

Canary Island hotel chain **increases direct sales by 22%** by offering travel assistance service

Often, hoteliers have the preconceived idea that offering greater flexibility of dates will generate more direct sales. However, this is only the first step. Complementary actions can be taken to **secure guests and significantly increase direct bookings**.

This is where **SafeDirect**, a travel assistance service that drives web conversion, comes in.

What is SafeDirect?

SafeDirect is a **travel assistance service** that covers expenses arising from any medical eventuality during the stay at your hotel.

Offered as an **extra benefit** to all users who book direct on the website, it allows you to protect guests and gives **you added value to drive direct bookings**. Guests don't have to think about it! By immediately receiving this service included with their booking, they realize that your hotel is the best choice.

The Hotels Network (THN), a growth platform for hotels' direct channel, **has tested and measured the real impact SafeDirect has on both overall web conversion and in different segments**.

A/B Test

For the study, an A/B test was carried out on the website of one of THN's clients, a hotel chain in the Canary Islands, to analyze:

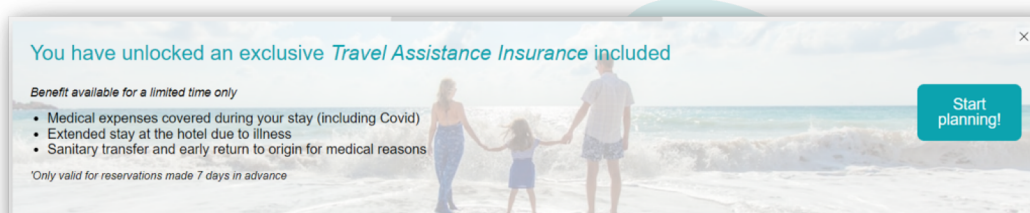
- **Impact on total web conversion.** To measure the impact of SafeDirect on total web conversion, the web traffic was divided into 2 groups: Group A and Control Group. Group A was shown SafeDirect product messages, while the Control Group was not.
- **Impact on families.** To study this impact, traffic from families - travelers seeking stays for 1+ adults, 1+ children - was divided into Group A and Control Group. Group A was shown SafeDirect product messages, while the Control Group was not.
- **Impact on international traffic.** To analyze the impact, international traffic was divided into Group A and Control Group. Group A was shown SafeDirect product messages, while the Control Group was not.

What messages were displayed?

► Layer on the homepage

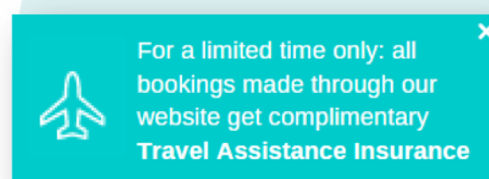
Displayed to all visitors landing on the hotel's website, the layer communicated the exclusive benefit of direct booking: travel assistance service included.

The message detailed the assistance specifications and contained an attractive CTA (call to action) that redirected users to the booking engine.



► Smart Note in the booking engine

The following message was used in the booking engine to capture the user's attention with the attractive perk: travel service. Adapted to all search devices, the message reinforced that the hotel was the right choice for the visitor.



Results

After running the A/B test for 1 month, SafeDirect has proven to increase web conversion in all traveler segments, especially in the international market and for families.

+9.7%

Increase in total web conversion

+22%

Increase in family web conversion

+20%

Increase in international web conversion