

Welcome to the webinar:

**Unlocking Success: Strategies
to Elevate Your Hotel's Direct
Channel Performance**

Wednesday 24 Jan, 11:30

Your hosts today



Javed Bongso

Market Manager
jb@thehotelsnetwork.com



Niranka Perera

CEO
niranka@antyrasolutions.com

Before we get started



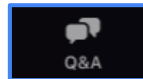
We'll mute everyone



Please use the Q&A
tab to ask questions
during the webinar



This webinar is being
recorded and will be
shared with all registrants



Agenda

01

Unlock the secrets to creating a seamless user experience.

02

Explore how other hotels succeed and learn best practices for optimizing tools to your advantage.

03

Price Widget : real-time price comparison and matching strategies to outperform competitors.

04

Time to boost your conversion by up to 32%.

Learn how!



The leading growth platform for the direct channel



19,000+
Hotels

100+
Countries

140+
Employees

20x
ROI

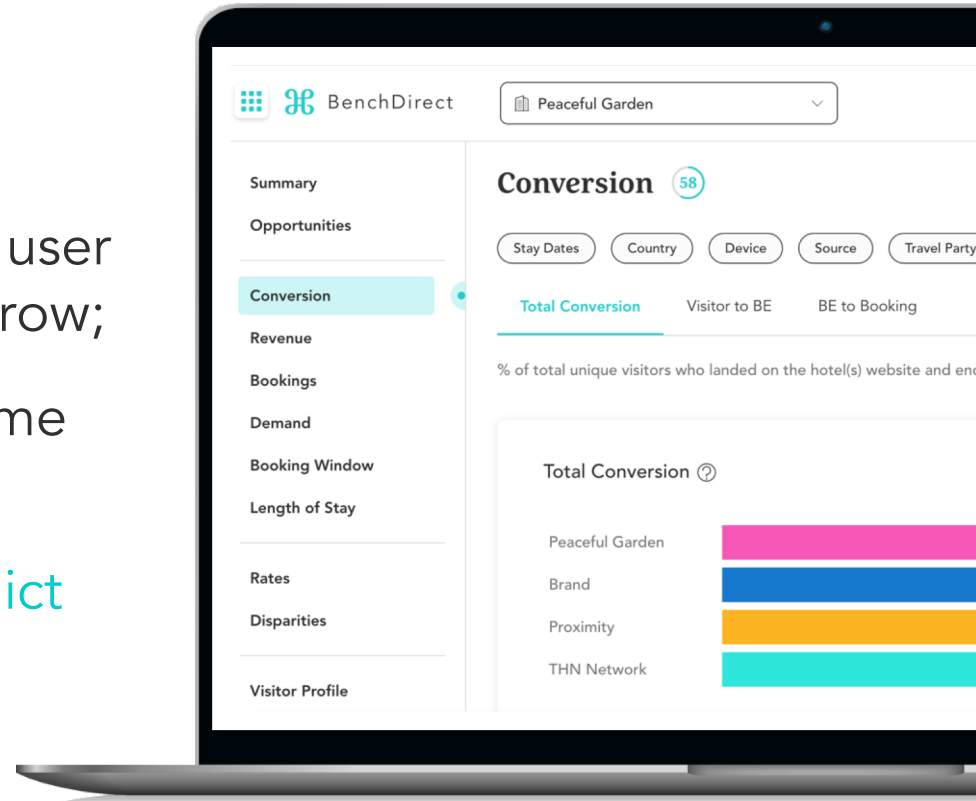
2015
Founded

Let the data guide you

We **benchmark** your website and user metrics to find opportunities to grow;

We track **rate disparities** in real time to ensure you offer the best rate;

We use machine-learning to **predict** user behavior.



Reacting to Situations

What you need to know from your web visitor

?

Homepage

- IP Address
- Traffic Source (Facebook, Paid Link, Google)
- Time of the day, First/ Second Time User
- Device Used

?

Booking Engine

- Dates of Search (E.Bird, L. Minute and Min. Nights)
- Number of Pax
- Disparities in the Market (Price Match)
- + All inherited data from the homepage

?

Booking Confirmation

- Transfers
- Newsletters
- F&B Promotions



Unlimited Hyper Personalization and Targeting

Use the THN advanced targeting rules to communicate with specific audiences



Timing

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



Demand

- Search dates
- Search by days of the week
- Early bird, Last-minute
- Length of stay
- Booking value and availability



Travel Party

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



Visitor Profile

- Location (country, state or city)
- Source (TripAdvisor, Google, Instagram, custom domain, etc.)



Visitor Behavior



- Members vs. Non-Members
- Previous interactions
- Last page visited



Custom Targeting

- Device type
- URL variables
- CRM information stored in data-layer



Flexible Designs

- **Smart Notes**

Subtle message that fades in and out of the page

- **Layers**

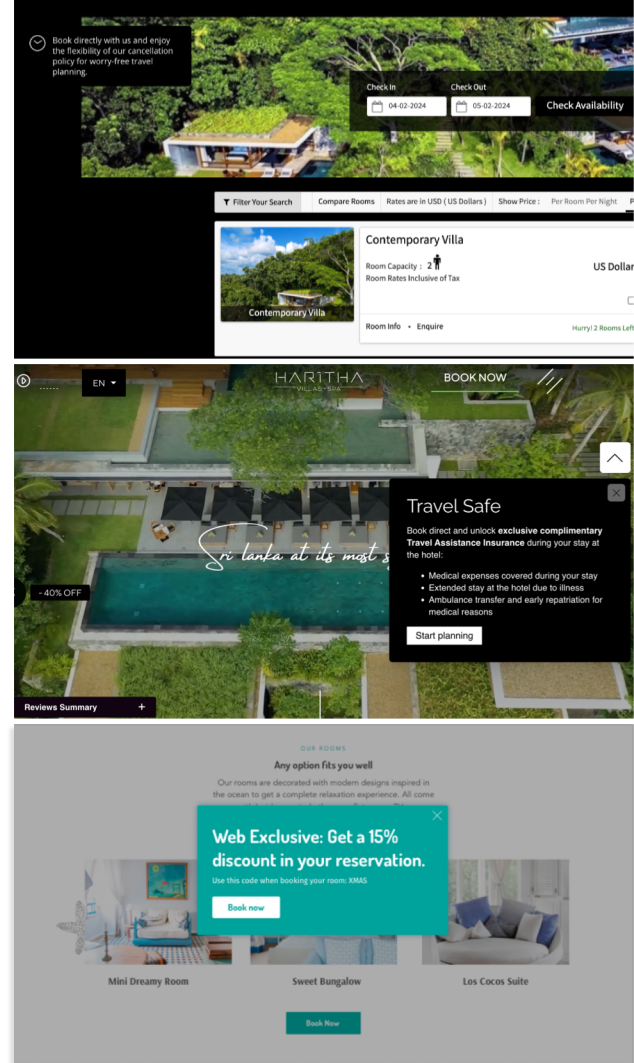
Message that sits as a layer on top of the website

- **Inliners**

Embedded into the content of the website, these don't pop up

- **Exits**

Reengage abandoning visitors so they stay on your website



- Milaidhoo MALDIVES**

Things to Do | Activities | Your Story

Reviews Summary

4.9/5
Fantastic
Based on 233 reviews

TripAdvisor	5.0/5
Booking.com	9.6/10
Hotels.com	9.9/10
Expedia	9.9/10

[See reviews for you >](#)

1. Search **Pune - The Orchid Hotel Pune** *09 Jan '24 - 10 Jan '24 / 1 Room, 1 Adult, 0 Children* [Modify](#)

2. Select Room (1 Adult, 0 Children)

Deluxe Double or Twin Room

Room Size : 324 sq. ft.

6,674 INR / night
From Plus taxes

Rates
Amenities
Photos

Book Now & Save - With Complimentary WIFI

 - * Complimentary Wi-Fi
 - * 15% Discount of SPA
 - * 10% Discount of F&B
 - * Complimentary Tea/Coffee making Facility in the room

Member-only rate	Book Direct	Expedia	Hotels.com	Makemytrip	E-mail this search
Book Now & Save - With Complimentary WiFi	₹1,156 9 perks	₹5,496	₹5,496	₹5,499	₹5,799

Regular rate ₹25,496

Watch our video

Stay in touch for exclusive offers

Share your email address with us to receive exclusive offers

[SUBSCRIBE](#)

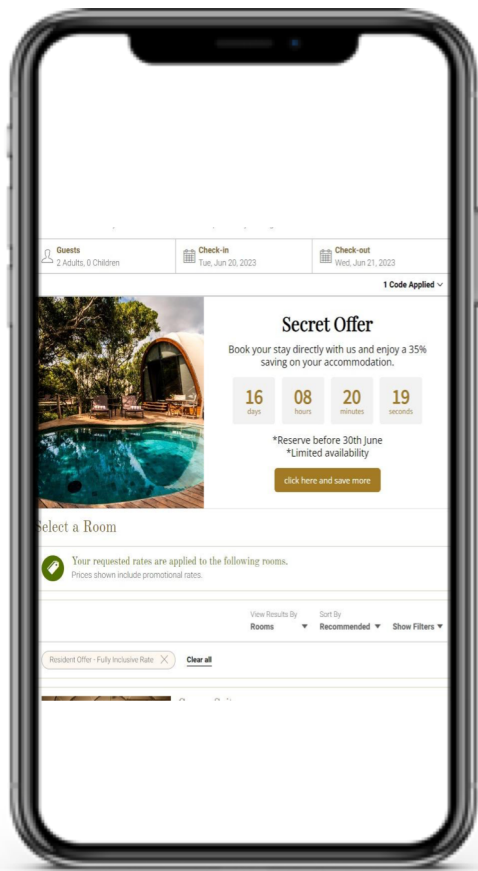
Don't forget to follow us on [Instagram](#) & [Facebook](#)



Best Performing Campaigns

Summer Secret Offer

Increase conversion from International Point of Sale, offering additional discounts through promo codes:



2 days in
advance



May -
October

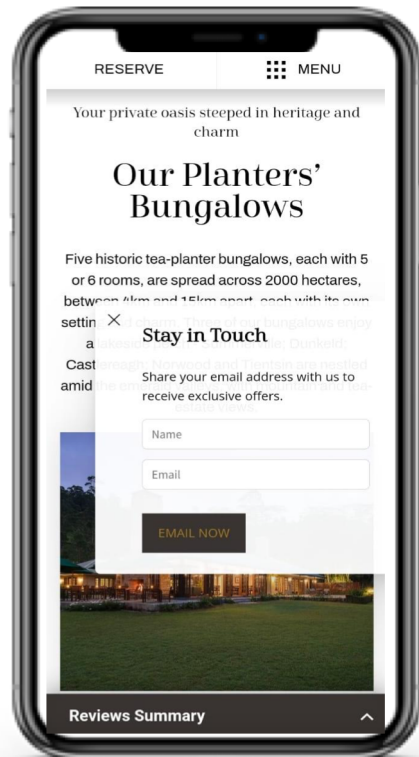
IP
International

Click Through Rate	Promo Code Bookings	Revenue
20%	190	Upwards of 139,000 USD



Email Capture on Mobile - Ceylon Tea Trails Feature on BBC Amazing Hotels Documentary

Strategy to capture email id's to send newsletters & special offers



15 seconds
delay



Mobile
Only



Resulting in 236 Form Submissions



Layer on Homepage

Increase the conversion of your local market, CTA redirecting to Hotels whatsapp



Contemporary Villa
Contemporary villa with pool and garden view
200 USD per night, on bed and breakfast basis, on double occupancy including daily morning group yoga sessions.



Colonial Mansion 1 Bedroom
Colonial Mansion 1 Bedroom with pool and garden view
325 USD per night, on bed and breakfast basis, on double occupancy including daily morning group yoga sessions.



Colonial Mansion 2 Bedroom
Colonial Mansion 2 Bedroom with pool and garden view
365 USD per night, on bed and breakfast basis, on double occupancy including daily morning group yoga sessions.

Srilankan and Residents Offer

Book direct & enjoy special rate including bed & breakfast, daily morning group yoga session.

*To avail this offer please call us at +94 760111346 or write us an email at reservations@harithavillas.com

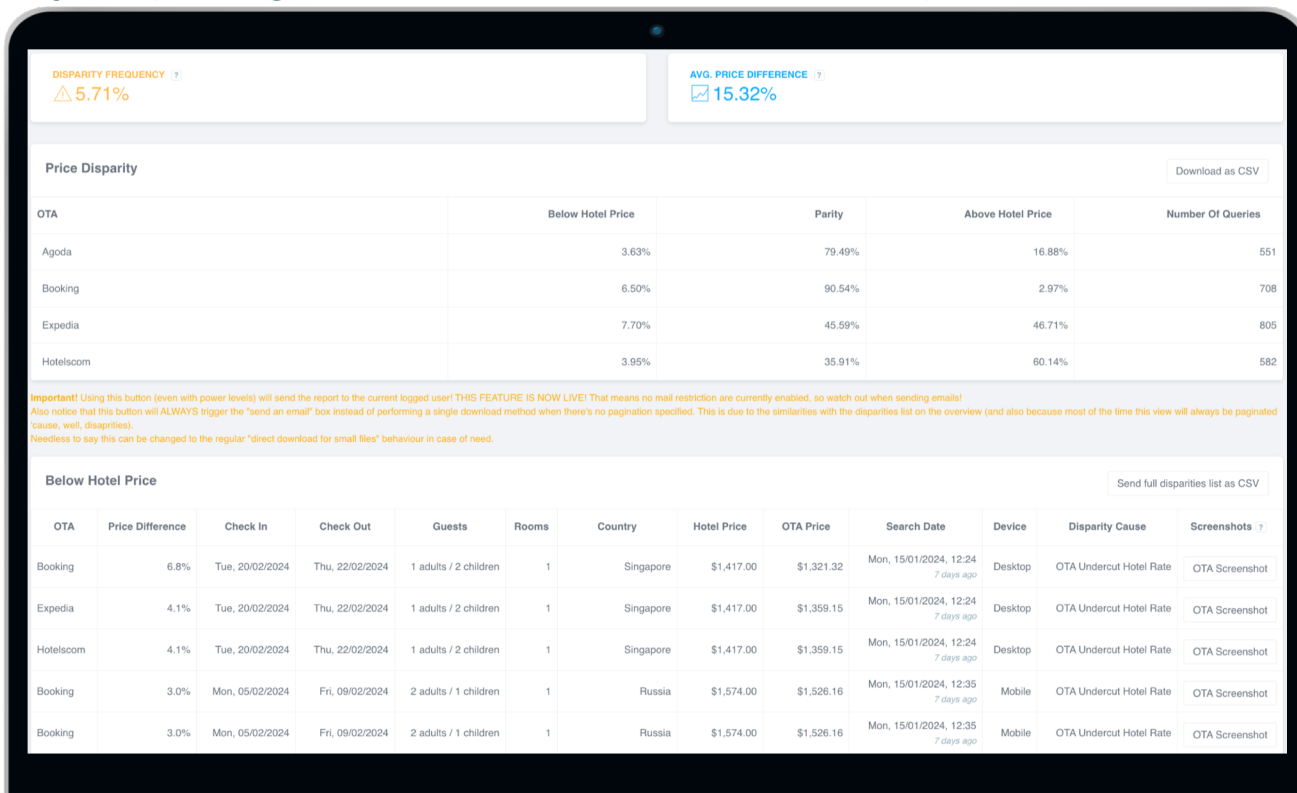
Contact us

Visitors	Clicks	CTR
3836	209	5.44%



Usage of Disparity Dashboard

For rate shopping and price matching to reduce Average Price Difference and Disparity Frequency by “capturing violations with our OTAs and to prove the claim”.



Combat Rate Disparities

Automated Price Match displayed when there are real-time disparities based on user's search in your BE to guarantee the best price

1 Bathroom

moking • Air conditioned • Wireless
ny

or, so you can enjoy sweeping views of
bacony. Ground floor units have...

USD 156

ONLY 2 LEFT

for 1 night, 2 guests

Select

Thu, 25 Jan 24 – Fri, 26 Jan 241 night

1 room, 2 guests

Select a rate to continue

Book Direct\$156 \$133 +

Special offer available! Click here to get 15% off

Agoda\$135

Booking.com\$143

Expedia\$202

Hotels.com\$202

E-mail this search

Book



Price Match via One Click
Promocode on your BE



Only visible when OTAs have a
lower rate for the user's search



Multiple disparity thresholds:
PROMO5 if disparity < 5%
PROMO10 if disparity between 5-10%
PROMO15 if disparity between 10-15%

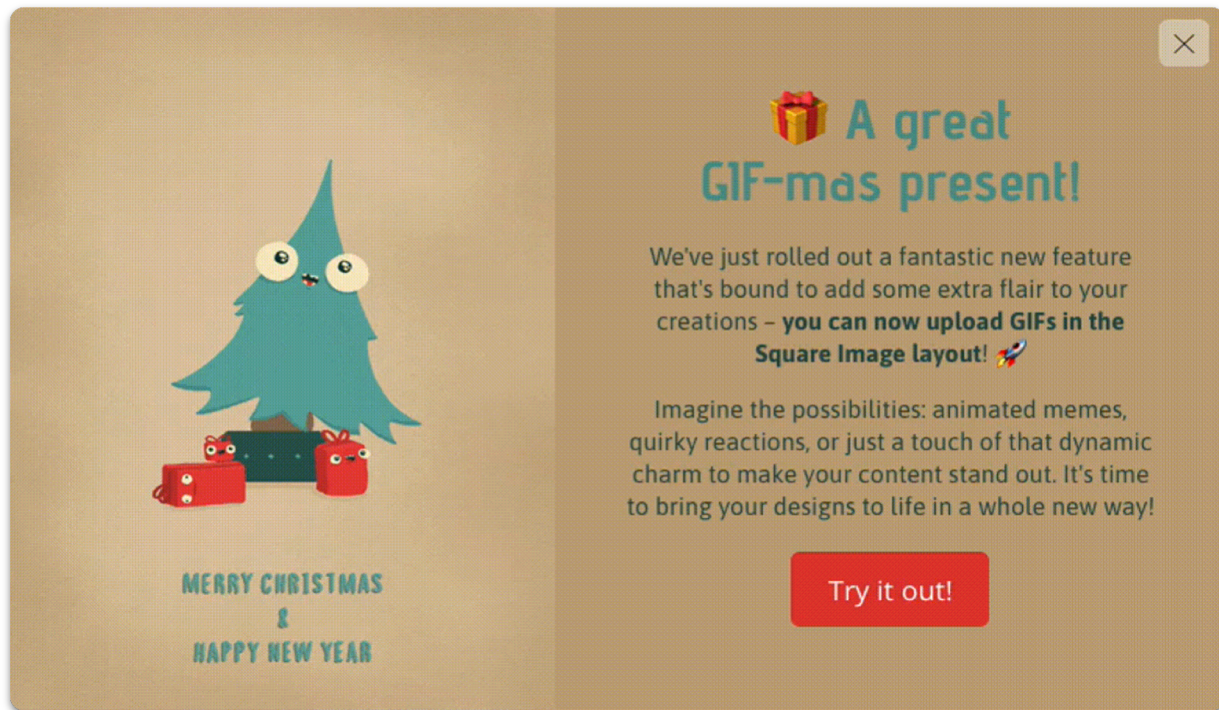




What's New?

Gifs

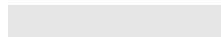
Animate your THN campaign by using a gif instead of an image



Templates

Explore our growing collection of templates to inspire your creativity

 The picture can't be displayed.



Experiments

Test the effectiveness of your campaigns using our experiments



Note

Nudge users towards a direct booking with in-web notifications.



Exit

Persuade abandoning visitors to stay on your website.



Layer

Create a personal and engaging user experience.



Inliner

Seduce users with subtle messages displayed as native content.



Experiment

Test which messages optimize web performance using multivariate or A/B tests.



Decide where the experiment will be displayed and to whom.

Experiment displays in

0 Properties

0 Pages

Desktop & Mobile

if visitor matches

All Visitors



Variant 1 (33%)

Variant 2 (33%)

Control group (34%)



Experiment end



Experiment end



Experiment end

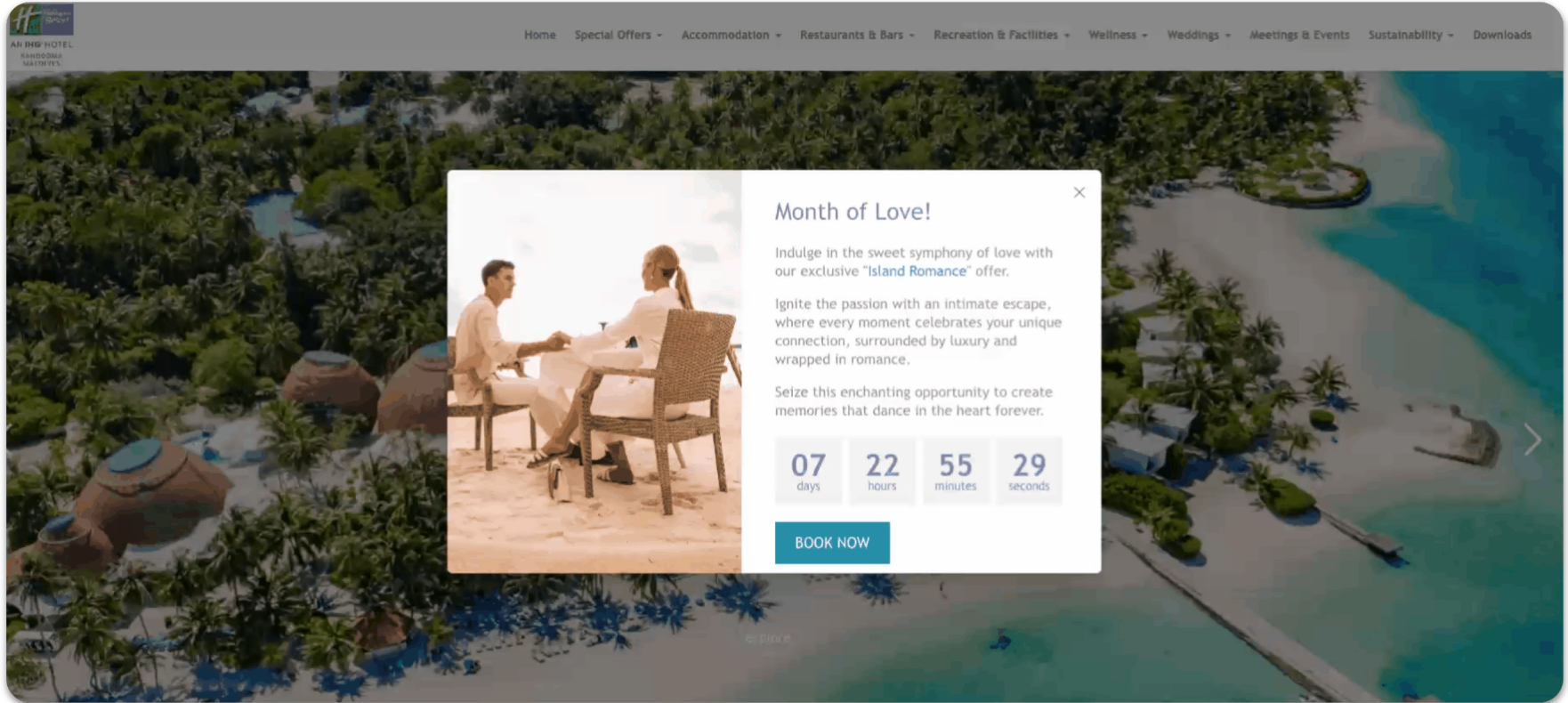




Inspiration for 2024

Valentine's Day Layer

Increase the conversion by promoting valentine's day offers using gifs



The screenshot shows a hotel website with a navigation bar at the top. The background is a large, vibrant image of a tropical island with palm trees and turquoise water. Overlaid on this is a white rectangular box containing a romantic offer. On the left side of the box is a photo of a man and a woman sitting on a beach, holding hands. The text on the right describes the 'Island Romance' offer, emphasizing luxury and romance. A countdown timer shows 07 days, 22 hours, 55 minutes, and 29 seconds remaining. A 'BOOK NOW' button is at the bottom. The website's logo and navigation menu are visible at the top.

AN IHG HOTEL
KANDOOMA
MALDIVES

Home Special Offers Accommodation Restaurants & Bars Recreation & Facilities Wellness Weddings Meetings & Events Sustainability Downloads

Month of Love!

Indulge in the sweet symphony of love with our exclusive "Island Romance" offer.

Ignite the passion with an intimate escape, where every moment celebrates your unique connection, surrounded by luxury and wrapped in romance.

Seize this enchanting opportunity to create memories that dance in the heart forever.

07 days 22 hours 55 minutes 29 seconds

[BOOK NOW](#)



Location Targeted Offer for Chinese New Year

Increase conversions from the Chinese IP on the booking engine



Ascott Sathorn Bangkok

★★★★☆ 3,059 Reviews

1

Rooms and Rates

2

Booking Summary

3

Enter Guest Details

Check-in Sat, 10 Feb 2024

Check-out Sun, 11 Feb 2024

Rooms & Guest 1 Rooms, 1 Adults, 0 Child(ren)



CHINESE NEW YEAR Rewards



Chinese New Year Rewards

Book and stay with us to unwrap an Angpao of delightful offerings:

- ◆ Get **30% Off** Best Flexible Rate.
- ◆ Receive **2X Bonus** ASR Points.
- ◆ **Exclusive benefits** for ASR Members.

Become an ASR Member

4 Room Type(s)

Final payment will be in the property's currency. Rates shown are based on estimated exchange rate for your reference.

Sort & Filter

Charges Per Stay



Need help with travel planning?
Chat with me!

Studio Premier

Compare Prices

58 sqm / 624 sqft

x 3 pax

From THB



Location Targeted Inliner for Diwali

Increase conversion on booking engine

Property

Shivas Galaxy

Check in

02-11-2023

Check out

03-11-2023

Flexible Dates

☐

Adults

1

Children

0

Currency

INR

Use Promo Code

SEARCH

Book Direct

Special offer available! Click here to get 5% off

Agoda

₹2,646

Expedia

₹2,703

Goibibo

₹2,980

Booking.com

₹4,500

E-mail this search



Celebrate Diwali with Exclusive Offers!

In the light of Diwali, join us in celebrating the festival. Extra 10%, indulgent dining, and special booking direct benefits:

Get promo code Flat 10% OFF on all rooms

- ✓ Complimentary Wi-Fi
- ✓ 15% off on Food & Beverage
- ✓ 15% off on Laundry
- ✓ One way shared complimentary Airport Transfers (only for Club Room)

07 days

05 hours

35 minutes

32 seconds

Click Here to Activate Your Extra 10% Savings

All Properties | Shivas Galaxy

VIEW BY PACKAGES



Deluxe Room

Accommodation at Shivas Galaxy Hotel includes elegant Bespoke spaces to suit the guest's mood and state of mind. We are a modern Corporate Hotel with 87 well-appointed...

FROM
INR 4,500
INR 2,700 per night
Tax Exclusive

40%
VIEW

More info



Club Room

Accommodation at Shivas Galaxy Hotel includes elegant Bespoke spaces to suit the guest mood and state of mind. We are a modern Corporate Hotel with 87 well ...

FROM
INR 6,500
INR 3,900 per night
Tax Exclusive

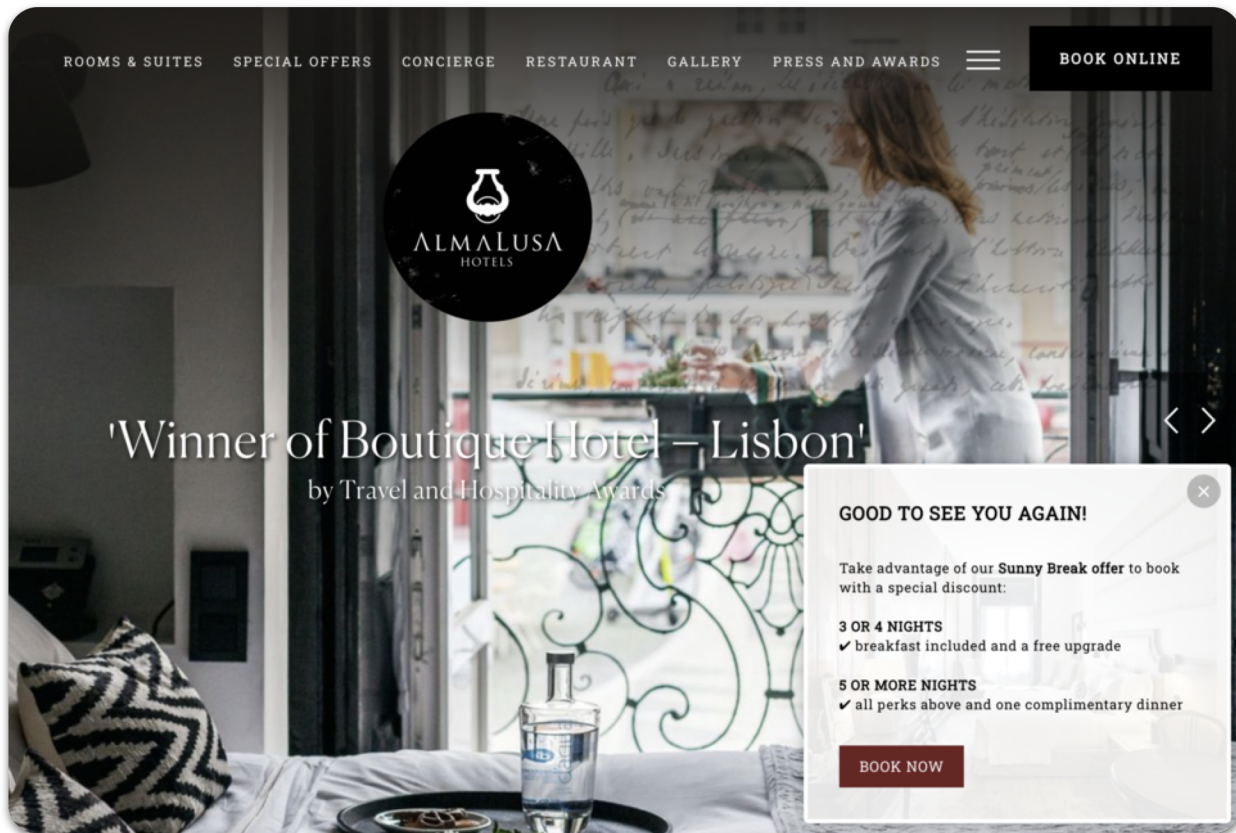
40%
VIEW

More info



Layer for Returning Customers

Targeted at acknowledging returning visitors



Note on Booking Engine with Targeting

Increase family conversion by promoting children stay perks

ELITE HOTELS
OF SWEDEN

START

HOTELS

CONFERENCE

REWARDS

CORPORATE CUSTOMER

MORE

SVENSKA

BECOME A MEMBER FOR THE BEST PRICE!

LOGIN

WHERE

ELITE HOTEL MARINA TOWER, STOCKHOLM

GUESTS

1 ADULT , 1 CHILDREN

CHECK IN

MON 19 JUL 2021

CHECK OUT

TUE 20 JUL 2021

SEARCH

DO YOU HAVE A COMPANY CODE OR A PROMOTION CODE? ▾

Did you know? Children under the age of 5 always stay for free at Elite Hotels!

[START](#) / RESERVE HOTEL ROOM

ELITE HOTEL MARINA TOWER, STOCKHOLM

★★★★ RATE: 8.7/10 [READ ABOUT THE HOTEL](#)

Compare Prices ▾

Book Direct **kr 1 148**

- + Member benefits ⓘ
- + Free Wi-Fi
- + Breakfast Included
- + Pillow menu

Expedia

kr 1 344

Hotels.com

kr 1 346

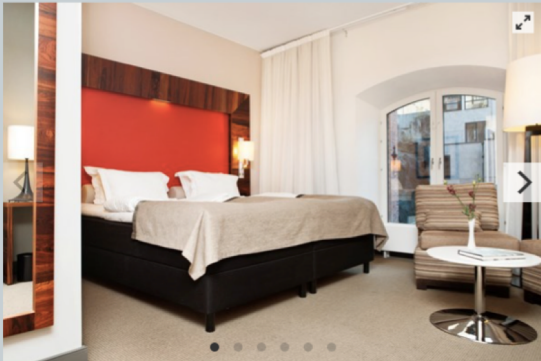
Agoda

kr 1 346

Booking.com

kr 1 349

Learn more >



SUPERIOR

A contemporary and stylish double room. Suitable for 1-2 persons.

Bed 160 cm or 2x90 cm

23 m²

Wifi included

Breakfast included

Superior is a welcoming double room with windows over the yard. Slip into a bathrobe, lean back and relax. There are a comfortable armchair, a writing desk and an elegant bed with fluffy pillows. The bathroom has a bath. Please note that there is no space for an additional bed in the room.

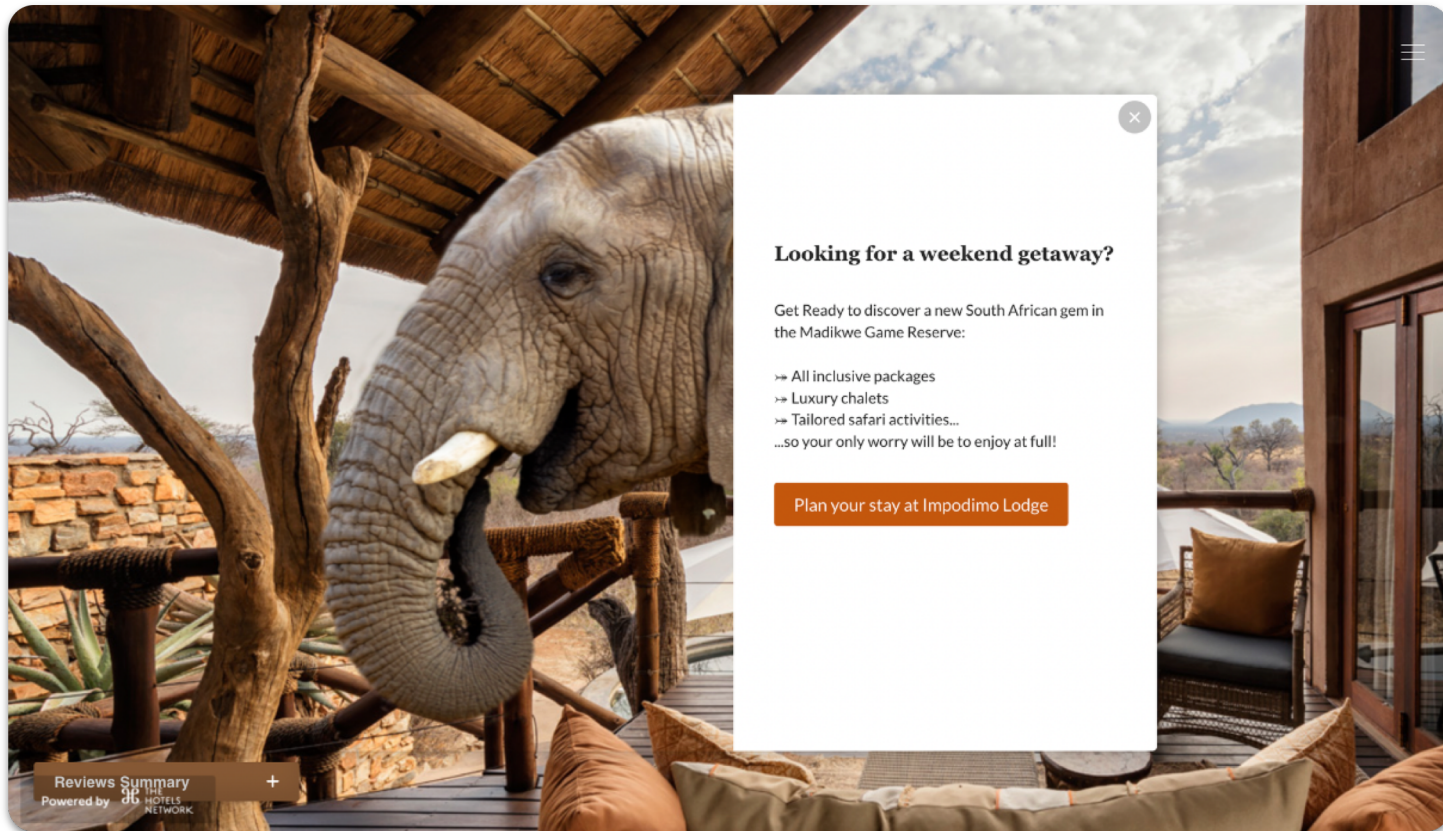
IN THE ROOM + ALWAYS AT ELITE HOTELS +

MEMBER PRICE. 1 148 SEK/NIGHT
Daily rate 1350 SEK/night

CHOOSE ROOM

Layer on Index page

Increase conversion by offering packages



A whole host of calendar dates to target

JANUARY

- 1 New Year's Day
- 2 Science Fiction Day
- 13 National Sticker Day
- 15 National Hat Day
- 15 Martin Luther King Jr Day
- 19 Winter Olympics
- 23 National Pie Day
- 24 National Compliment Day
- 24 Australia Day
- 26 National Spouse's Day

FEBRUARY

- 14 Sri Lanka National Day
- 9 National Pizza Day
- 10 Korean & Chinese New Year & Sonam Lhosar
- 11 Super Bowl
- 14 Valentine's Day
- 15 Singles Awareness Day
- 20 Carnival
- 19 President's Day
- 20 Love Your Pet Day
- 24 Makha Bucha

MARCH

- 3 World Wildlife Day
- 8 International Women's Day
- 10 Start of Ramadan
- 14 White Day
- 17 St. Patrick's Day
- 18 Green Monday
- 19 St. Joseph's Day
- 20 International Happiness Day & Norvuz
- 25 Greek Independence Day & Holi
- 29 Good Friday

APRIL

- 1 April Fools Day & Easter Monday
- 9 Qing Ming Festival
- 9 End of Ramadan
- 13 Songkran
- 15 International Children's Day
- 18 Know Your Customers Day
- 22 Earth Day
- 23 World Book Day
- 27 Netherlands King's day
- 29 International Dance Day

MAY

- 1 Labour Day
- 5 Thailand Coronation Day
- 5 Mother's Day Orthodox Easter Day
- 8 Victory Day & Europe Day
- 9 Ascension Day
- 15 Buddha Purnima
- 16 Cinco de Mayo & Wesak Day
- 19 Pentecost Sunday
- 20 Victoria Day & Whit Monday
- 25 African Unity Day & National Wine Day
- 27 Memorial Day
- 30 Corpus Christi

JUNE

- 5 World Environmental Day
- 7 National Doughnut Day
- 8 Best Friends Day
- 10 Dragon Boat Festival
- 10 Philippines Independence Day
- 16 Father's Day
- 17 Eid Al Adha
- 24 Saint John's Day
- 30 Social Media Day

JULY

- 1 Canada Day
- 4 US Independence Day
- 6 Islamic New Year
- 7 World Chocolate Day
- 8 National Video Games Day
- 17 World Emoji Day
- 16 Ashura
- 17 Hari Raya Haji
- 18 Know Your Customers Day
- 20 National Moon Day
- 21 National Ice Cream Day

AUGUST

- 7 Teej
- 8 International Cat Day
- 10 National Lazy Day
- 11 Son & Daughter Day
- 15 Assumption Day
- 17 Indonesia Independence Day
- 19 World Photography Day
- 26 International Dog Day
- 26 Janmashtami
- 31 Malaysia Independence Day

SEPTEMBER

- 6 Ganesh Chaturthi
- 8 International Literacy Day
- 11 Ethiopian New Year
- 16 Mawlid & Chuseok
- 21 Oktoberfest
- 21 International Day of Peace
- 23 National Saudi Day
- 27 World Tourism Day
- 27 Meskel
- 28 AFL Grand Final

OCTOBER

- 4 Chinese National Day
- 5 World Teachers' Day
- 7 National Day Golden Week
- 9 Navami of Durga Puja
- 14 Day of Respect for Cultural Diversity
- 16 Boss' Day
- 18 Know Your Customers Day
- 31 Halloween
- 31 Reformation Day

NOVEMBER

- 1 Diwali
- 1 World Vegan Day
- 7 Chhath Puja
- 11 11.11 Sale
- 15 Guru Nanak's Birthday
- 17 Day of Freedom and Democracy
- 18 Oman National Day
- 19 International Men's Day
- 28 Thanksgiving
- 29 Black Friday
- 29 Native American Heritage Day
- 30 Bonifacio Day

DECEMBER

- 2 Cyber Monday
- 6 UAE National Day
- 4 National Sock Day
- 6 Feast of St. Nicholas
- 8 Immaculate Conception Day
- 14 National Free Shipping Day
- 18 Qatar National Day
- 26 Kwanzaa
- 25 Christmas Day
- 31 New Year's Eve



Holiday



Event



E-commerce



Awareness



www.thehotelsnetwork.com

Headquarters in Barcelona with a team around the world

Athens · Austin · Bangkok · Barcelona · Bogotá · Buenos Aires · Frankfurt · Hoi An · Hong Kong · Istanbul
Jakarta · Los Angeles · Manila · Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver