

Balboa Bay Resort

Increasing direct conversions and revenue with AI

About Balboa Bay Resort

Balboa Bay Resort is a **luxury waterfront retreat** located in Newport Beach, California, offering guests an **unparalleled blend of coastal elegance and California casual charm**. As the only Forbes Four-Star, AAA Four-Diamond resort in the area, Balboa Bay Resort provides a distinctive experience that captures the essence of Southern California's iconic lifestyle.

With 159 guest rooms and suites, the resort features spacious accommodations, most with **private balconies to take in stunning harbor views**. Guests can indulge in **award-winning dining** at A+O Restaurant | Bar, unwind at the full-service spa, or enjoy a **range of water activities and experiences at the private marina**. Every aspect of the resort is designed to ensure both relaxation and adventure for its guests.

Balboa Bay Resort is committed to delivering exceptional hospitality, where luxury meets personalized service.





The Partnership with THN

Balboa Bay Resort has been collaborating with The Hotels Network (THN) since 2020, leveraging THN's [Conversion and Personalization](#) tools to enhance their online guest experience.

In June 2023, their team decided to explore new opportunities for growth by initiating a trial of THN's [Predictive Personalization](#) platform.

Impressed by the successful trial results, the brand decided to fully implement Predictive Personalization on their direct channel in July 2023. This machine learning-powered strategy further solidified the brand's commitment to optimizing the direct booking journey.

Let's take a closer look at the impact of this partnership and the results achieved since the implementation...



How does Predictive Personalization work?

The concept of leveraging technology to optimize the user experience and increase hotel revenue simultaneously is what we call **Predictive Personalization**. This unique product follows a two-step process comprised of a predictive algorithm and website campaigns managed by THN's experts.

1. First, an **algorithm using machine learning** assigns a value score to each user in real time, based on their likelihood of completing a reservation and other behaviors.
2. It then **personalizes the user experience** by automatically delivering the most suitable offers and content depending on the value score.

With Predictive Personalization, hotels can easily adapt their commercial strategy on the fly, creating **value-targeted campaigns** and increasing direct bookings while reducing promotional costs.

1



2

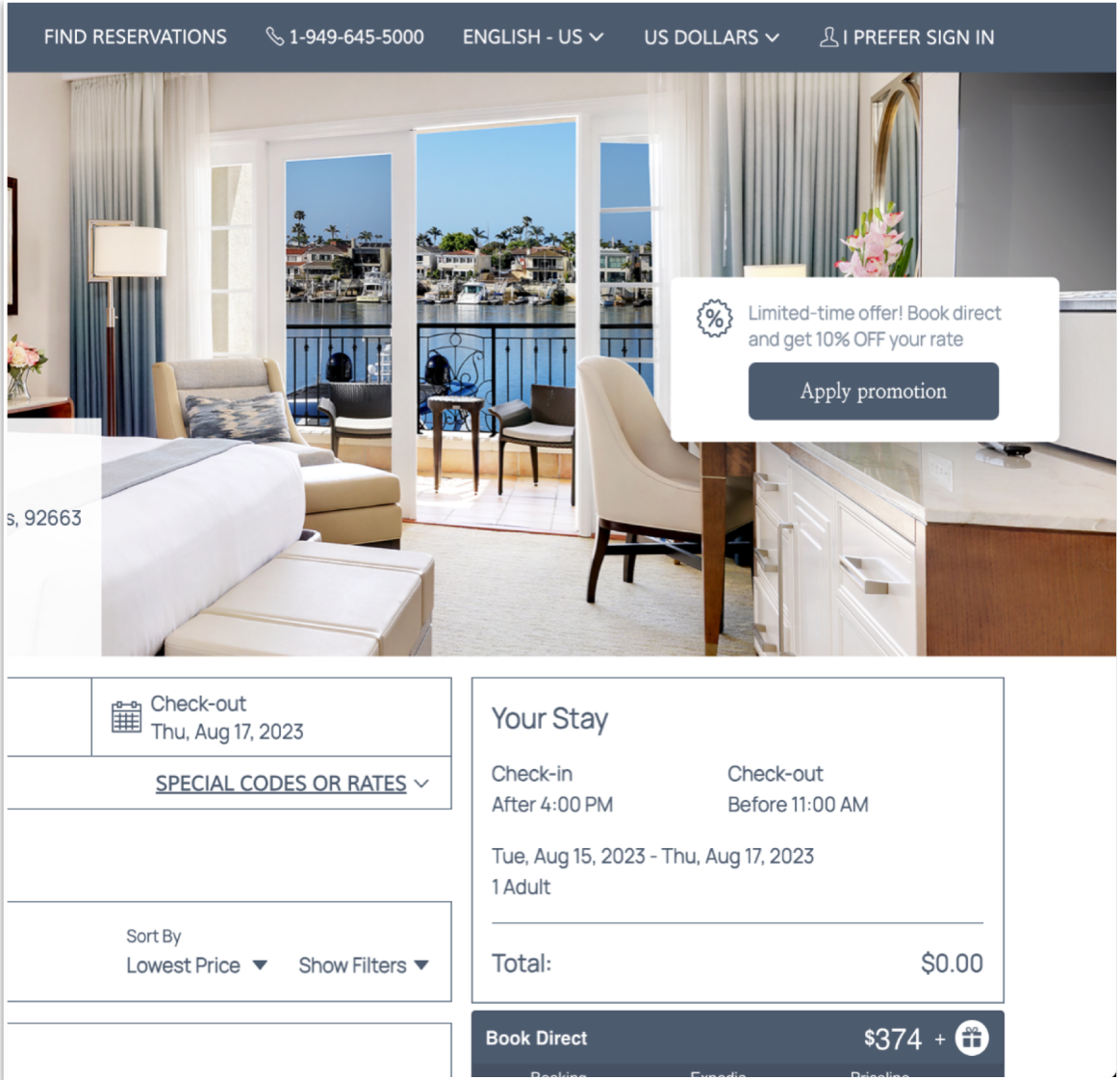


Low-intent Strategy

By running a targeted low-intent campaign, Balboa Bay Resort successfully boosted conversions, bookings, and overall revenue.

Leveraging a **hyper-targeted 10% discount** tailored for users with a low probability of booking, the resort effectively transformed casual browsers into confirmed guests who might not have otherwise completed a reservation.

This strategy not only maximized incremental bookings but also minimized unnecessary promotional spend by avoiding a broad application of the discount.



Campaign Overview

The goal was to generate incremental bookings from visitors who would have left the website without booking, while preserving sales from high-intent visitors and saving on promotional costs.

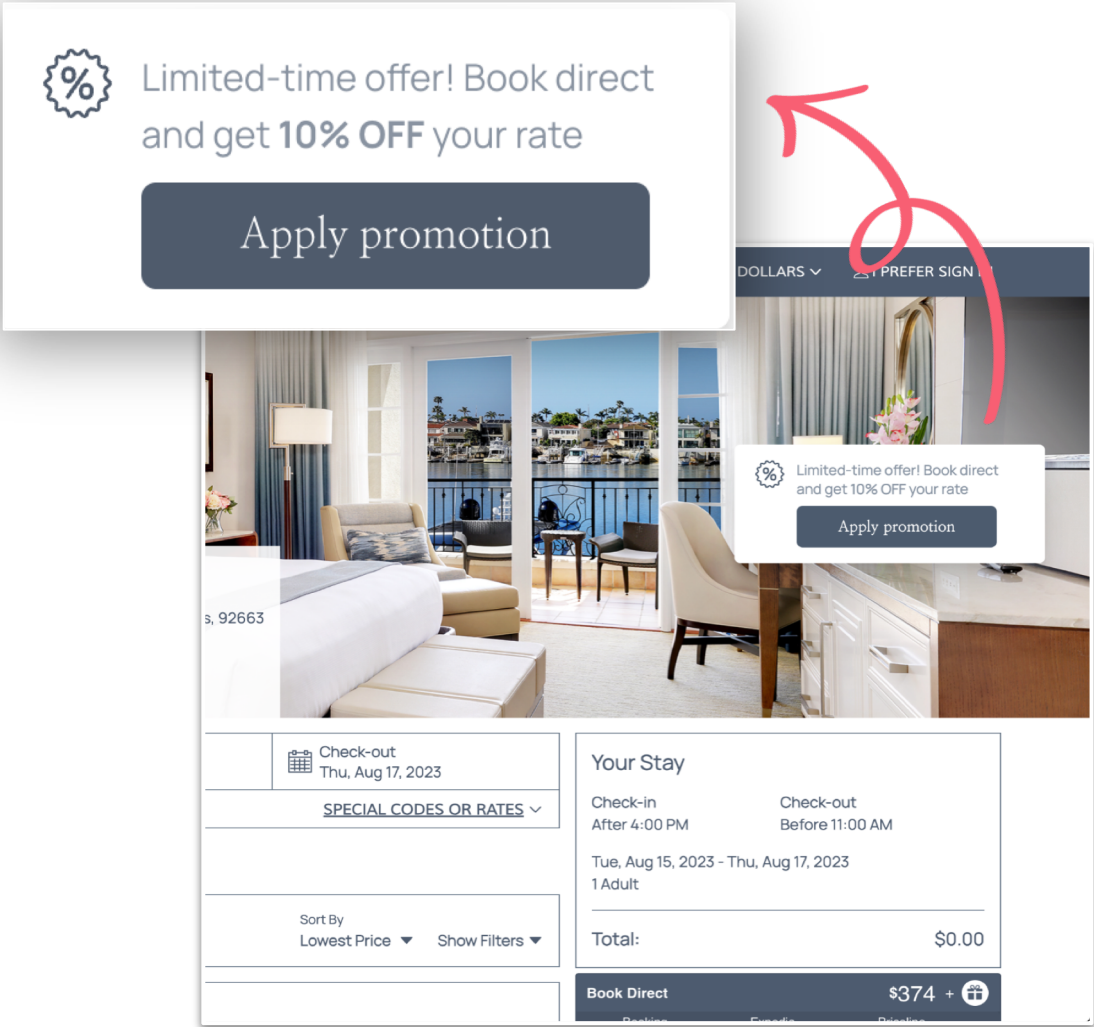
Data Overview
January 1 - December 15, 2024

13%

CTR

210

Bookings made
with promo code



The Results

After running for 1 month, the offer generated:

\$77,571

Revenue from low-intent bookings

This was the value of the bookings completed using the promo code.

\$30,750

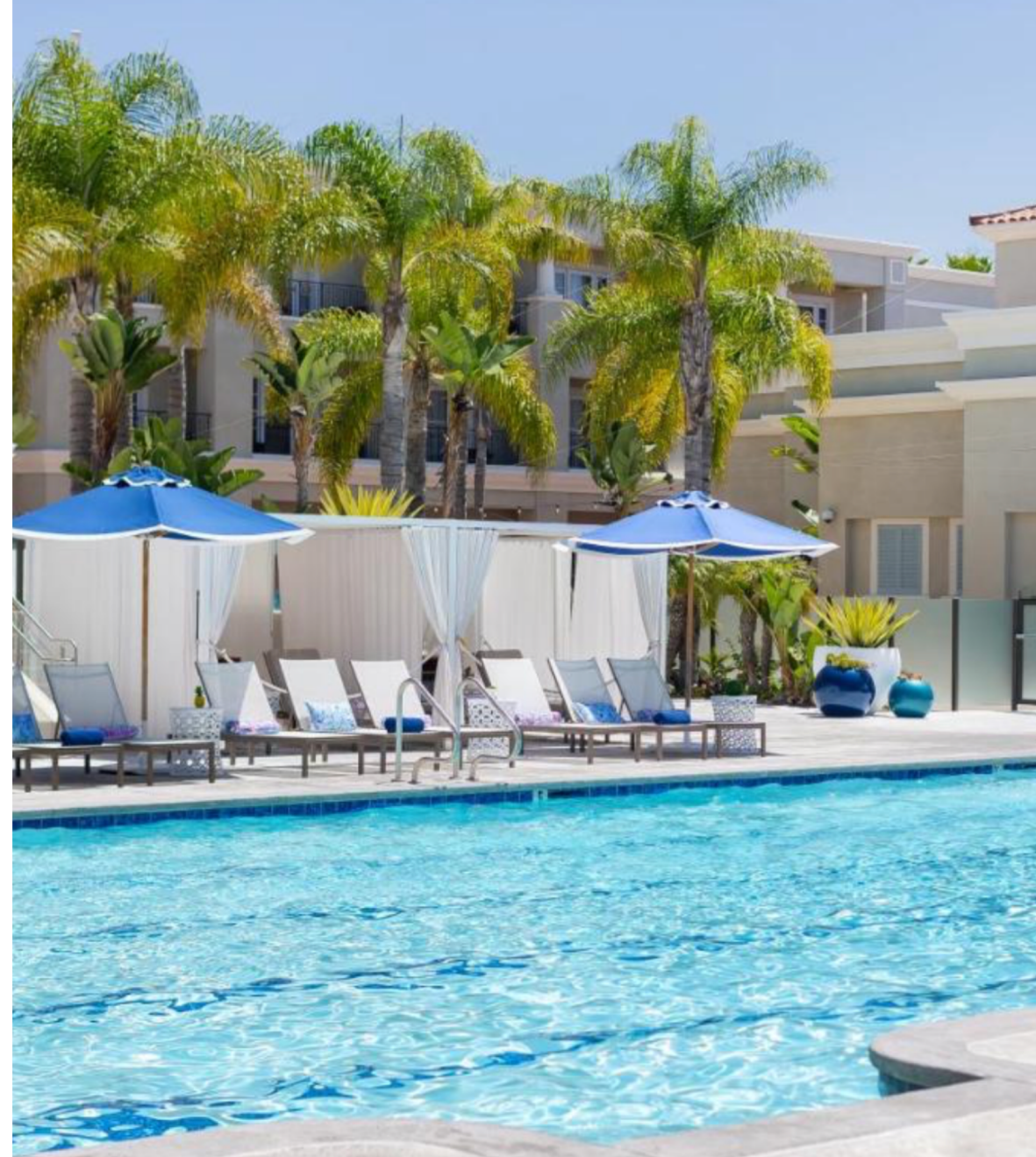
Savings in promotional spend

The algorithm identified those visitors with a high likelihood to book. As these users don't need an extra incentive to book, the discount wasn't offered - therefore saving in promotional spend.

40

Bookings influenced

This was the number of visitors who came back after seeing the offer and completed a booking using the promo code.

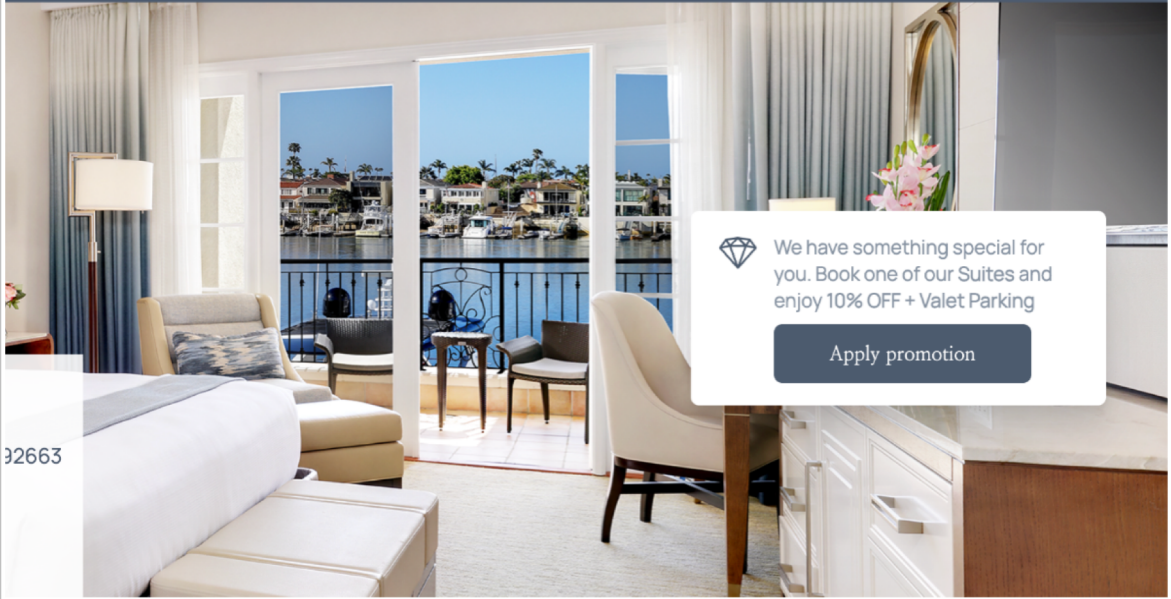


High-intent Strategy

Running the high-intent campaign showed that Balboa Bay Resort managed to increase their ABV (Average Booking Value).

By offering a hyper-targeted 10% discount combined with valet parking, the hotel successfully motivated high-intent website visitors to finalize their bookings with Suite reservations.

FIND RESERVATIONS1-949-645-5000ENGLISH - US ▼US DOLLARS ▼I PREFER SIGN IN



32663

We have something special for you. Book one of our Suites and enjoy 10% OFF + Valet Parking

Apply promotion

Check-out

Thu, Aug 17, 2023

SPECIAL CODES OR RATES ▼

Sort By

Lowest Price ▼

Show Filters ▼

Your Stay

Check-in

After 4:00 PM

Check-out

Before 11:00 AM

Tue, Aug 15, 2023 - Thu, Aug 17, 2023

1 Adult

Total:

\$0.00

Book Direct

\$374 +

www.thehotelsnetwork.com

Campaign Overview

The goal was to convince users with a high probability of booking to book a higher category in order to increase the average booking value of a reservation.

Data Overview January 1 - December 15, 2024

12.2%

CTR

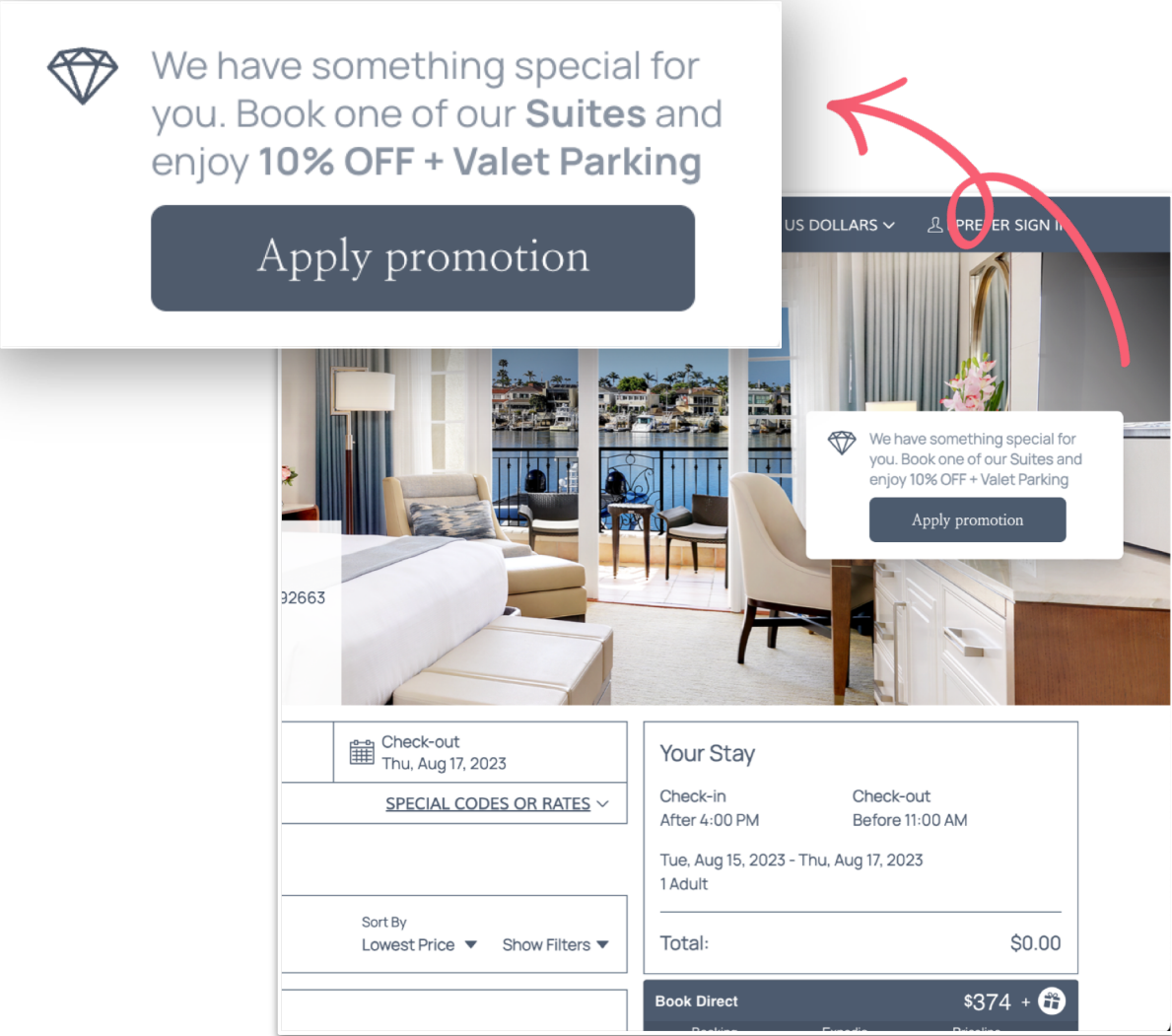
310

Bookings with promo code

\$1,355

ABV of high intent bookings

The Average Booking Value (ABV) for users identified as high intent is notably higher than the overall ABV of \$1,280, highlighting their revenue potential.



The Results

After running for 1 month, the offer generated:

\$39,628

Revenue from high-intent bookings

This was the value of the bookings completed using the promo code.

\$7,497

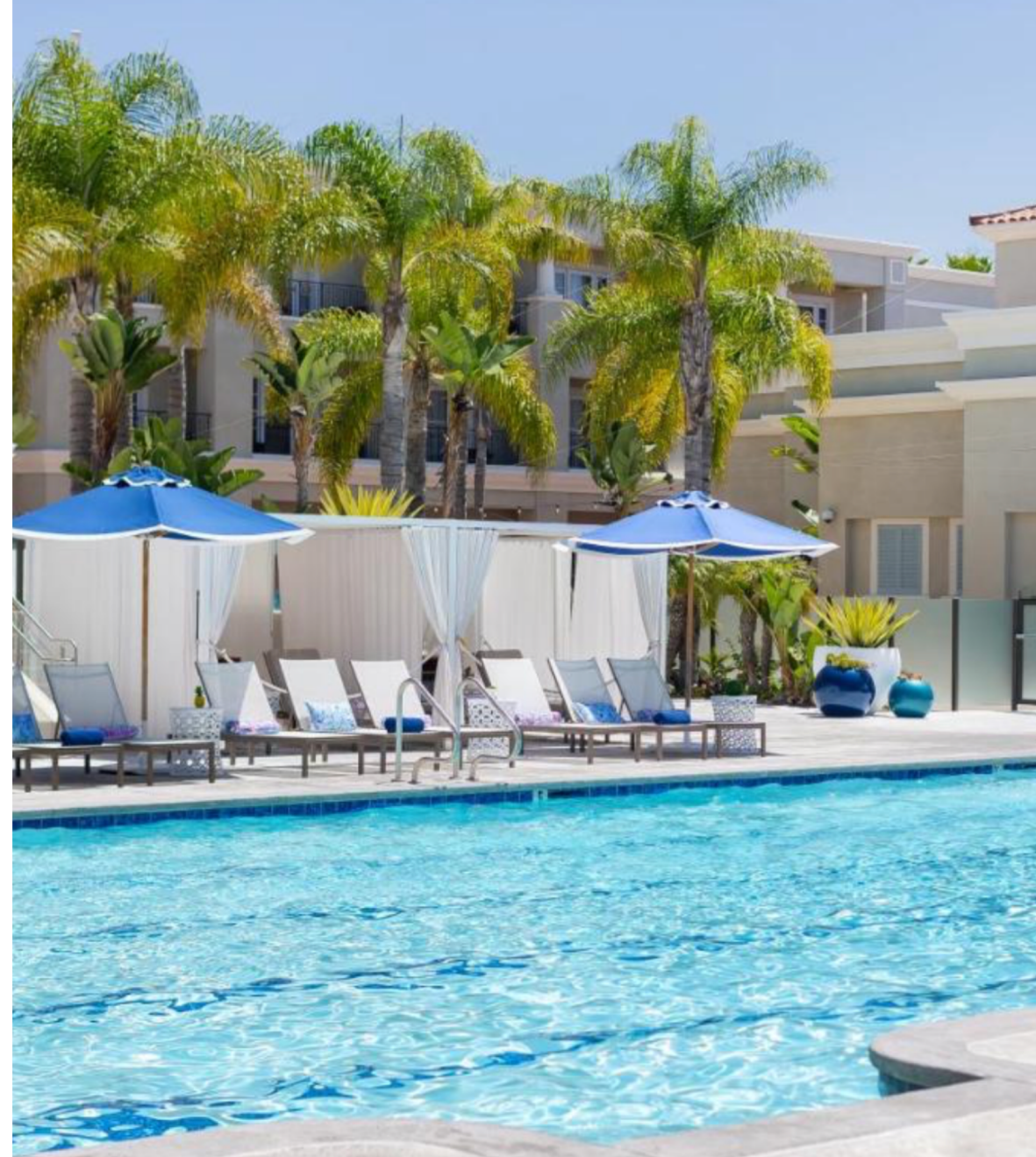
Additional revenue from the upsell

The algorithm identified visitors with a high likelihood of booking. To increase the Average Booking Value (ABV), these users were strategically offered a discount, encouraging them to upgrade to a Suite.

30+

Bookings influenced

This was the number of visitors who came back after seeing the offer and completed a booking using the promo code.





Balboa Bay Resort has been using the Predictive Personalization tool with great success. It has effectively captured both low-intent and high-intent travelers, allowing us to tailor our approach and increase engagement. Since implementing the tool, we've seen a notable boost in our booking engine production, which has contributed to an overall improvement in conversion rate. We are excited to continue to leverage this tool and drive further growth of direct booking production.

Taylor Baca

Corporate Director of Revenue Management, Balboa Bay Resort & Club



About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 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 suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.





www.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