

Back to School

 A+ Strategies to Master Website Personalisation



Ask us anything



Ellie Claessens

Market Manager (UK & Ireland)

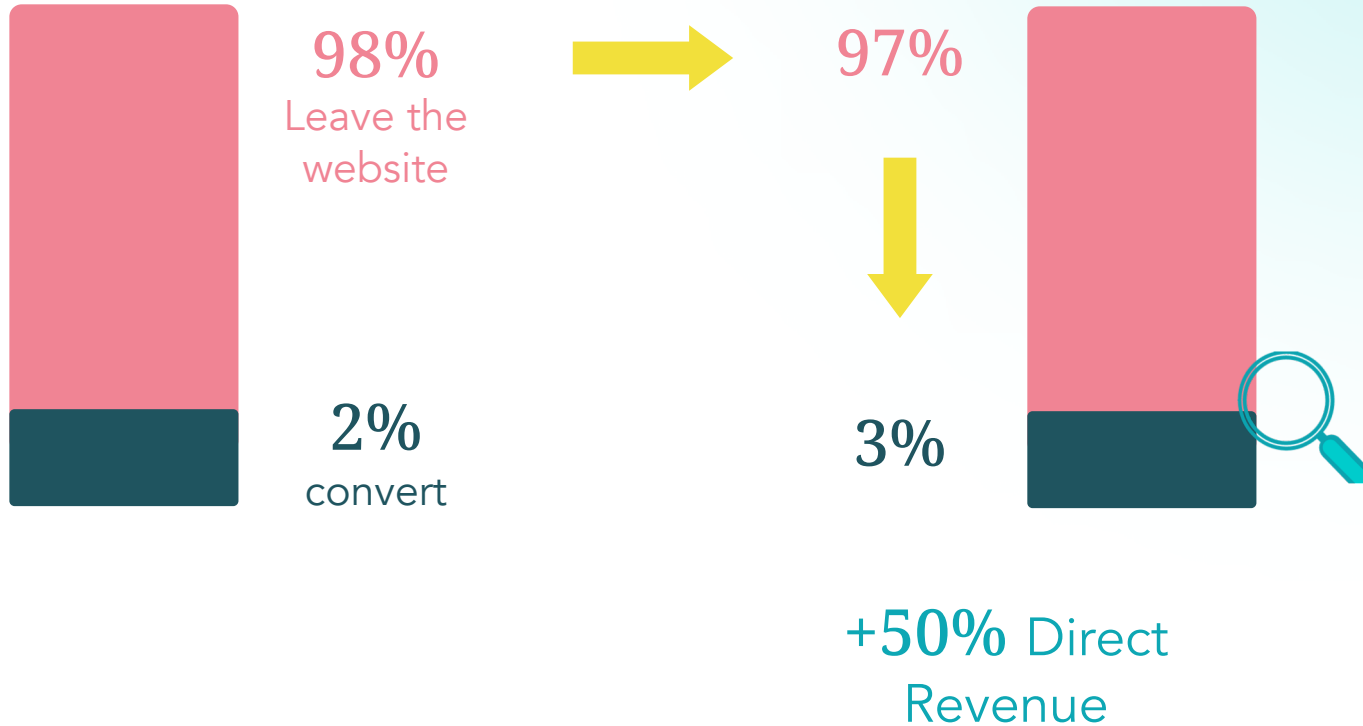


Index

1. Increase conversion of your low-intent traffic
2. Increase occupancy in low season by effectively targeting users
3. Grow your marketing database to gain loyal customers
4. Increase the ABV of your high-intent traffic
5. Reduce dependency on the OTAs



The big opportunity



A modern dining room with large windows and round tables. The room is filled with natural light from the windows. There are several round tables with chairs, and some tables are set with dishes and bottles. The overall atmosphere is bright and airy.

Increase Occupancy in Low Season

Cutting-edge targeting for advanced audience creation

An industry first: full personalization capabilities, now without cookies



Timing

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



Search

- Stay Dates
- Stay Dates of the week
- Days until check-in
- Length of Stay
- Specific Value / Sold Out / Not Sold Out



Travel Party

- Number of Adults
- Number of Children
- Number of Rooms



Visitor Profile

- Geo-Location
- Traffic Source
- Device



Visitor Behavior

- New / Returning Visitor
- Registered / Non-Registered visitor
- Website interactions on previous visits



Data Variables

- URL Variables
- Campaigns UTMs
- Data Layer Variables
- CRM Targeting



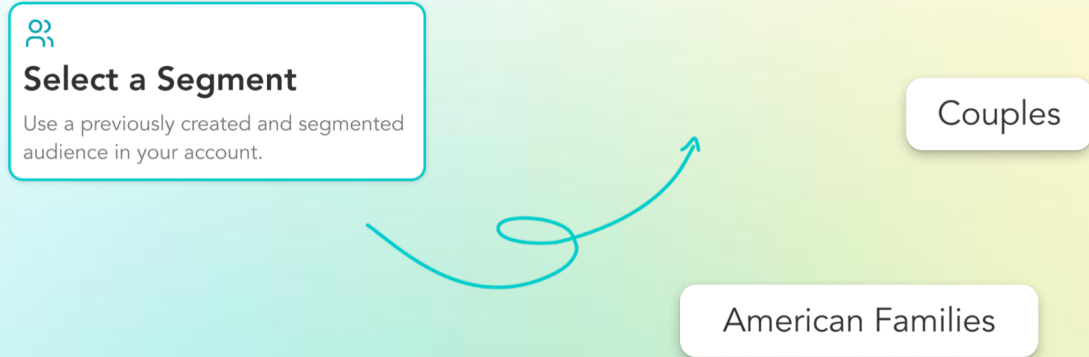
Dynamic Rules

- Price Disparity Detected
- Market Demand



Segments

Group together sets of targeting rules, save them under a unique name, and reuse them across multiple messages.



 **Select a Segment**
Use a previously created and segmented audience in your account.

The diagram illustrates the process of selecting a segment. A central dialog box titled "Select a Segment" with the instruction "Use a previously created and segmented audience in your account." has a teal arrow pointing to a list of four segments: "Mobile users", "Solo Travel", "Couples", and "American Families".

Mobile users

Solo Travel

Couples

American Families



Target low-intent users

Targeted to 0-30%
users with lowest
intention of booking

Marrable's Hotel

[BEDROOMS](#)[NEIGHBOURHOOD](#)[CONTACT US](#)[BEAT THE WINTER BLUES](#)

A little something for you...
Receive 10% off when booking
direct!

Click here

SELECT YOUR ROOM & RATE

[Register](#) or [Login](#)

PROPERTY

(formerly The Zetter Hotel)

ARRIVAL - DEPARTURE

Tue 14 May - Sat 18 May

PERSONS PER ROOM

2 Persons

CODE

Code

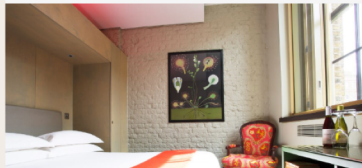
GO

AVAILABLE ROOM OPTIONS



**FLEXIBLE ON
DATES?**

**COMPARE RATES WITH OUR
AVAILABILITY CALENDAR**



Club Double

Our Club rooms are full of creature comforts. The perfect bijoux all-rounder.

ROOM FROM

£317.03 / NIGHT



£1,268.10 | Pre-Paid Room Only



ADD

Push content on low demand dates

Targeted to searches where the hotel's demand is low

The screenshot shows the booking interface for the Feversham Arms Hotel & Verbena Spa. The page has a navigation bar with four steps: 1 Availability, 2 Extras, 3 Summary, and 4 Confirmation. The main heading is "Choose your stay...". Below it, there is a date selector showing "06/11/2023" and a search button. The hotel name "Feversham Arms Hotel & V" is displayed, along with a 4-star rating and the address "Helmsley, York, YO62 5AG, United Kingdom". A "More Details" link is present. A modal window titled "November Flash Sale" is overlaid on the page, featuring a close button (X) and the text "Selected dates in November!". The modal describes the offer: "From £244.00 per couple in a Classic Room, this overnight stay includes a 30 minute spa treatment (facial or foot & leg energiser), use of the spa and pool and a full Yorkshire breakfast. Plus, a 20% discount on additional spa treatments or spa retail. T&Cs apply. Limited time only." A "BOOK NOW" button is at the bottom of the modal. At the bottom of the page, there is a "Sort By" dropdown menu set to "Recommended" and a comparison bar showing prices from different providers: "Book Direct" at £174 (with 3 perks), "Expedia" at £174, and "Agoda" at £184. An "E-mail this search" button is also visible.

FEVERSHAM ARMS HOTEL & VERBENA SPA

1 Availability > 2 Extras > 3 Summary > 4 Confirmation

Choose your stay...

06/11/2023 →

Promo Code +

Guests

Feversham Arms Hotel & V

★★★★

Helmsley, York, YO62 5AG, United Kingdom

More Details

November Flash Sale ✨

Selected dates in November!

From £244.00 per couple in a Classic Room, this overnight stay includes a 30 minute spa treatment (facial or foot & leg energiser), use of the spa and pool and a full Yorkshire breakfast. Plus, a 20% discount on additional spa treatments or spa retail. T&Cs apply. Limited time only.

BOOK NOW

E-mail this search

Sort By
Recommended

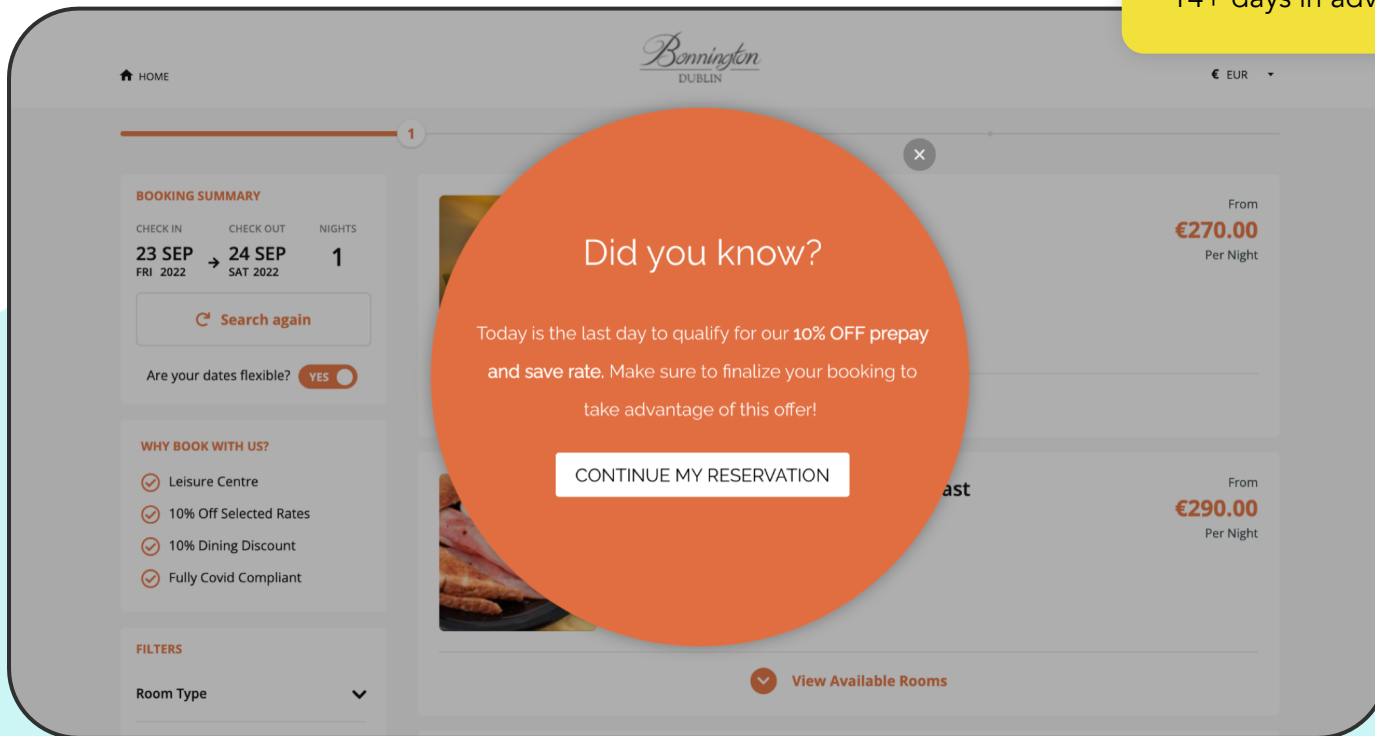
Book Direct
£174 | 3 perks >

Expedia
£174

Agoda
£184

Encourage users to secure their booking in advance

Targeted to searches
14+ days in advance



Increase uptake of special offers

Targeted to users browsing
1st September-30th
November

NATIVE

Stay \ Aparthotel

LONDON BANKSIDE

An historic warehouse packed with personality.

Join
the
Community

What:

Found on a cobbled street, tucked back from the Thames, this revived warehouse is full of rooms with original features and history.

Best bits:

*Central, accessible, and with its own fitness suite. Native Bankside cro **Aparthotel in London by The Telegraph** is a homely retreat from the h outside's entertainment.*

Special mention:

Once a Victorian tea warehouse, we've carefully restored this building glory. Polished concrete, exposed brick walls, and arched factory windows make for a special stay.

AUTUMN OFFER. DON'T MISS OUT!

Book now and enjoy great savings. Get 15% off for all stays until October 31st. Offer is valid in all our Aparthotels. Click below to get a promo code.

BOOK NOW

05
days

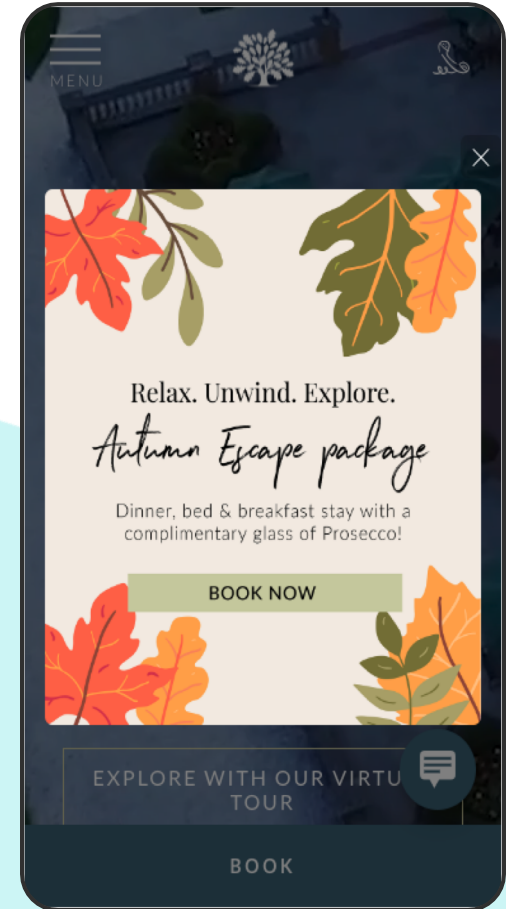
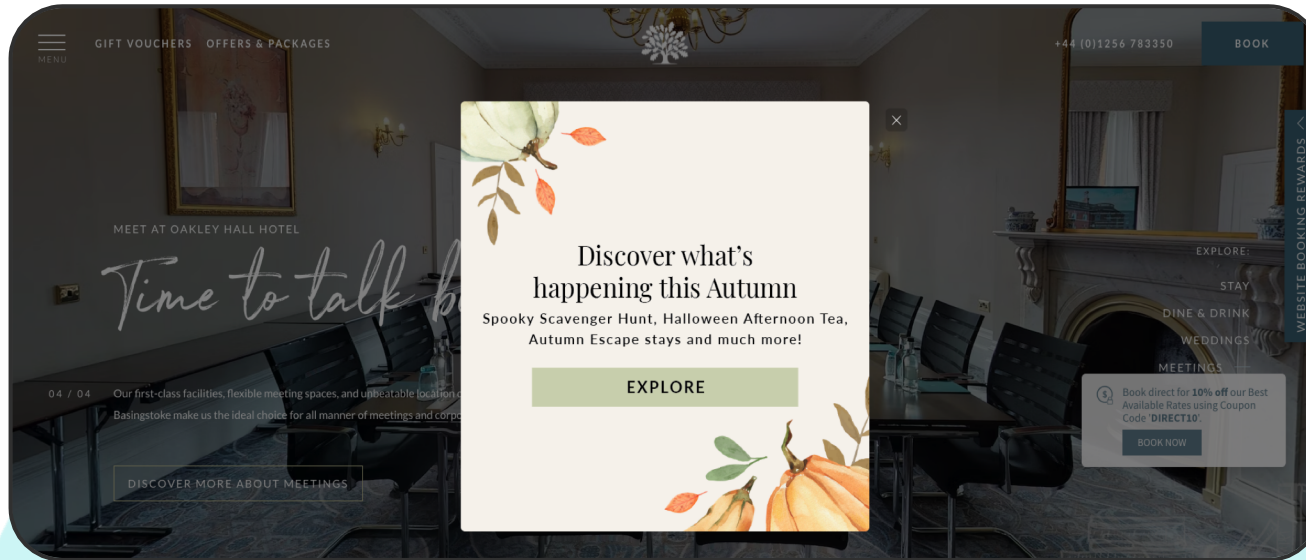
15
hours

20
minutes

08
seconds



Increase uptake of special offers



Increase uptake of special offers

The screenshot displays the website for Mansley Serviced Apartments. The header includes the brand name 'MANSLEY' and 'SERVICED APARTMENTS', along with navigation links for 'CONTACT', 'GUEST LOGIN', 'DESTINATIONS', 'OFFERS', 'TOURS & ACTIVITIES', 'FAMILIES', 'PROFESSIONALS', and 'WHY MANSLEY'. Below the header, the address '10 Curzon Street' is shown, followed by a secondary navigation bar with 'OVERVIEW', 'APARTMENTS & SUITES', 'WHATS NEARBY?', 'FAQS', and a 'BOOK NOW' button.

The main visual is a large image of a modern apartment interior. Overlaid on this is a 'Black Friday Countdown' modal. The modal text reads: 'Black Friday Countdown', 'The race is on for our Black Friday sale! And you could get up to 35% off rates - just select the 'Black Friday' option when booking directly with us', and a 'Book Now' button. The countdown timer shows 12 days, 07 hours, 14 minutes, and 35 seconds.

At the bottom of the page is a dark booking bar. It features the text 'Book Direct' and 'FOR BEST VALUE' with an information icon. To the right are input fields for '10 CURZON STREET', 'ARRIVE' (with a calendar icon and 'DD/MM/YYYY' format), 'DEPART' (with a calendar icon and 'DD/MM/YYYY' format), a 'PROMO' field, and a 'BOOK NOW' button. A small 'Close' button is located in the bottom right corner of the page.

This site uses cookies, please see our [Cookie Policy](#) for more information.

A modern dining room with large windows, round tables, and pendant lights. The room is bright and airy, with a clean, minimalist aesthetic. The text "Increase Loyalty" is overlaid in the center.

Increase Loyalty

Encourage users to save their search

Displayed when users are about to leave the page

×

Save Your Search

Close to completing your registration?
Save your search now.

Keep track of your preferences and revisit
your saved searches anytime.

Email

☐ ⚡ (Optional)

SUBMIT

ROOMS ABOUT SIGN IN / FIND RESERVATIONS

Checkout

FOR A FASTER BOOKING

Info

First Name *

Surname *

Address *

Enter (Optional)

Number *

on Date (MM/YY) *

Card *

* Required

nal we will send your confirmation to.

ould like to create an account.

Your Cart: 1 Item

Total £699.00

Superior Room
Flexible - Room Only
1 Night stay

Fri, 11 Oct 2024 - Sat, 12 Oct 2024
2 Adults

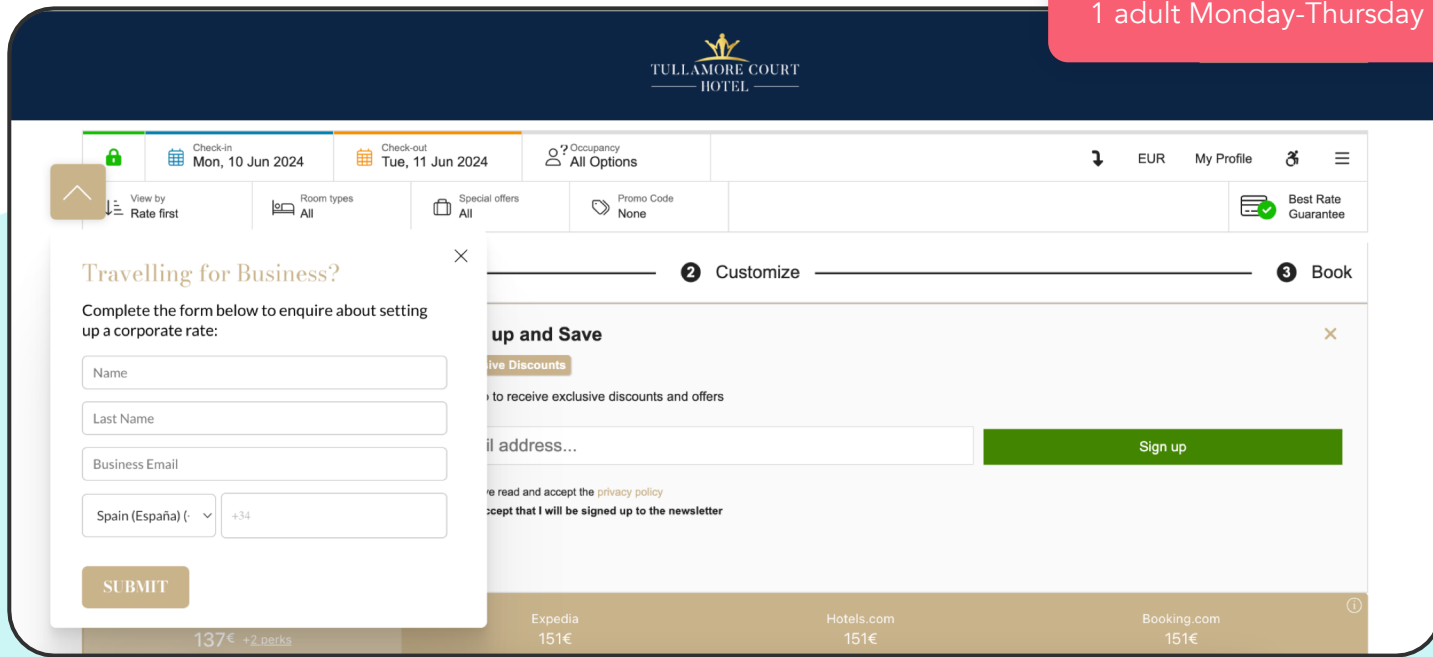
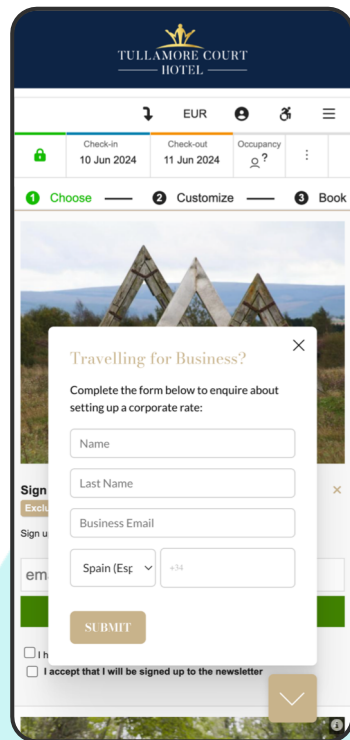
EDIT · Remove

Total

£699.00

15

Push corporate business



Users who are searching as
1 adult Monday-Thursday



Push corporate business

The screenshot shows the website for 'THE CLERMONT' in Victoria. The navigation bar includes links for 'Offers', 'Out & About', 'For Business', 'Covid Safe', 'Contact', and 'Sign In / Sign Up'. The main menu highlights 'The Clermont, Victoria'. The breadcrumb trail shows 'Victoria > Meetings & Events'. The page title is 'Meeting & Event Rooms'. The text describes the flexible and spacious event spaces available. A modal overlay with the title 'Didn't find what you needed?' offers assistance and includes a 'CALL US' button. In the background, a booking form is visible with fields for 'The Clermont Victoria', 'Date', and '0', along with 'Start time' and 'End time' selectors, and a 'BOOK NOW' button. A 'Privacy' link is located in the bottom left corner.

Offers Out & About For Business Covid Safe Contact Sign In / Sign Up

Menu The Clermont, Victoria ▾

Victoria > Meetings & Events

— Victoria

Meeting & Event Rooms

Flexible, spacious, generous and awash with natural light, The Clermont Victoria boasts a wide range of event and meeting spaces for every occasion; from conferences to boardroom meetings, to festive parties.

Each room can be designed according to your needs. That means the tech you need, the food and beverage, the table and seating arrangements that work for you.

So whatever it is you need, we'll have everything in place to guarantee the smoothest of occasions for both you and your guests.

×

Didn't find what you needed?

We're here to help you, whether it's to organise a conference, book a meeting room or to find out more information regarding our Meetings and Events.

CALL US

The Clermont Victoria

Date

0

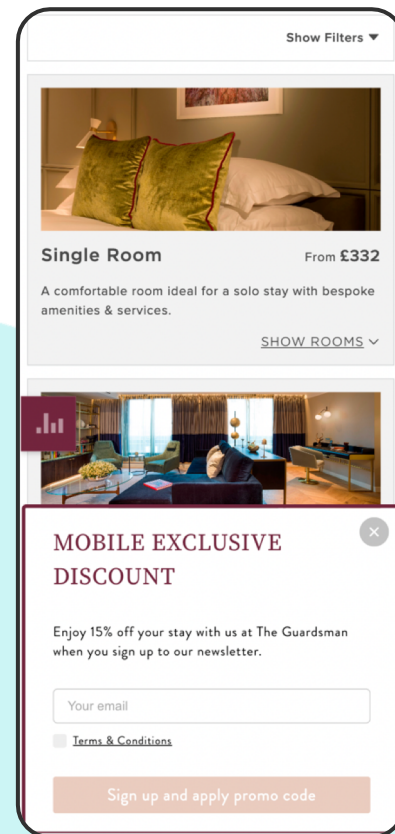
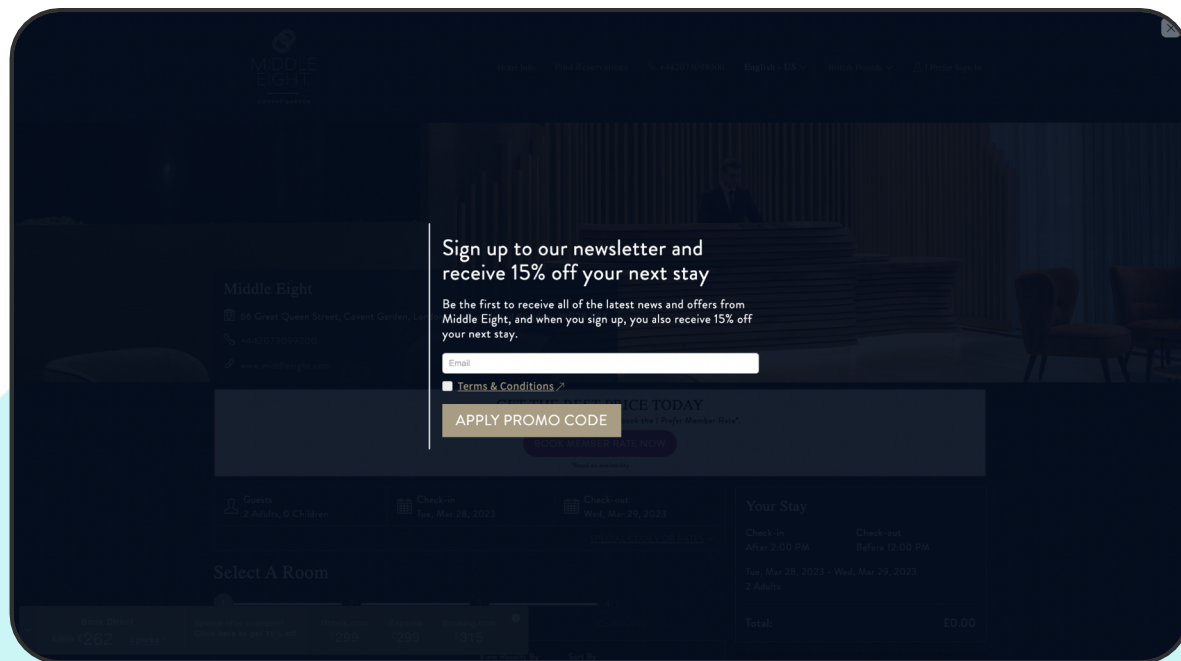
⌚ Start time ⌚ End time

BOOK NOW

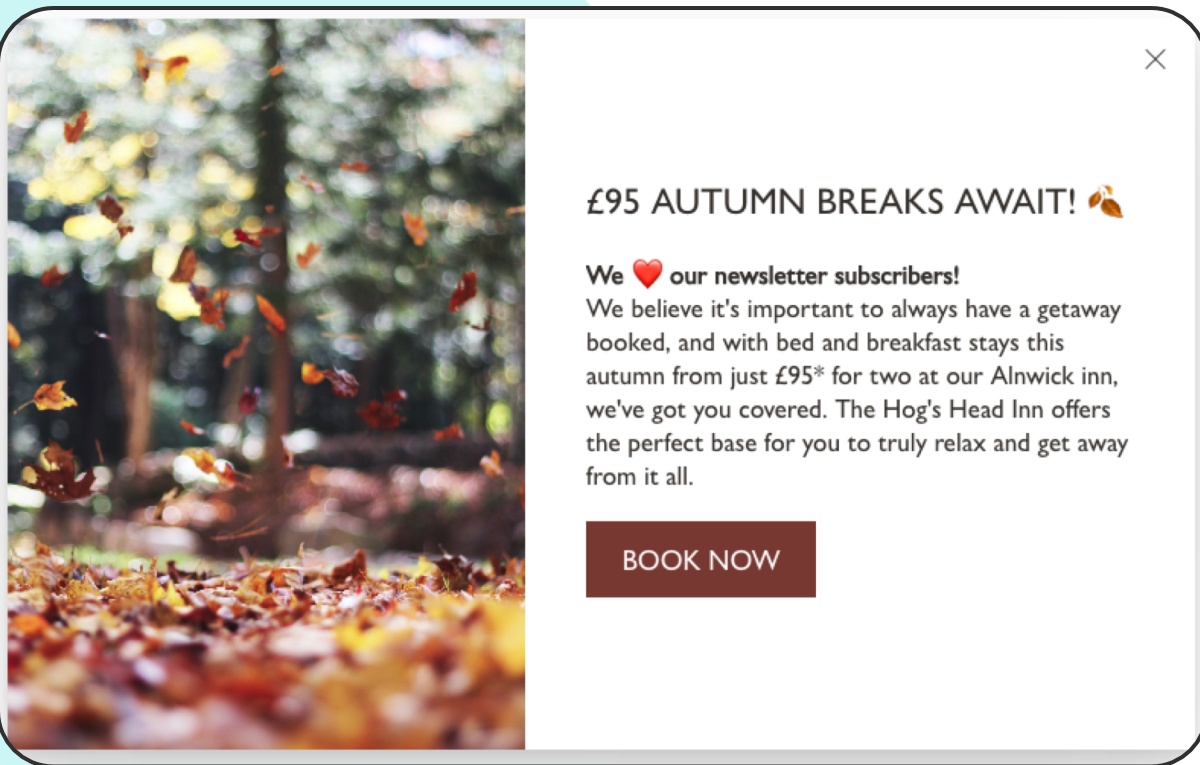
Privacy



Grow marketing database by capturing email address



Grow loyalty via your CRM

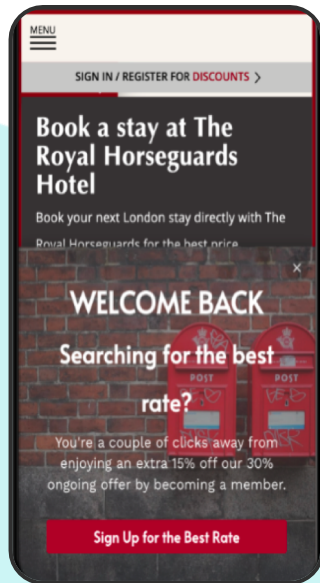
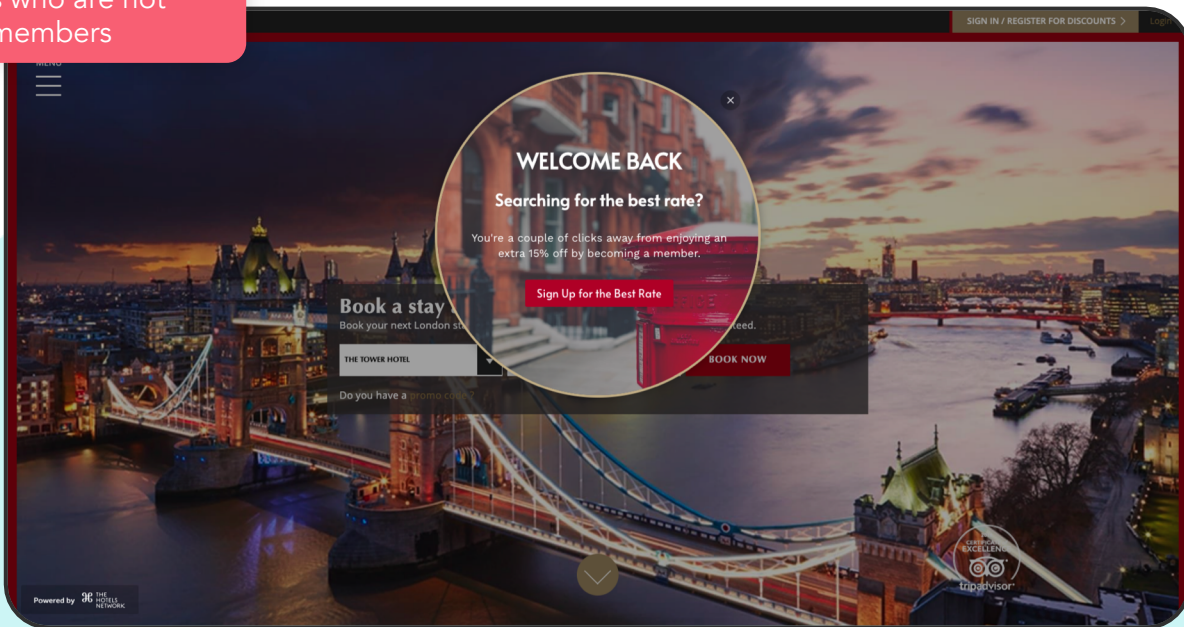


Targeted to users that
have come through a
specific email campaign



Grow loyalty by pushing membership schemes

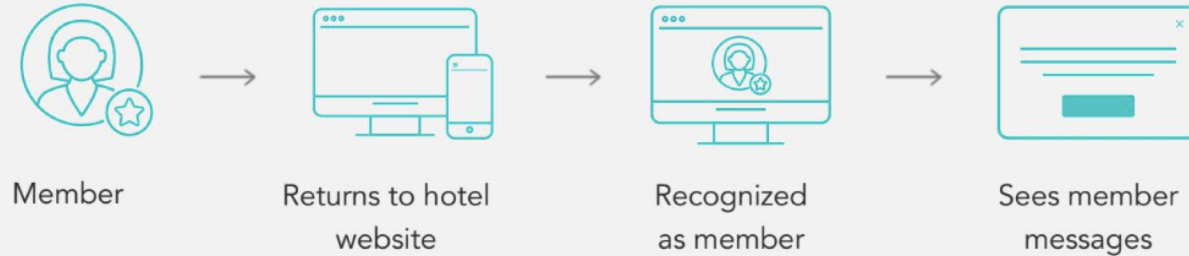
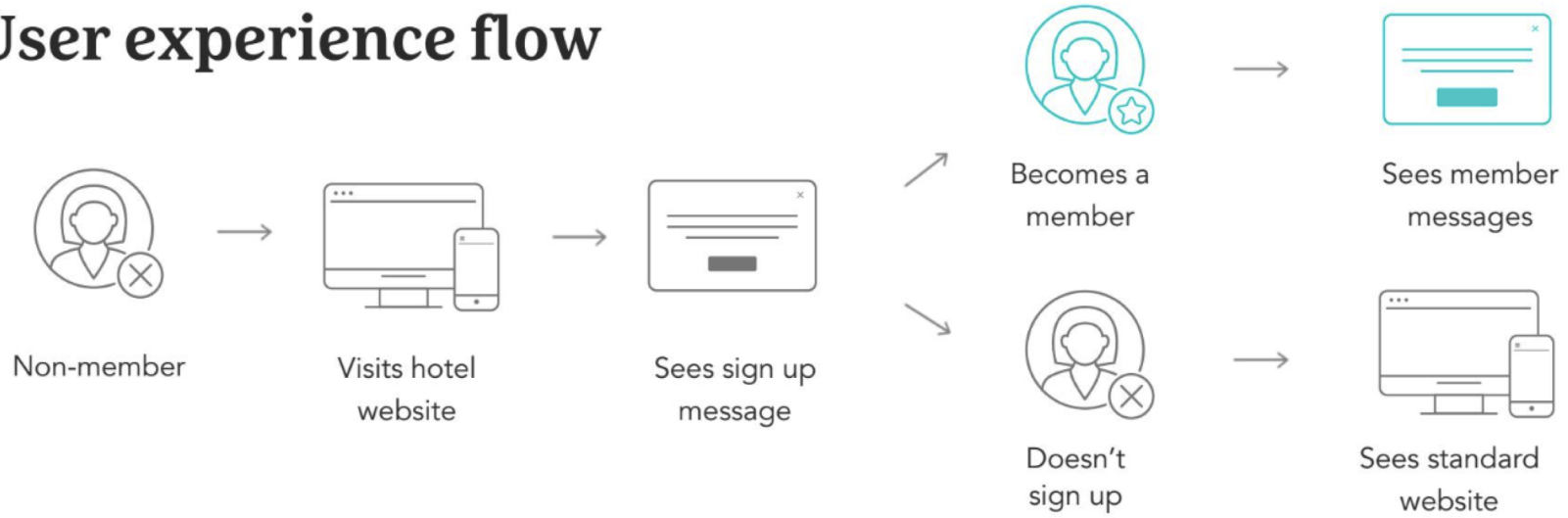
Targeted to returning users who are not members



A modern bedroom interior is shown, featuring a bed with a dark headboard, a wicker armchair, and a matching ottoman. The room is decorated with various items like pillows, a blanket, and a small table. The entire image is overlaid with a teal filter. The text "Loyalty Lite" is centered in the middle of the image.

Loyalty Lite

User experience flow



1. Login

Enable your website visitors to login with just a few clicks.

×

Join and Save: Exclusive Member Rates

Become a member today to unlock special rates when you book directly with us.

Email

☐ I agree to the [Terms and conditions](#) and [Privacy policy](#).

Register

Already registered? [Sign in](#)

2. Personalize

Show member-only content and offers to engage users and drive conversions.

BOOKED!

×

Member rates unlocked 🥂

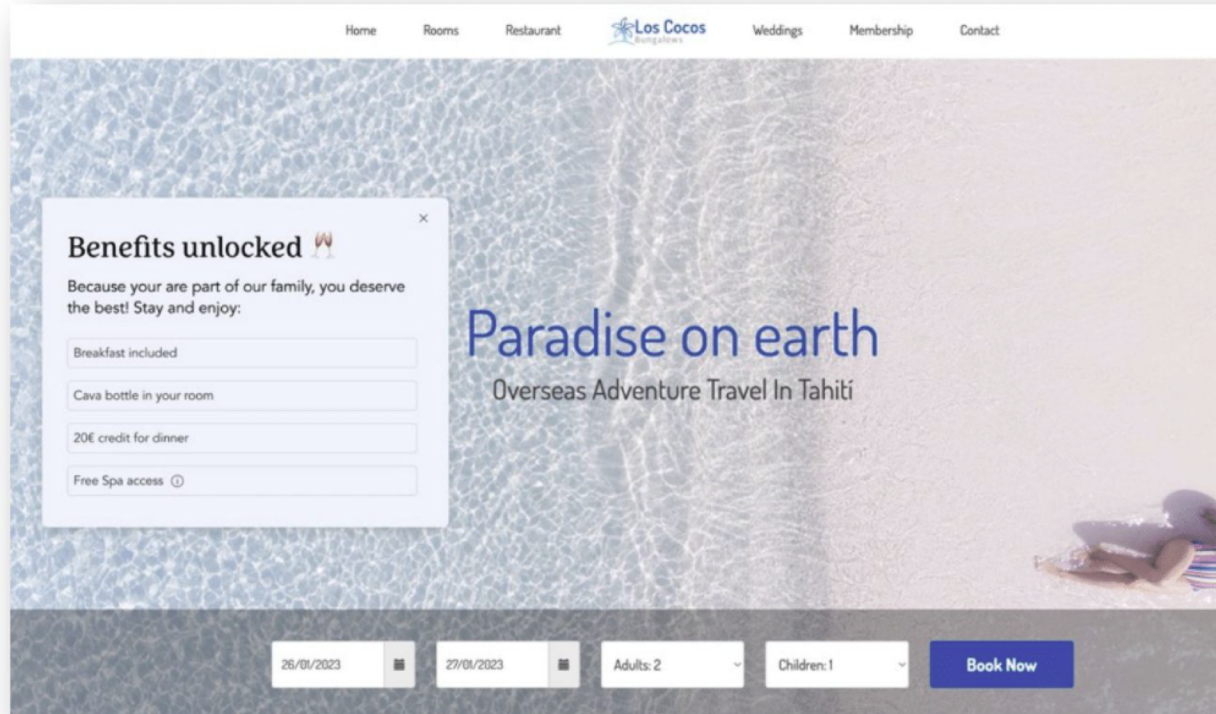
Welcome to the family! Enjoy your stay with our exclusive member rates just for you.

Book now



Reward logged-in users with **unique perks**

- Make visitors feel valued, encouraging higher user engagement.
- Provide added incentives to book direct, **boosting conversion rates**.





Increase ABV

Upsell to high-intent users

The screenshot displays the Oakley Hall Hotel booking interface. At the top, the hotel's logo and name are on the left, while navigation links for 'HOTEL INFO', 'FIND RESERVATIONS', a phone number, and language/currency options are on the right. A 'SIGN IN' link is also present. Below the header, a summary bar shows 'Guests: 2 Adults, 0 Children', 'Check-in: Fri, Sep 29, 2023', and 'Check-out: Sat, Sep 30, 2023'. A link for 'Special Codes or Rates' is available. The main section is titled 'SELECT A ROOM'. It features a filter bar with 'View Results By: Rooms', 'Sort By: Recommended', and a 'Show Filters' button. The first room listed is the 'DELUXE BEDROOM', shown with a photo of the room and a price of 'From £225'. A 'Show Rooms' link is below the price. To the right of the room list, a 'YOUR STAY' summary box shows 'Check-in: After 3:00 PM', 'Check-out: Before 11:00 AM', the dates 'Fri, Sep 29, 2023 - Sat, Sep 30, 2023', '2 Adults', and a 'Total' of '£0.00'. A promotional pop-up is overlaid on the right side of the room list. It features a diamond icon and text: 'Book now our Executive Bedroom or Courtyard Suite and steal 10% off your room rate:'. Below this is a blue button that says 'CLICK TO APPLY YOUR LIMITED-TIME OFFER'. A hand-drawn arrow points from this button towards the yellow callout box on the right.

OAKLEY HALL HOTEL

HOTEL INFO FIND RESERVATIONS 44-1256-783350 ENGLISH - US ▼ BRITISH POUNDS ▼ SIGN IN

Guests
2 Adults, 0 Children

Check-in
Fri, Sep 29, 2023

Check-out
Sat, Sep 30, 2023

[Special Codes or Rates ▼](#)

SELECT A ROOM

View Results By
Rooms ▼

Sort By
Recommended ▼

Show Filters ▼



DELUXE BEDROOM

From **£225**

[Show Rooms ▼](#)

YOUR STAY

Check-in
After 3:00 PM

Check-out
Before 11:00 AM

Fri, Sep 29, 2023 - Sat, Sep 30, 2023
2 Adults

Total: **£0.00**

Book now our **Executive Bedroom** or **Courtyard Suite** and steal 10% off your room rate:

[CLICK TO APPLY YOUR LIMITED-TIME OFFER](#)

Targeted to 70-100% users with highest intention of booking



Upsell to high-spend users

Targeted to users with highest intention of high spend

The screenshot shows a hotel booking page for 'Bank Hotel' with a search bar at the top containing 'LOCATION: Bank Hotel', 'CHECK IN: 14 Aug 2023', 'CHECK OUT: 15 Aug 2023', 'GUESTS/ROOMS: 2 Guests, 1 Rooms', and 'AGENT ID/IATA: Enter Code'. A yellow 'UPDATE' button is on the right. Below the search bar is a 'Select Room 1' section. A large promotional overlay titled '20% on Suites' is displayed, featuring a close button (X) and text: 'Your wildest travel dreams can become a reality with our SLH Suite Deal! Simply look for the "SLH Suite Deal" on the booking page to receive 20% off the Best Available Rate on selected suites.' Below this text is a yellow button labeled 'I WANT THIS OFFER'. To the right of the overlay, a 'Vault Room (without window)' is listed with details: 'Sleeps 2', '1 King', '20 m²', and a description: 'Vault rooms are your oasis of calm, cool, dark and never mind the time with an indulgently luxury bed.' Below the room details is a 'VIEW ROOM AMENITIES' link. A pink arrow points from the '20% on Suites' overlay to the 'Vault Room' listing. Below the room listing, the price is shown as 'SEK 3,510.00 per night' with a 'SELECT' button. Below the price, it says 'Rate includes including taxes and fees approx. GBP 262'. At the bottom of the page, there is a 'VIEW RATE DETAILS' and 'SHOW TAXES AND FEES' section. Below this, the 'SLH Advance Purchase Rate' is shown with a 'SELECT' button. Below the rate, it says 'Rate including breakfast, wifi and sales tax. Rate is fully prepaid, non refundable and non changeable in the event of a cancellation.' Below the rate, there is a 'Deposit Required' checkbox. On the right side of the page, there is a 'REASONS TO BOOK DIRECT WITH SLH' section. Below this, there is a 'Book direct with SLH' section showing a price of 'kr3 510 +'. Below this, there is an 'E-mail this search' button. At the bottom right, there is a 'YOUR STAY' section showing 'CHECK IN: Monday, 14 Aug 2023 After 3:00 pm' and 'CHECK OUT: Tuesday, 15 Aug 2023 Before 12:00 pm'. Below this, there is a 'ROOM 1' section showing 'GUESTS: 2 ADULTS'.



Upsell users to a higher category room type

The screenshot displays the Hayfield Manor booking interface. At the top left is the hotel's logo and name, 'HAYFIELD MANOR', with a five-star rating. To the right, a row of checkmarks lists amenities: 'No Booking Fees', 'Secure Booking', 'Complimentary Wi-Fi', and 'Best Rate Guaranteed'. Below this is a navigation bar with '1. AVAILABILITY' selected, followed by '2. BOOKING DETAILS' and '3. PAYMENT'. On the right side of the navigation bar are buttons for 'Booking', 'Vouchers', and a menu icon. The main content area features a large promotional banner with the text 'Wouldn't it be SUITE?'. Below this, it describes a luxury stay with a full Irish breakfast and a 4-course dinner, asking why not upgrade to a Deluxe Room or Suite at a special rate. A note specifies that the promotion applies to 1 and 2-night stays. An 'APPLY' button is centered at the bottom of the banner. Below the banner, there are two side-by-side sections. The left section, titled 'FILTER ROOMS', contains dropdown menus for 'ADULTS' (set to 2) and 'CHILDREN' (set to 0). The right section, titled 'Change Your Dates', includes 'ARRIVING:' (20 Dec 2022) and 'NIGHTS:' (1) dropdowns, and an 'ENTER OPTIONAL CODE:' field. At the bottom left, a 'BEST AVAILABLE RATE' section shows 'Best Rate Guaranteed' and 'No Deposit' with green checkmarks.

HAYFIELD MANOR
★★★★★

✓ No Booking Fees ✓ Secure Booking ✓ Complimentary Wi-Fi ✓ Best Rate Guaranteed

1. AVAILABILITY 2. BOOKING DETAILS 3. PAYMENT

Booking Vouchers

Wouldn't it be SUITE?

Indulge in a luxury stay at Hayfield Manor with a full Irish breakfast and 4 course dinner.
Why not upgrade to one of our Deluxe Rooms or Suites at a special rate?

*This promotion can be applied to 1 and 2 night stays.

APPLY

FILTER ROOMS

ADULTS 2 CHILDREN 0

Change Your Dates

ARRIVING: 20 Dec 2022 NIGHTS: 1

ENTER OPTIONAL CODE:

BEST AVAILABLE RATE
✓ Best Rate Guaranteed ✓ No Deposit

Targeted to US traffic



Increase LOS

Targeted to 1-night searches

The Adria
88 Queens Gate, London, London, United Kingdom, SW7 5AB
44-20-71188988
www.theadria.com

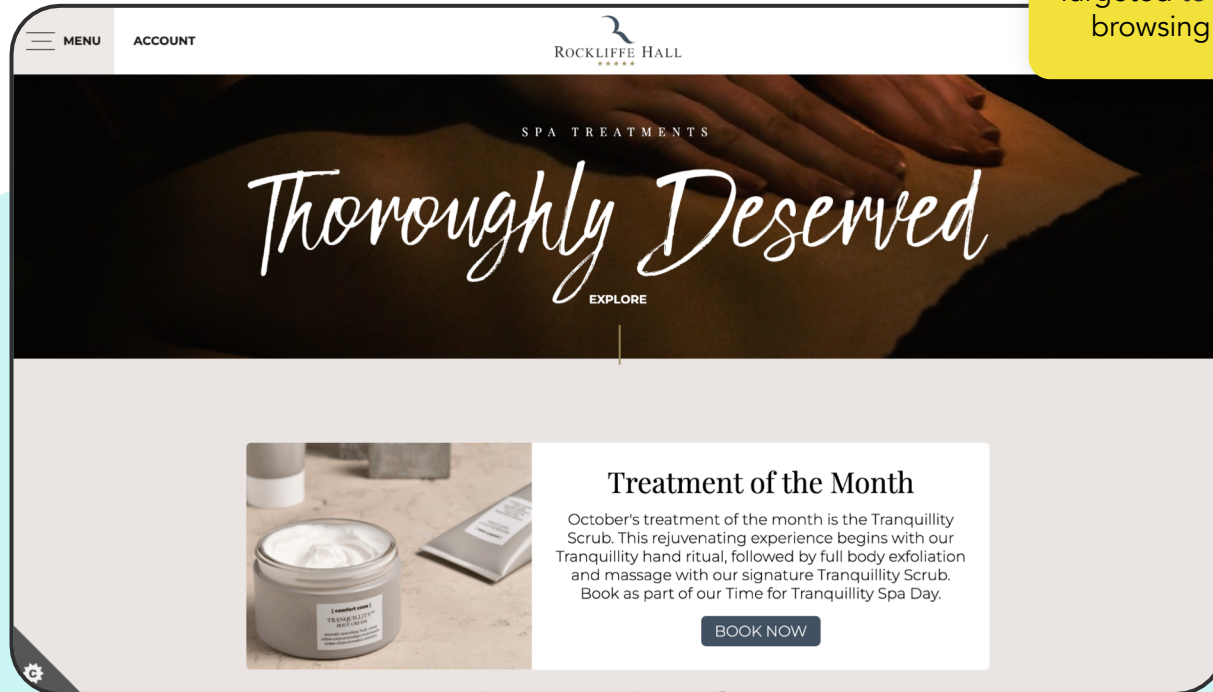
Stay More, Save More
Book your **2-Night** stay and **save 15%** on your reservation.
Make the most of your time in the heart of London.

Your Stay
Check-in After 15:00
Check-out Before 12:00
Fri, 11 Oct 2024 - Sat, 12 Oct 2024
2 Adults

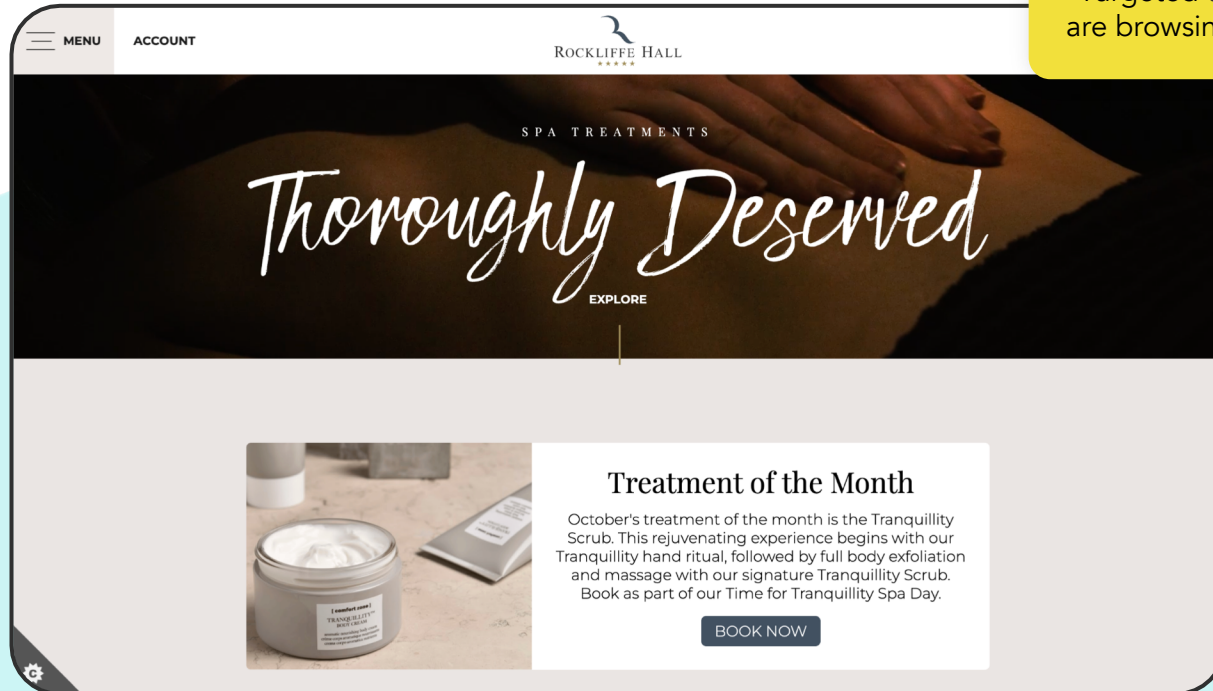
Total: £0.00

Book Direct £450 £500 + 3 perks ☒ Get 10% off when booking direct.
Apply discount
Email this search
Booking.com £495
Check-out 12 Oct 2024
Special Codes or Rates

Increase ancillary revenue by pushing additional services

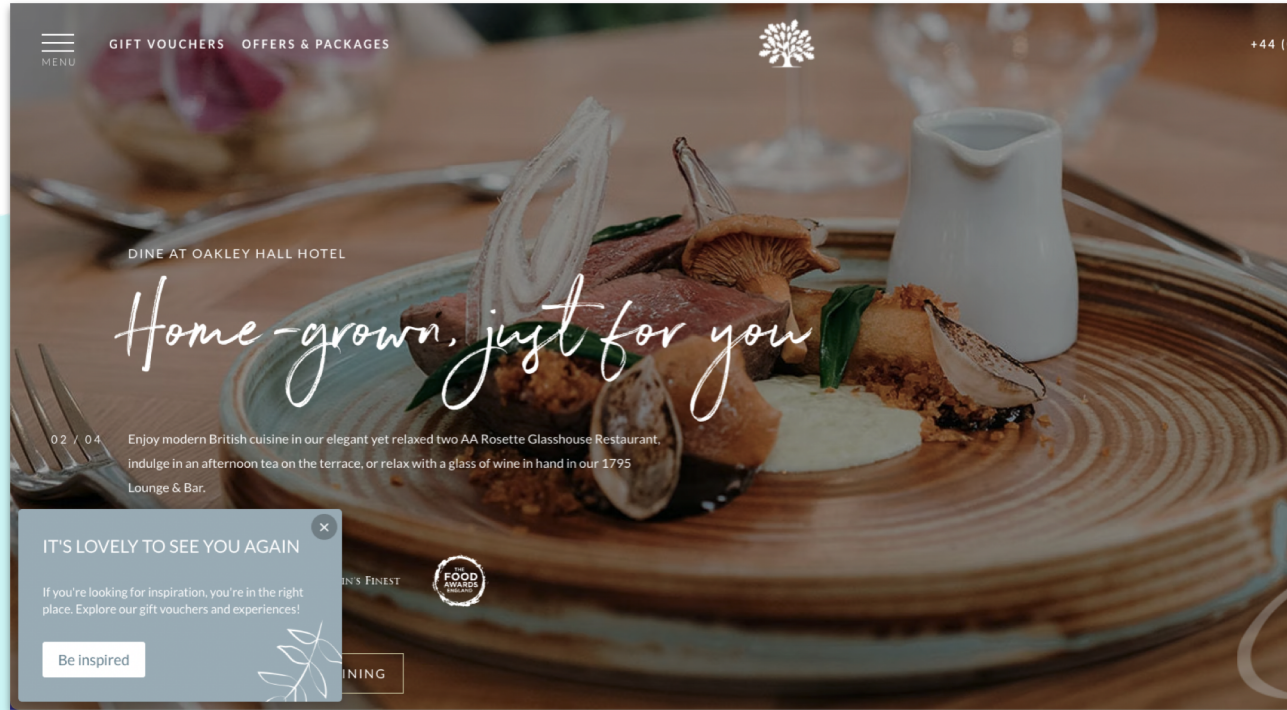


Increase ancillary revenue by pushing additional services



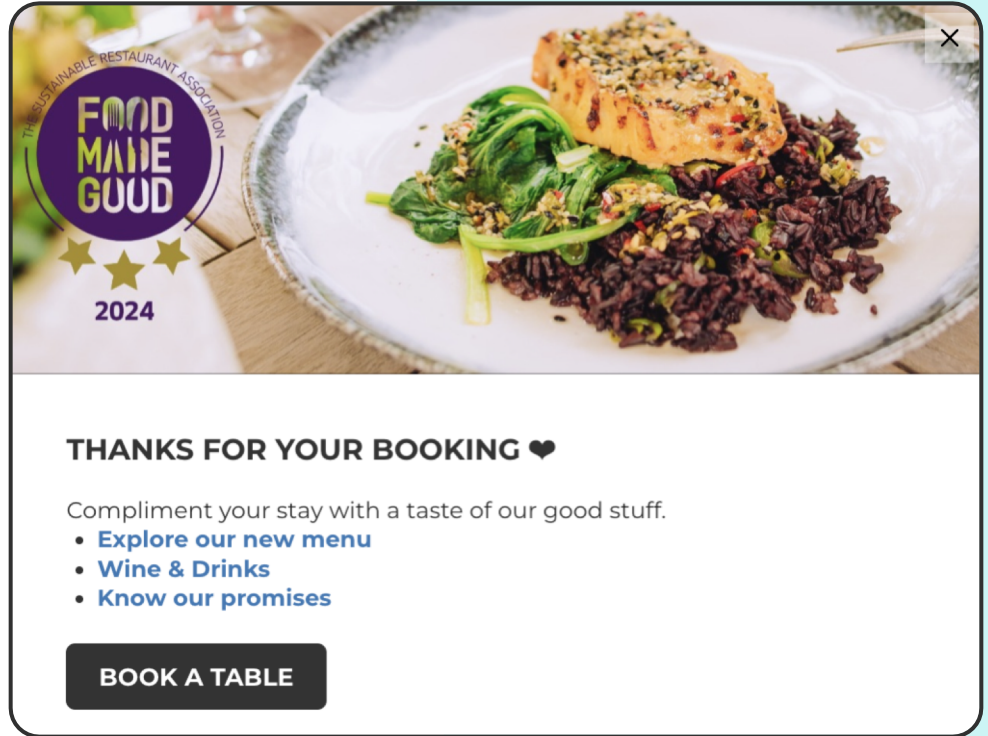
Increase uptake of gift vouchers

Targeted to
returning users



Increase ancillary revenue by pushing additional services

Targeted to users who have a confirmed room booking

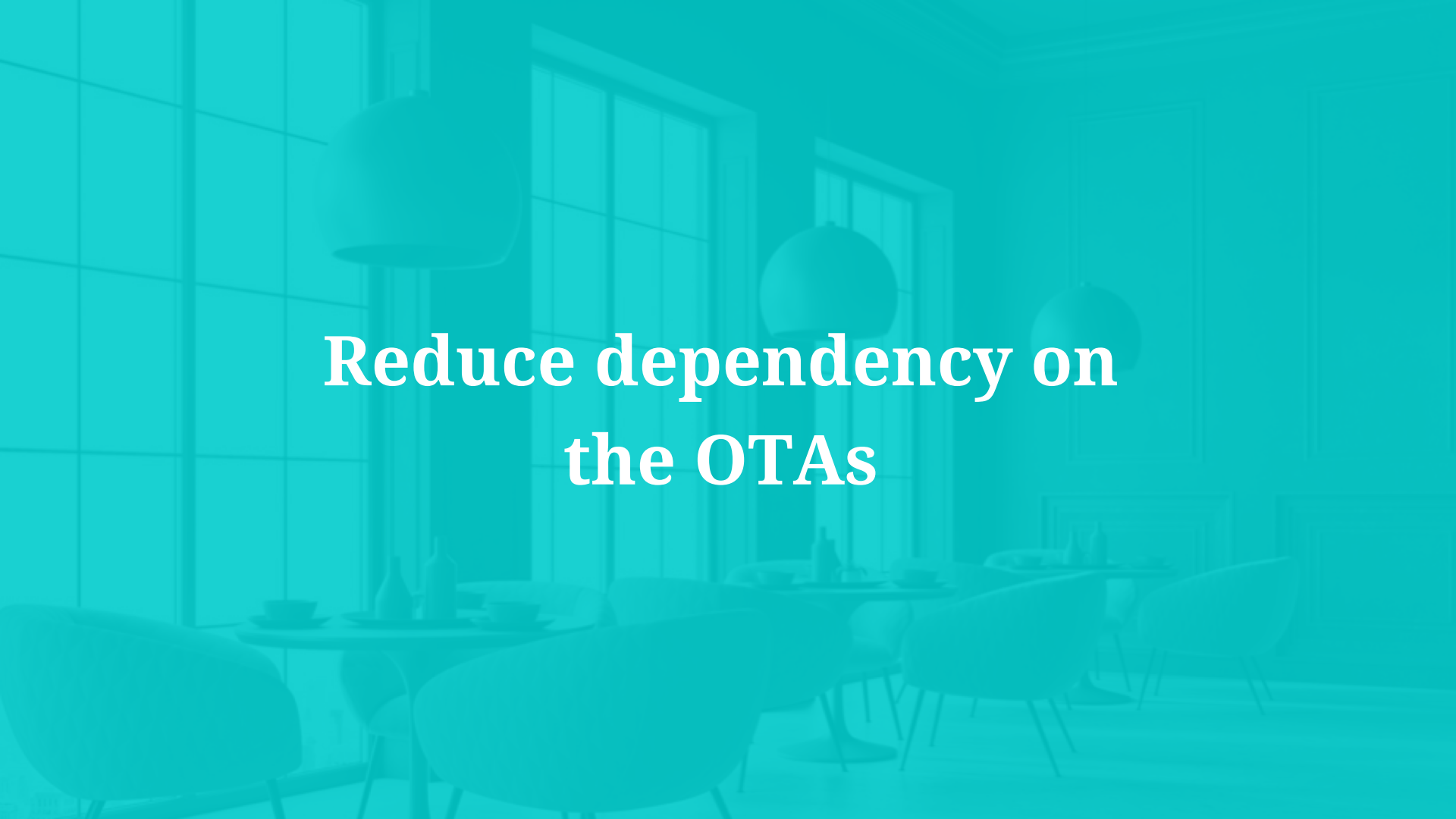


THANKS FOR YOUR BOOKING ♥

Compliment your stay with a taste of our good stuff.

- [Explore our new menu](#)
- [Wine & Drinks](#)
- [Know our promises](#)

BOOK A TABLE



Reduce dependency on the OTAs

Price Comparison: the right price, always



Real-time Search: The only way to ensure OTA Prices are always up-to-date.



Dynamically display the **relevant OTAs** in each local market.



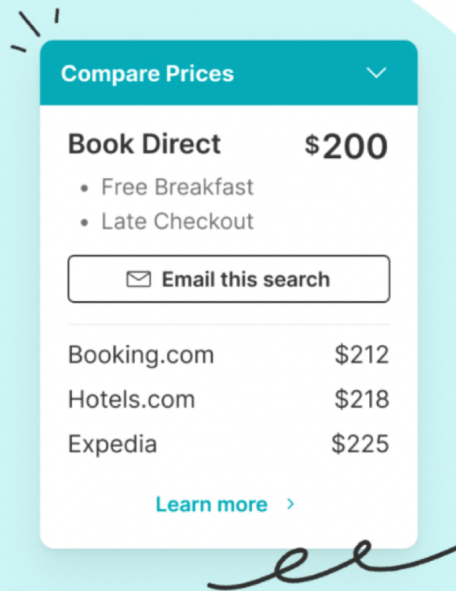
Understands any tax configuration, no matter how the hotel or OTA display their prices.



Hide/display OTAs when there is a **disparity**.



Display prices in **any currency**, in **36 languages**.



Price Match: Fight real-time disparities

When OTAs undercut the hotel price, present users with an offer to match it.



Select which OTAs to match against.



Apply **targeting** options: decide when, to whom and even by how much.



1-click: the user just clicks on a link to apply the discount (no need to show promocode).



Track **conversion** results.

The screenshot displays a 'Compare Prices' interface. At the top, a teal header contains the text 'Compare Prices' and a downward arrow. Below this, the 'Book direct' section shows a price of '\$207' in large black text, with the original price '\$230' crossed out in grey. To the left of the price, a list of benefits is shown: 'Early check-in', 'Flexible cancellation', and 'Breakfast included'. A teal box below the list contains a checkmark icon and the text 'Get 10% off when booking direct.' Below this box is a teal button labeled 'Apply discount'. At the bottom of the interface is a button with an envelope icon and the text 'Email this search'. At the very bottom, a comparison is shown: 'Booking.com' on the left and '\$210' on the right.



Price Comparison and Price Match

Show You Have the Best Rate

Comparing your rates to OTA rates that are on par or higher than yours keeps visitors from leaving your site.

Lower OTA rates are never shown on your site.



The screenshot displays the website for 'the BoTree' hotel. The header includes navigation links: ROOMS, ABOUT, LANGUAGE & CURRENCY, and a sign-in/reservation link. A large hero image shows a modern hotel room with a bed and a TV. Below the hero image, a white box contains the hotel's name, address (30 Marylebone Lane, London, W1U 2DR), phone number (0044 207 309 9700), and website (www.thebotree.com). The booking section shows 1 Adult, 0 Children, check-in on Wed, Sep 11, 2024, and check-out on Thu, Sep 12, 2024. A 'SPECIAL CODES OR RATES' link is visible. The 'Select a Room' section includes a 'Use I Prefer Points' checkbox, 'View By: Rooms', 'Sort By: Lowest Price', and 'Filters'. A 'Deluxe Room' is highlighted with a price comparison table:

Book Direct	Expedia	Hotels.com	Booking.com
£565	£567	£567	£630

The 'Book Direct' price is highlighted in green, and a note indicates a 5% discount for direct booking. The 'Apply discount' button is also visible. The right sidebar shows 'Your Cart: 0 Items' with a total of £0.00, and a section for 'I PREFER MEMBER BENEFITS' listing Free Wi-Fi, Early Check-in/Late Check-out, Complimentary Room Upgrades, and Exclusive Member Rates.



Reviews Summary

Showcase hand-picked reviews from trusted sources to reassure visitors and keep them from leaving your site.

The image shows a screenshot of a hotel website for '10 CURZON STREET' by Mansley. The website has a dark blue header with the 'Book Direct' logo and navigation links. A reviews summary overlay is displayed in the center, showing a 4.1/5 rating and a list of highlighted reviews. The overlay also includes a dropdown menu for traveler types and languages. The background of the website shows a modern interior with a sofa and a coffee table.

Book Direct
For best Value ⓘ

Please select | Select dates | Select guests | Promo | Enter promo code | **BOOK NOW**

4.1/5 Very good ⓘ based on 224 reviews

TripAdvisor 4.5/5 | Booking.com 8.2/10 | Hotels.com 8.2/10 | Expedia 8.2/10 | **Read Reviews**

10 CURZON STREET

OVERVIEW | APARTMENTS & SUITES | FAQs | **BOOK NOW**

Book Direct
For best Value ⓘ

Please select | Enter promo code | **BOOK NOW**

4.1/5 Very good ⓘ based on 224 reviews

TripAdvisor 4.5/5 | Expedia 8.2/10 | **Read Reviews**

Highlighted Reviews

All traveler types | All languages

All traveler types

Family

Friends

Business

Couple

"Great value for location"
Excellent! Property was great value given the central London location
Posted on Expedia

"5 star"
Excellent quality and stay.
Posted on Expedia

Elegant Luxury and Comfort at a Unique and Iconic Mayfair address

Explore to 10 Curzon Street by Mansley, your gateway to unparalleled luxury and comfort in the heart of London's prestigious Mayfair district. Our exquisite serviced apartments offer the perfect blend of elegance, convenience, and personalized service for both short and extended stays.

Unrivalled Location

Nestled amidst the exclusive boutiques, Michelin-starred restaurants, and historic landmarks of Mayfair, our serviced apartments at 10 Curzon Street place you at the epicentre of London's cosmopolitan charm. With iconic attractions like Buckingham Palace, Hyde Park, and Oxford Street just moments away, you'll experience the quintessential essence of London living right at your doorstep.

Exceptional Comfort and Style

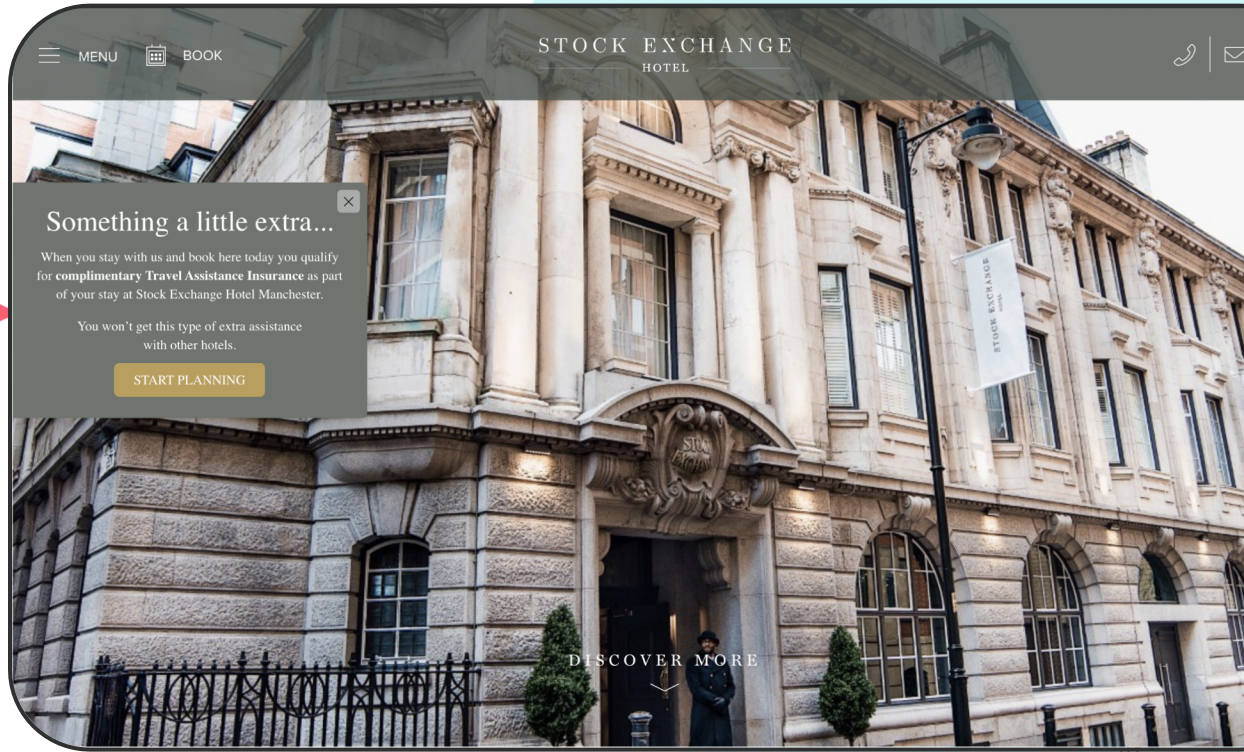
Indulge in the ultimate comfort and sophistication within our meticulously

Unrivalled Location



Provide travel insurance as an incentive for users to book direct

Targeted to international traffic



The background is a teal-tinted photograph of a beach scene. In the foreground, there are several lounge chairs with striped cushions arranged on a wooden deck. A large beach umbrella is open behind them. To the right, there are several tall palm trees. The ocean is visible in the background under a cloudy sky.

Introducing KITT

Meet Your New Guest Service Agent

Enhance your hotel's guest service experience with KITT, an **AI virtual agent** accessible via **voice** or **text**, over the phone or on the website



Everything You Need, Handled for You



I want to have a relaxing day. What do you suggest?



How about a day at our spa? We offer several packages including massages, facials, and access to the sauna. Would you like more details on our spa services?



Where can I get a good dinner around here?



Our hotel restaurant offers an excellent dinner menu, or you can try the nearby La Paradeta for fresh seafood. Would you like a reservation?



Provides booking support



Promotes personalized exclusive offers



Facilitates upselling and cross-selling



Gives insights and recommendations



Boost Direct Revenue and Conversions

- KITT enhances operational efficiency and guest satisfaction, driving up booking conversion rates, ADR, occupancy and ancillary revenue.

✓ Available 24/7

✓ Multilingual capabilities

✓ Fully customizable

✓ Seamless integration

✓ Reduces staff costs

✓ Human-like conversations



Ask us anything



Ellie Claessens

Market Manager (UK & Ireland)





ec@thehotelsnetwork.com

Growth for your direct channel

Headquarters in Barcelona with a team around the world

Athens · Austin · Bangkok · Barcelona · Colombo · Frankfurt · Hong Kong · Istanbul

Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver