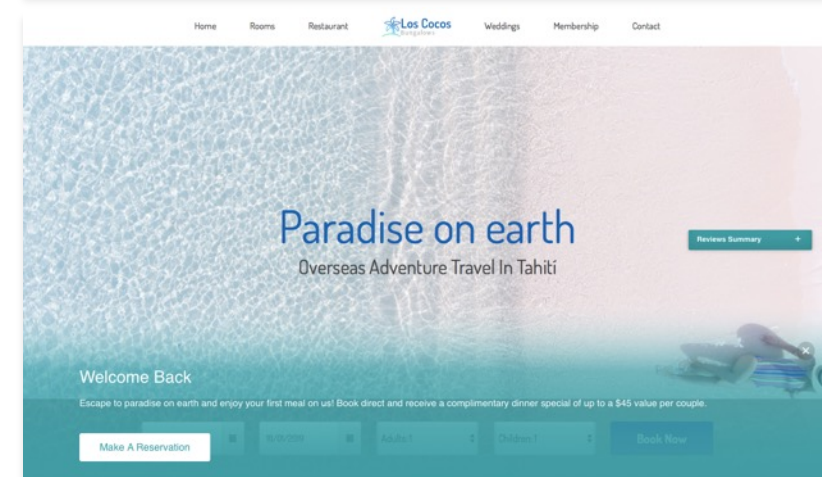
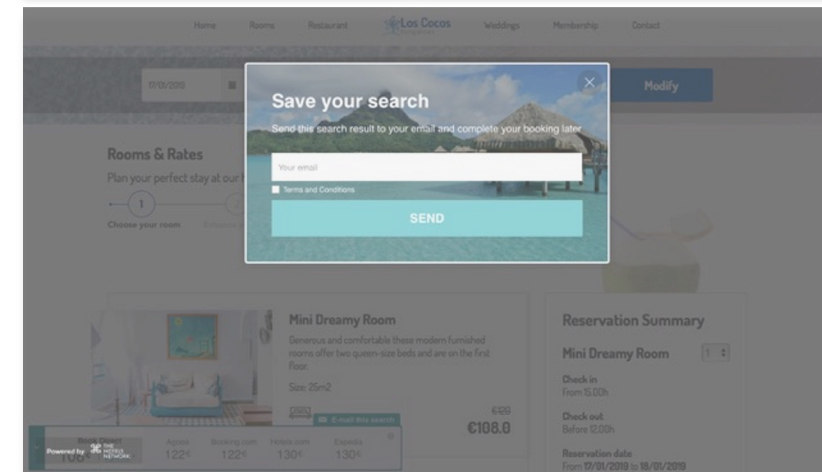
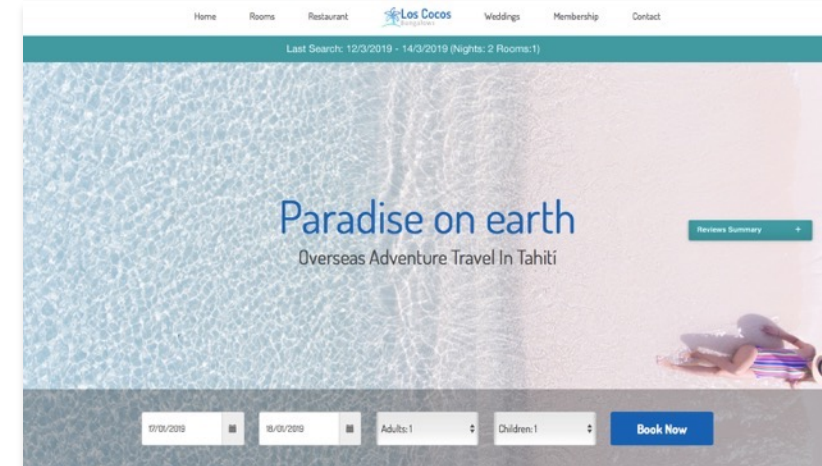
Allowing visitors to save their search or personalizing welcome messages for returning visitors are just some of the effective ways of encouraging people to come back and book direct.

Here, we give a brief introduction into these techniques and more, followed by a series of concrete examples to inspire new campaign ideas for your hotel brand.



The Right Message, at the Right Time

- **Last Search**
Make the booking process easy for returning users
- **Saved Search**
Ensure visitors come back to complete their booking
- **Layers**
Welcome visitors back creating a personal user experience



Help Users Remember You

EL PALACE HOTEL BARCELONA

Info | Map | Availability

16 JAN - ? 2 Code / coupon? CHECK AVAILABILITY Best Price Guaranteed

THE CLASSIC
The CLASSIC rooms are all exterior with abundant natural light, completely
[Read more](#)
from EUR/night **455⁴⁰** [SELECT](#)

THE JUNIOR SUITE
The Junior Suite are very peaceful rooms overlooking one of the typical courtyards
[Read more](#)
from EUR/night **648⁶⁰** [SELECT](#)

THE JUNIOR SUITE 19
The Junior Suites 1919 are
from EUR/night **694⁶⁰**

Book Direct **455 €**
+ Free Welcome drink served at our Terrace or Bluesman Cocktail Bar.
+ Free Wi-Fi
+ Room upgrade upon availability

Agoda 618 €
Expedia 628 €
Booking.com 649 €
Hotels.com 649 €
[Learn more >](#)

Get these prices in your e-mail

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El Palace Hotel Barcelona // Gran Via de les Corts Catalanes, 668 · Barcelona · Spain · [view map](#) // +34935101130
powered by Witbooking

Save Your Search

If a visitor is not ready to make their booking, help them remember you! Give them the option to save their search and receive an automatic email with all the details. Include a link in the email which takes them directly to the booking engine so they can easily resume their previous search and complete the reservation.

Here's your recent hotel search

Palace Hotel Barcelona 5*GL
Barcelona

Best Price
Mon, 12/11/2018 to Wed, 14/11/2018 → **455€** per night

⊕ Free Welcome drink served at our Terrace or Bluesman Cocktail Bar.

⊕ Free Wi-Fi

⊕ Room upgrade upon availability

[Book now](#)

For more information please contact **Palace Hotel Barcelona 5*GL**

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

Email example



Display the Saved Search Option in Price Comparison

[Home](#)
[Rooms](#)
[Restaurant](#)

[Weddings](#)
[Membership](#)
[Contact](#)

17/01/2019



18/01/2019



Adults: 1



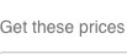
Children: 1



Modify

Rooms & Rates

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Get these prices in your e-mail

☐ [Terms & Conditions](#)

ern furnished
are on the first

€120

Book Direct	Agoda	Booking.com	Hotels.com	Expedia
120€ 2 perks >	122€	122€	130€	130€



Reservation Summary

Mini Dreamy Room

Check in
From 15.00h

Check out
Before 12.00h

Reservation date
From **17/01/2019** to **18/01/2019**

Easy Sharing

A great place to promote the feature is within our Price Comparison widget.

Before confirming a booking, people often want to check the dates and prices with other members of their travel party. Saved Search makes it easy for guests to share the details of the hotel stay they are considering with others.

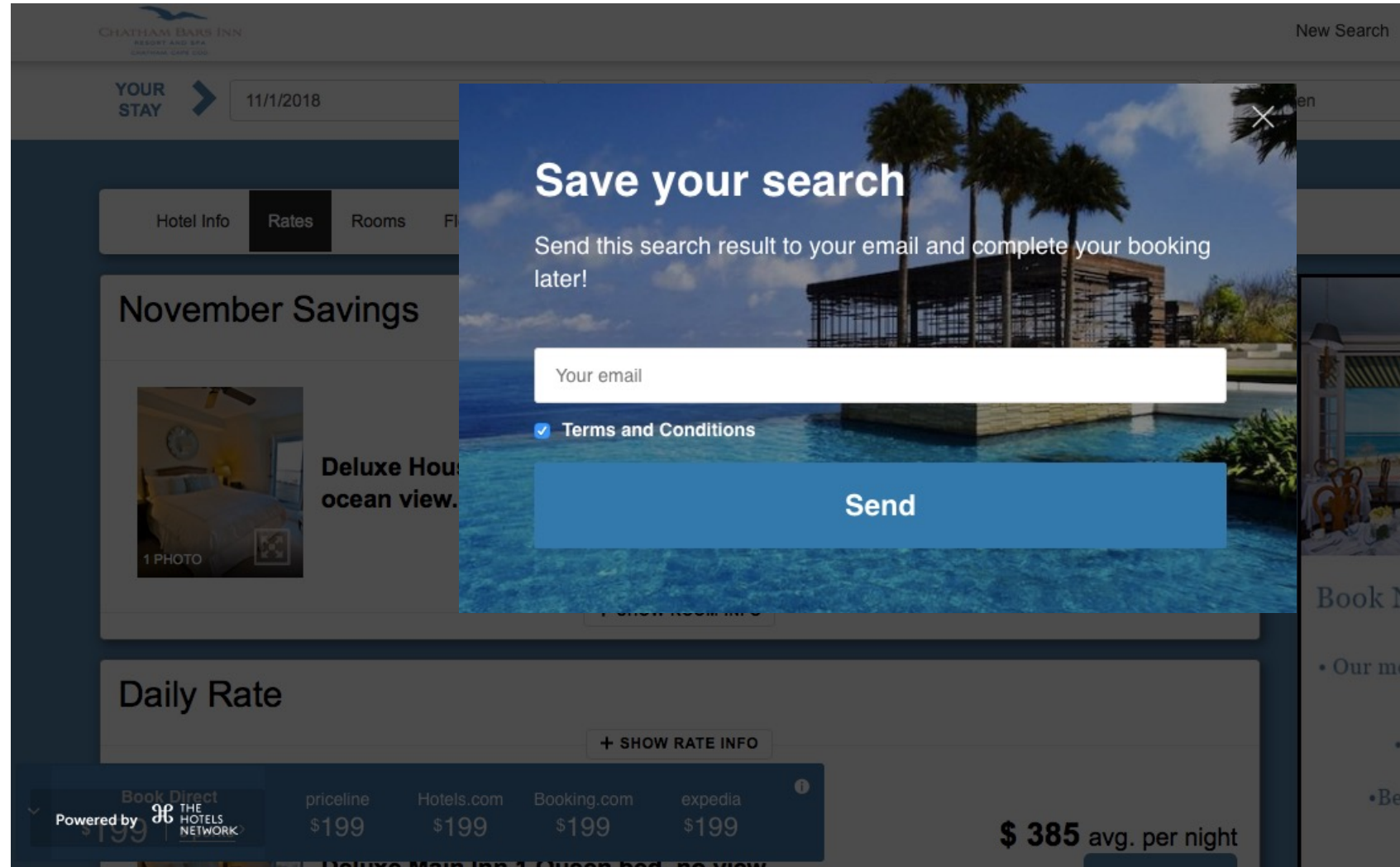


Capture Visitors' Details Just as They Are Leaving Your Website

Exit Intent Banner

When the user is about to abandon the page, use an attractive Exit Intent banner to encourage them to save their search.

Not only will it increase the likelihood of them coming back to book direct. It's also a fantastic way to grow your database of prospects. Include an opt-in tick box with the terms and conditions to comply with privacy policy regulations.



Encourage Visitors to Complete Their Booking

Here's your recent hotel search



Metro Advance Apartments & Hotel Darwin
Northern territory

Looking for a short break? Come stay with us and enjoy a 10% discount with code SUMMER19

Best price Fri, 07/05/19 to Sun, 07/07/19	\$100 per night
⊕ Late Check-Out (Subject to availability)	
⊕ Free Spa access (Web exclusive)	
⊕ Enjoy a bottle of champagne	

Book now

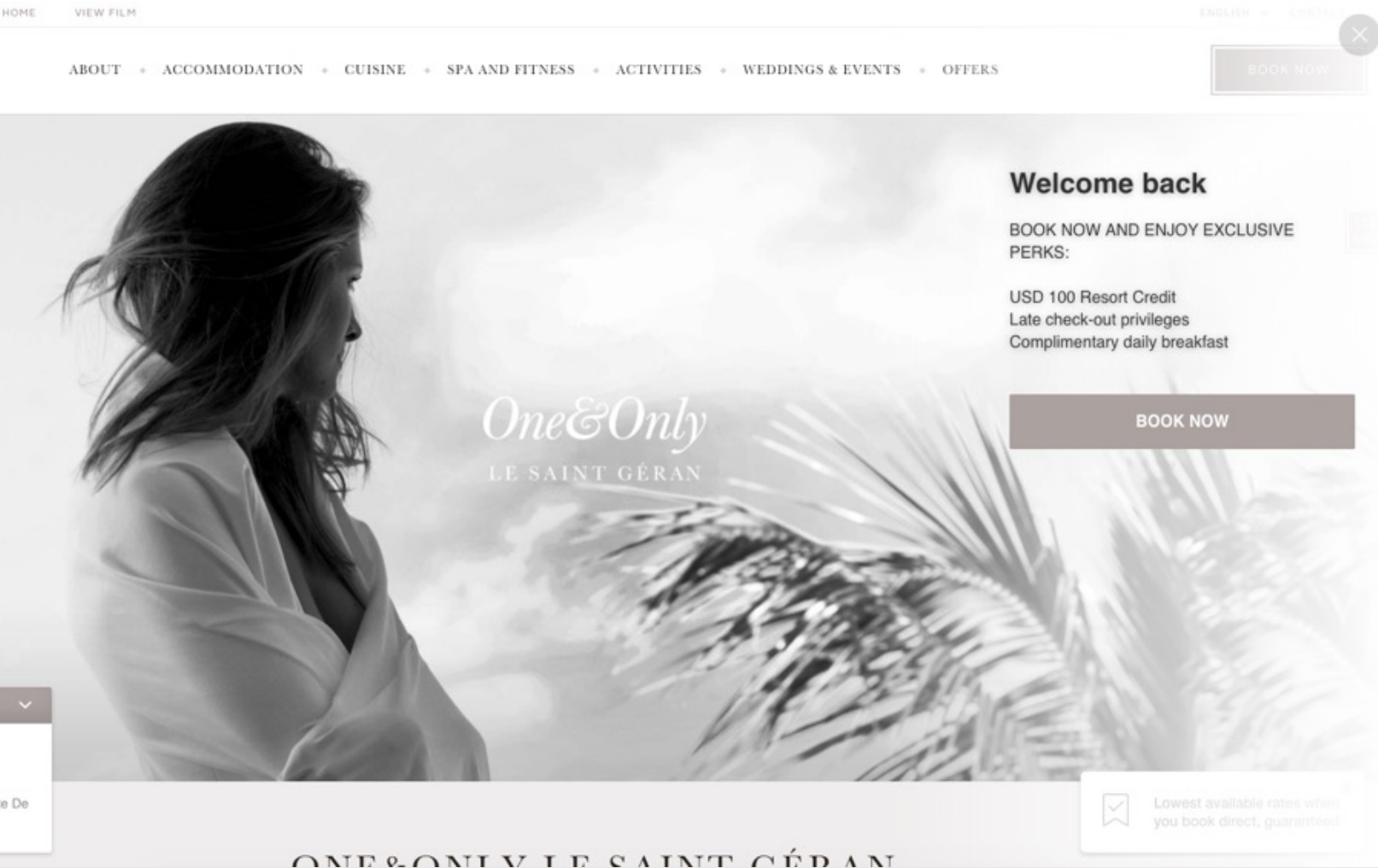
Personalized Email & Offer

Customize the design of the saved search email that visitors receive to fit perfectly with the look and feel of your brand.

Within the email, showcase special promotions or upgrades, incentivizing visitors to book direct at your hotel. Including fenced offers with promocodes has proved to be an effective tactic to encourage users to complete their reservation.



Recognize Returning Website Visitors



Welcome Message

Making guests feel welcomed is the essence of hospitality. One option to consider is to create a welcome Layer and use segmentation rules so that it is only shown to users who have already visited your website.

To make the message even more powerful, use a personalized offer as an additional incentive for people to book direct.

Make It Easy for Returning Visitors to Complete Their Booking



Last Search

Nobody likes having to fill out their booking search details time and time again. That's why the Last Search function is really useful.

This means that we detect when a user is returning to your website so that a button is automatically visible for them to resume their previous search. By clicking on the link, the user is redirected to the booking engine with the dates and room type already selected, making it easy to complete the reservation.





Top Tips

- If someone isn't ready to book, make it easy for them to save their search for later.
- When capturing emails, include a opt-in so that you can grow your marketing database.
- Customize the design of messages and emails to reflect the look and feel of your brand.
- Welcome back returning visitors to your website.
- Consider using exclusive perks or fenced offers with promo codes as an incentive to complete the booking.

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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