THE HOTELS NETWORK

Guess Who? AI Already Knows – And Your Hotel Website Just Got Smarter

What drives modern customer experiences?

- Unreasonable Personalization

Hyper-Relevance

The personalization anticipates needs, desires, or preferences that the user hasn't explicitly expressed but finds deeply useful or accurate.

Seamlessness

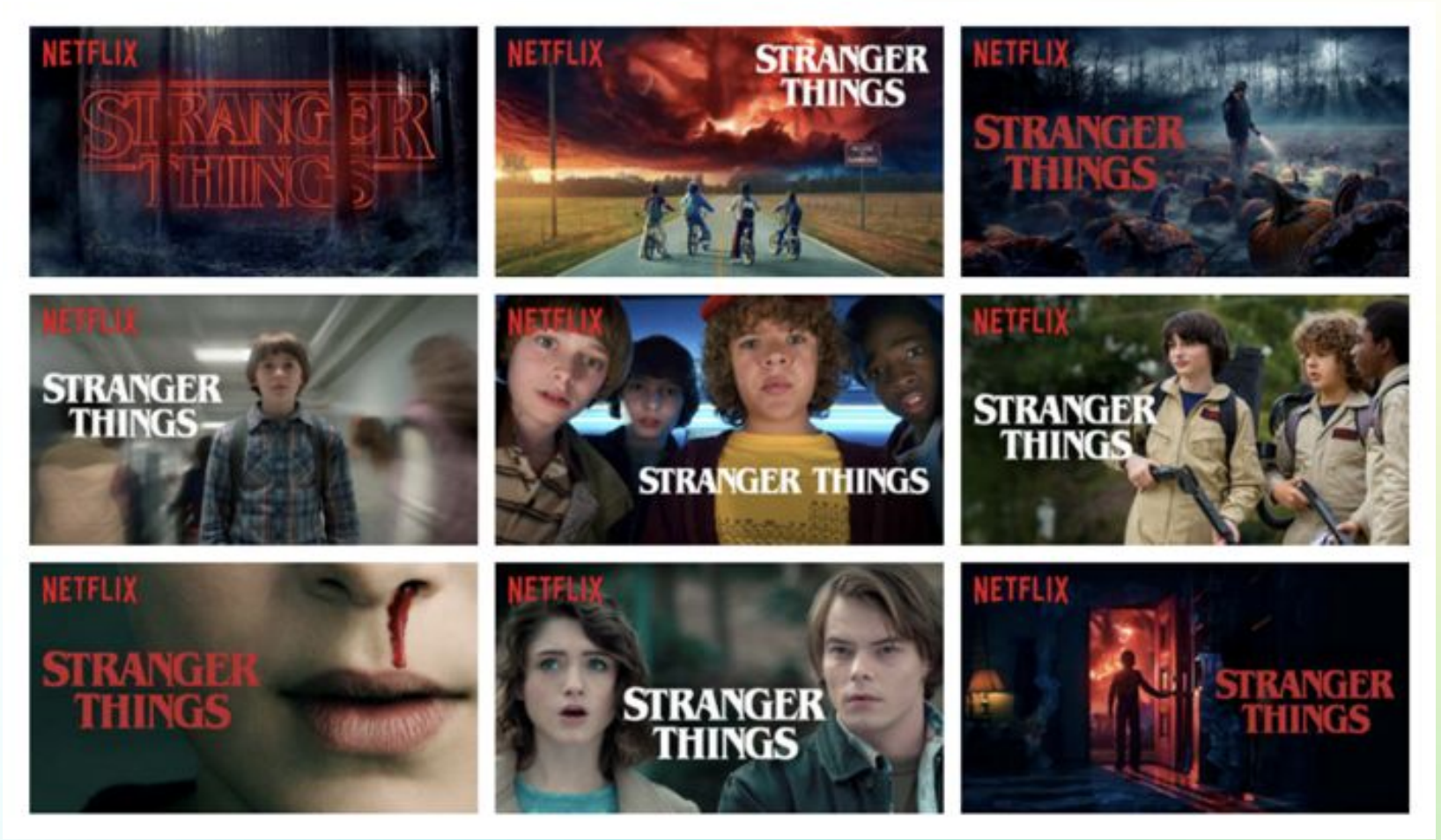
It feels like the system understands the user at an almost human level, with no obvious input or effort required.

Emotional Resonance

The experience elicits surprise, delight, or even emotional connection by showing deep empathy or understanding.

Hyper-relevance

Netflix - Tailored Thumbnails

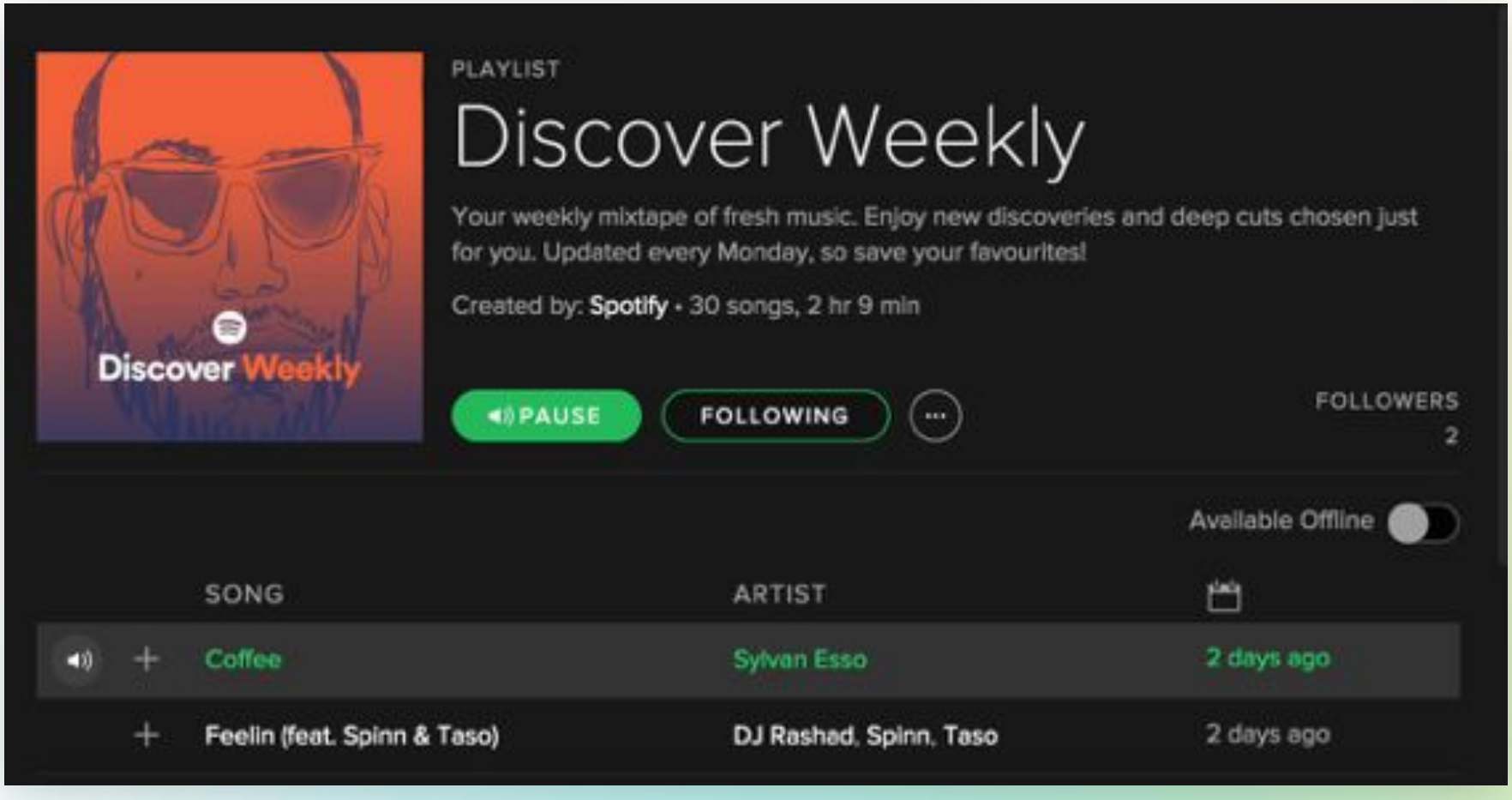


Seamlessness

BMW/Tesla - Driver Profiles

Emotional Resonance

Spotify - Yearly Wrapped



Industry Challenges

98%

of hotel website traffic doesn't convert

65%

of OTA bookers have been on your website (Expedia)

Hotels Paid Middlemen $75 Billion in 2023: Skift Research

"In 2023, hoteliers will pay the top OTA's and bed banks $50 billion in commissions and markups"

What should we do differently?

Focus on people, not rooms; learn what travelers want and show it to them

The website revolution

To a traditional hotel website,
all users are the same

With AI personalization,
every user is different

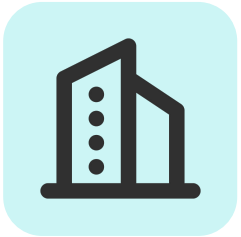
Personalization: OTAs and hotels have different goals and approaches

OTAs

↓

Discovery

Which hotel?



Hotels

↓

Offer

Room/Service/Price?

Cost comparison

Revenue advantage

Conclusion

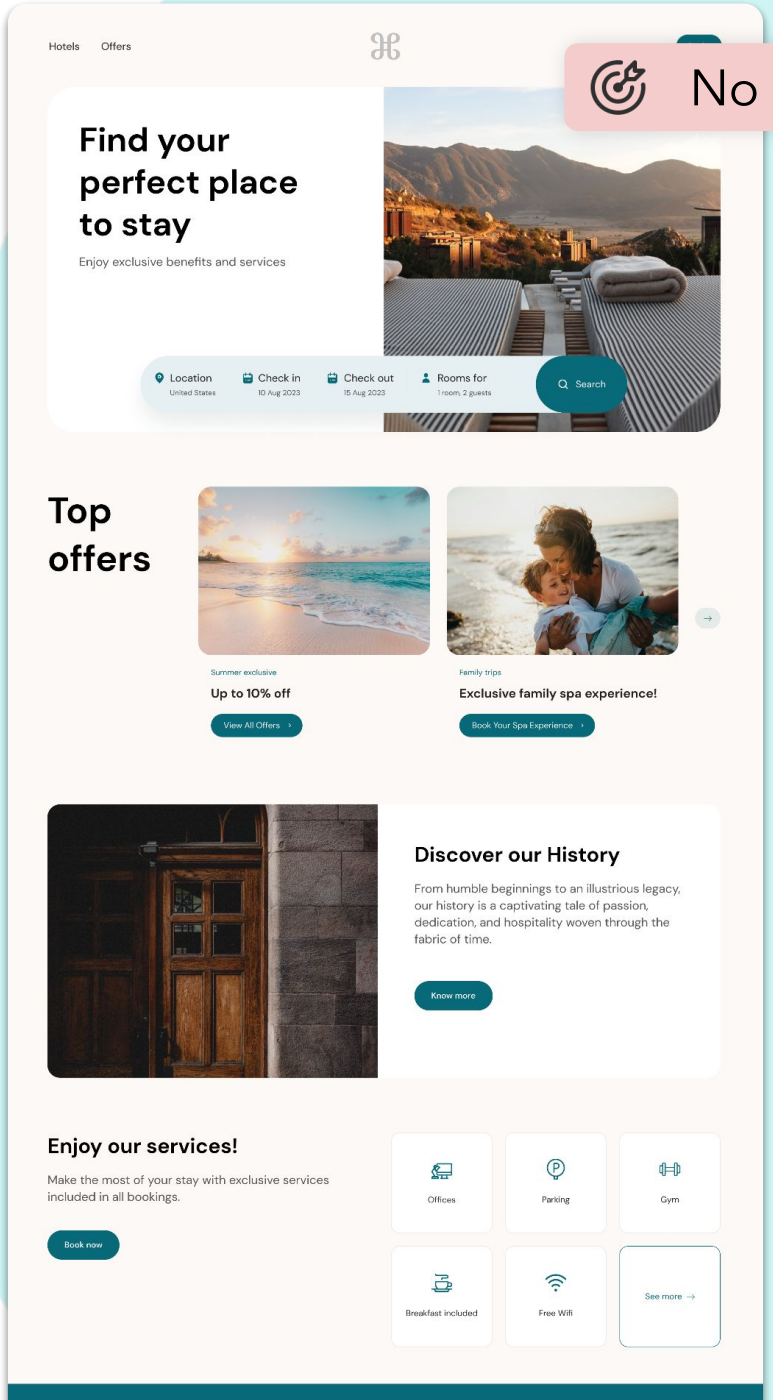
Direct bookings are even more profitable than you think

- Cost per booking for Direct is only 8% (total cost of tech and marketing) vs 18% for OTAs (commission)
- Direct bookings generate 30-60% more revenue per booking than those from OTAs
  - Sales from additional services (restaurant, golf, spa...)
  - Sales from higher room categories (superior rooms, suites…)
- The true profitability of direct bookings is much higher than it initially seems

What if your website and booking engine could adapt to each visitor with AI?

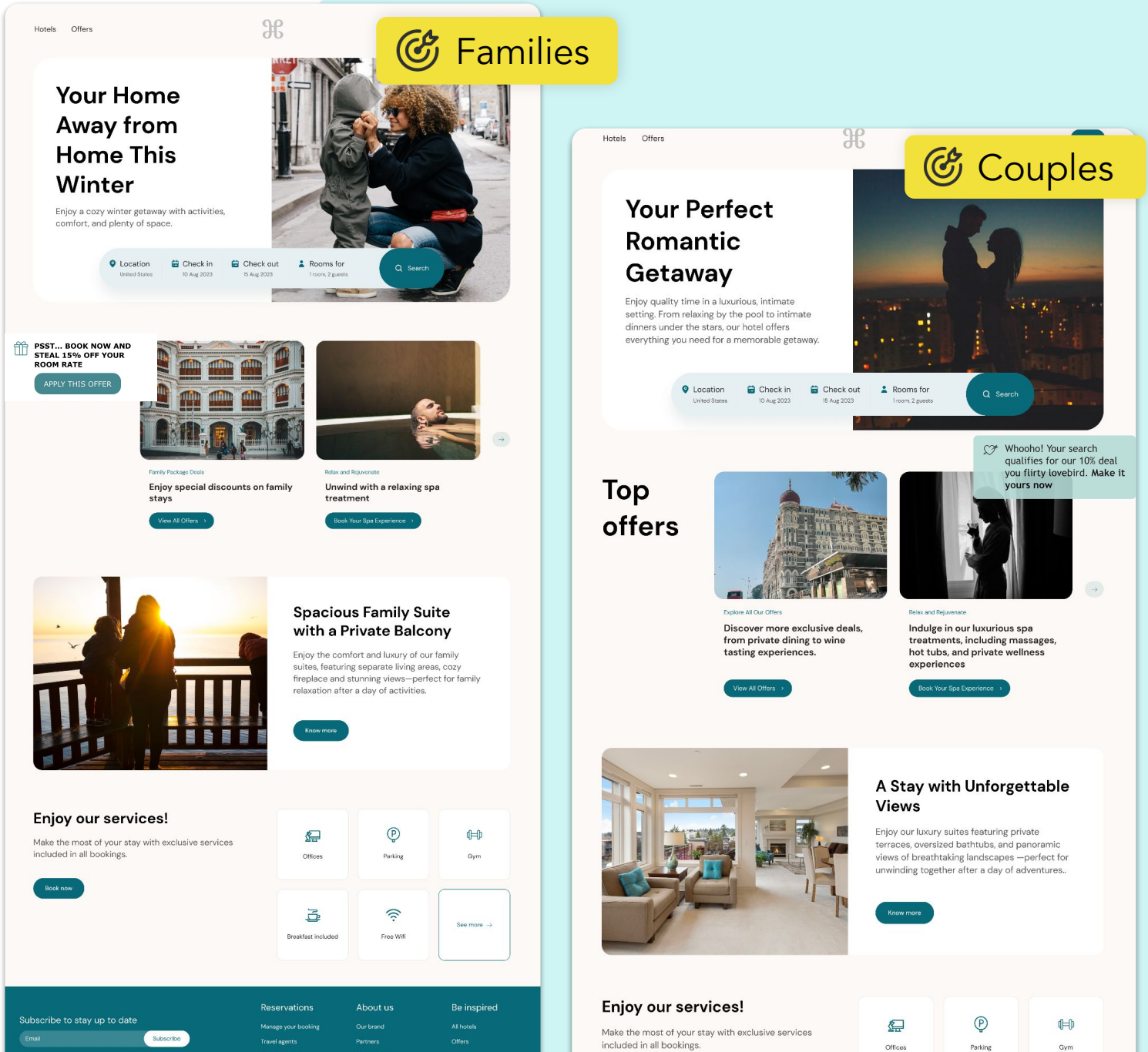
Today, static websites are outdated

- Same content for all visitors
- Standard hotel images for everyone
- Generic offers and incentives

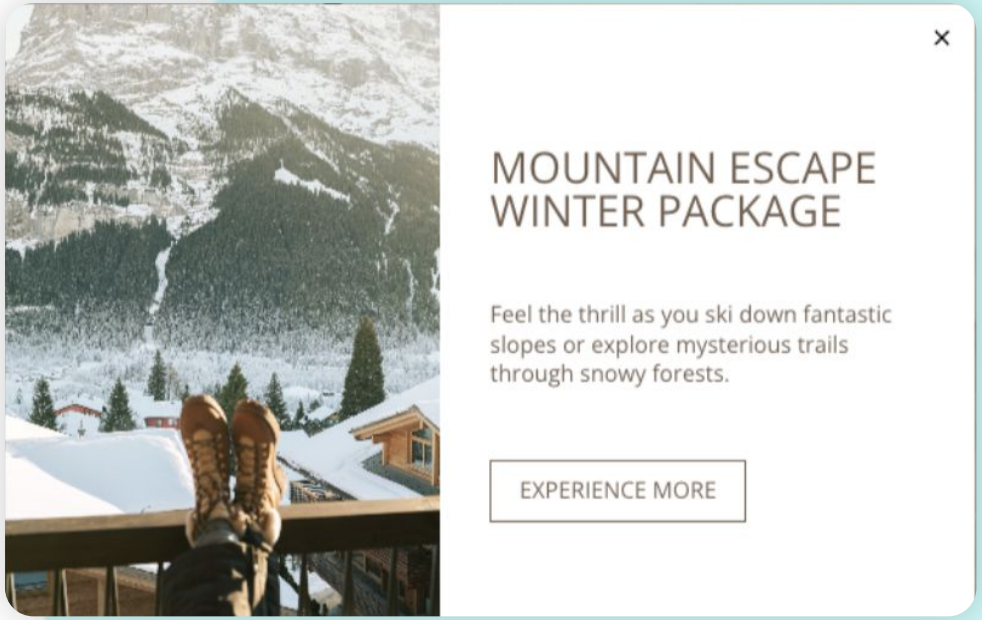


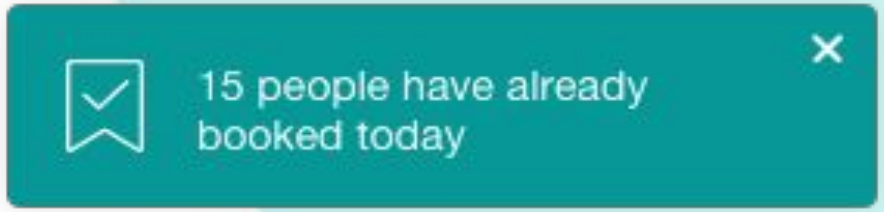
Dynamic websites can be personalized for each visitor

- Personalized content for each visitor
- Custom images and text based on who's visiting
- Targeted offers, incentives and conversion tools



Customizable, high-impact message formats to capture visitor attention

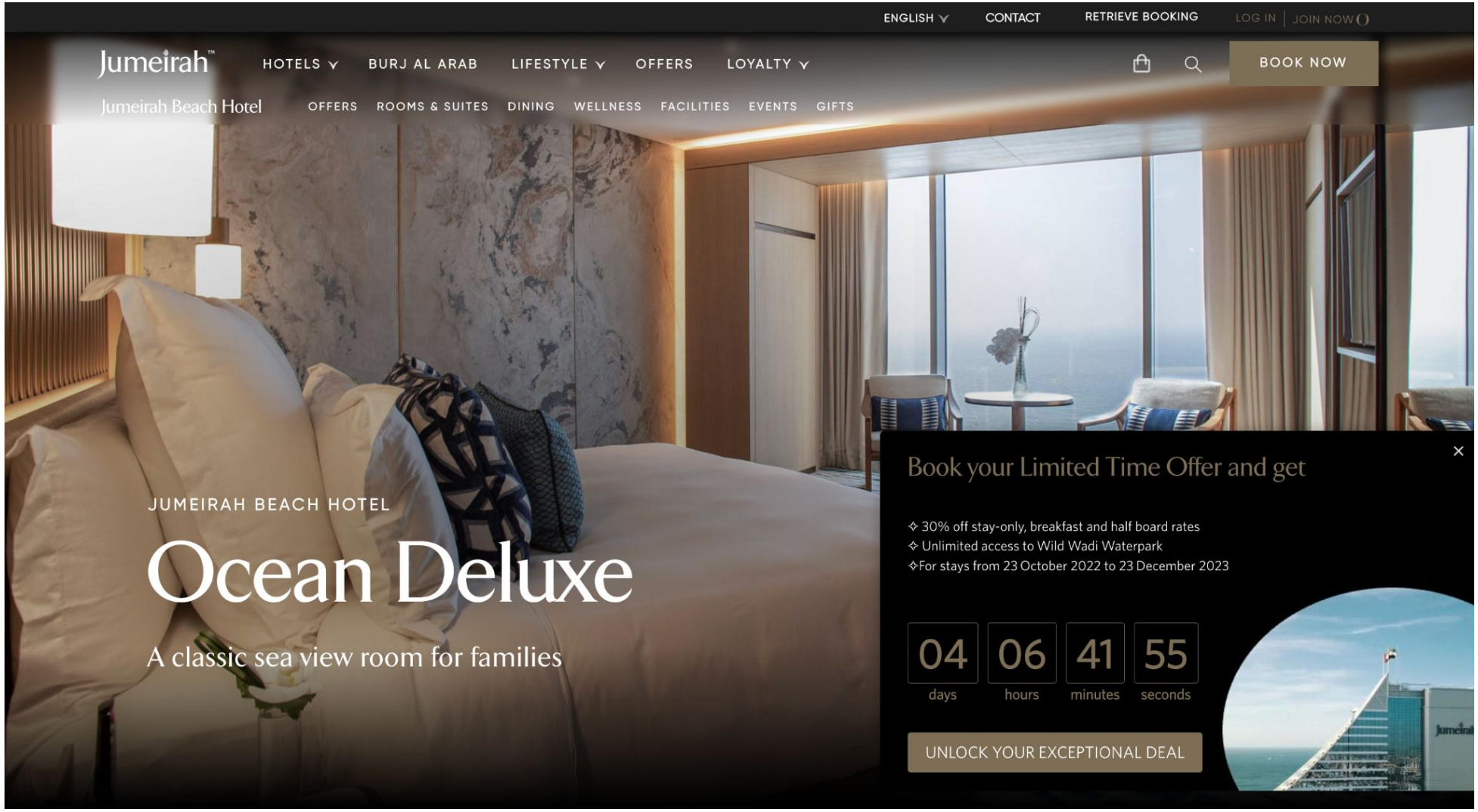




Let’s see some real examples

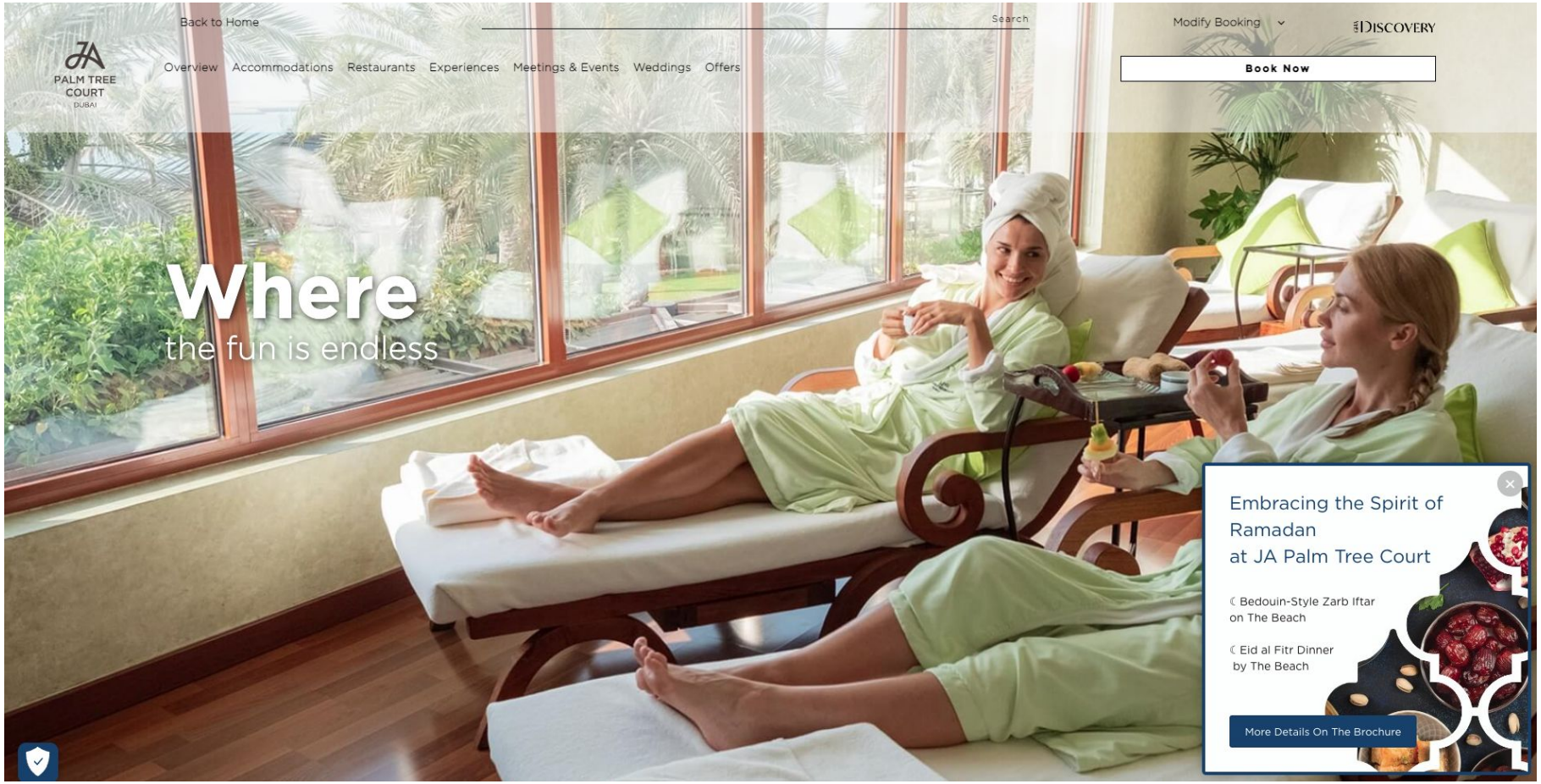
Exclusive limited time flash sales

Increase conversions by creating a sense of urgency

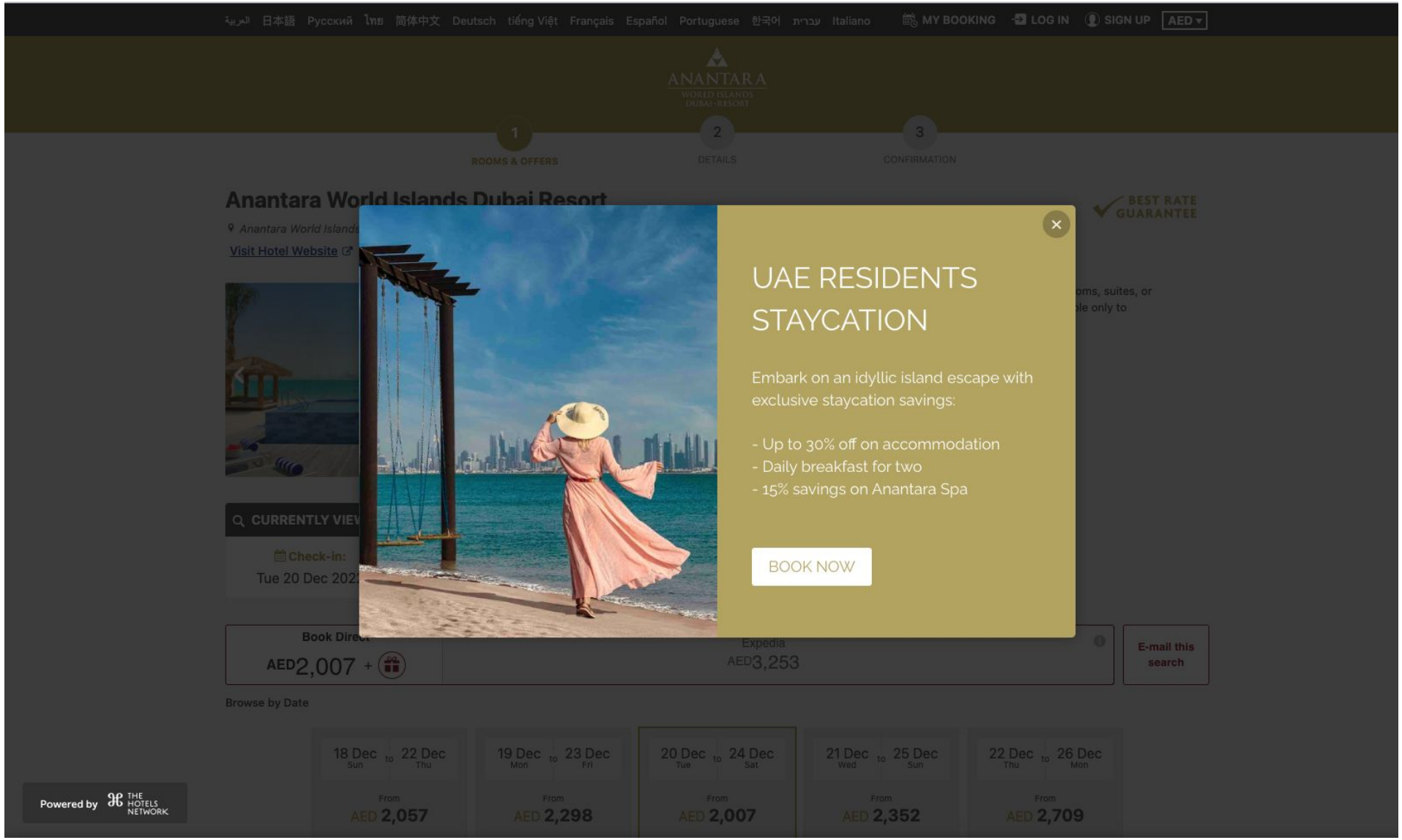


Adapting to the Device of the User

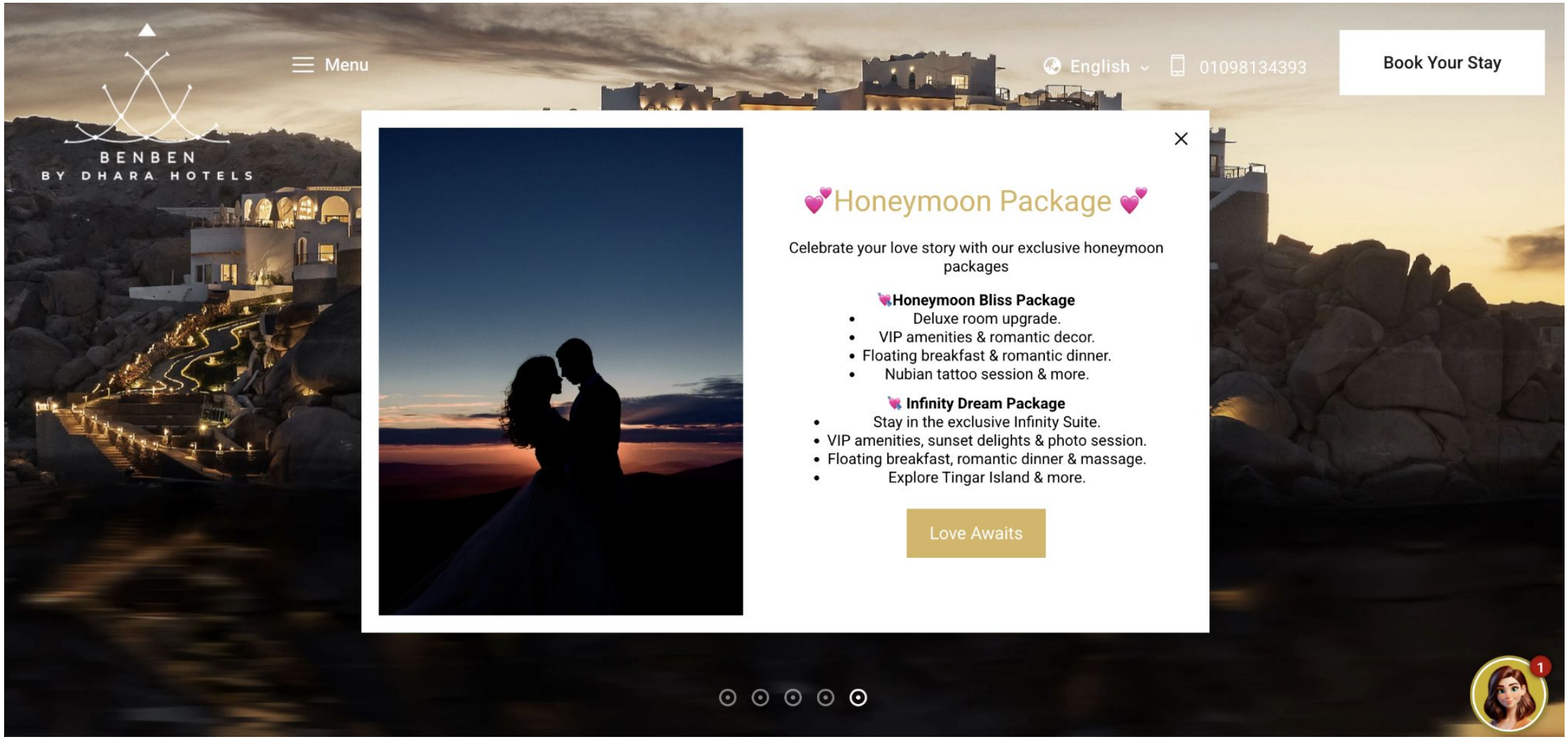
Easy to create different strategies for different devices



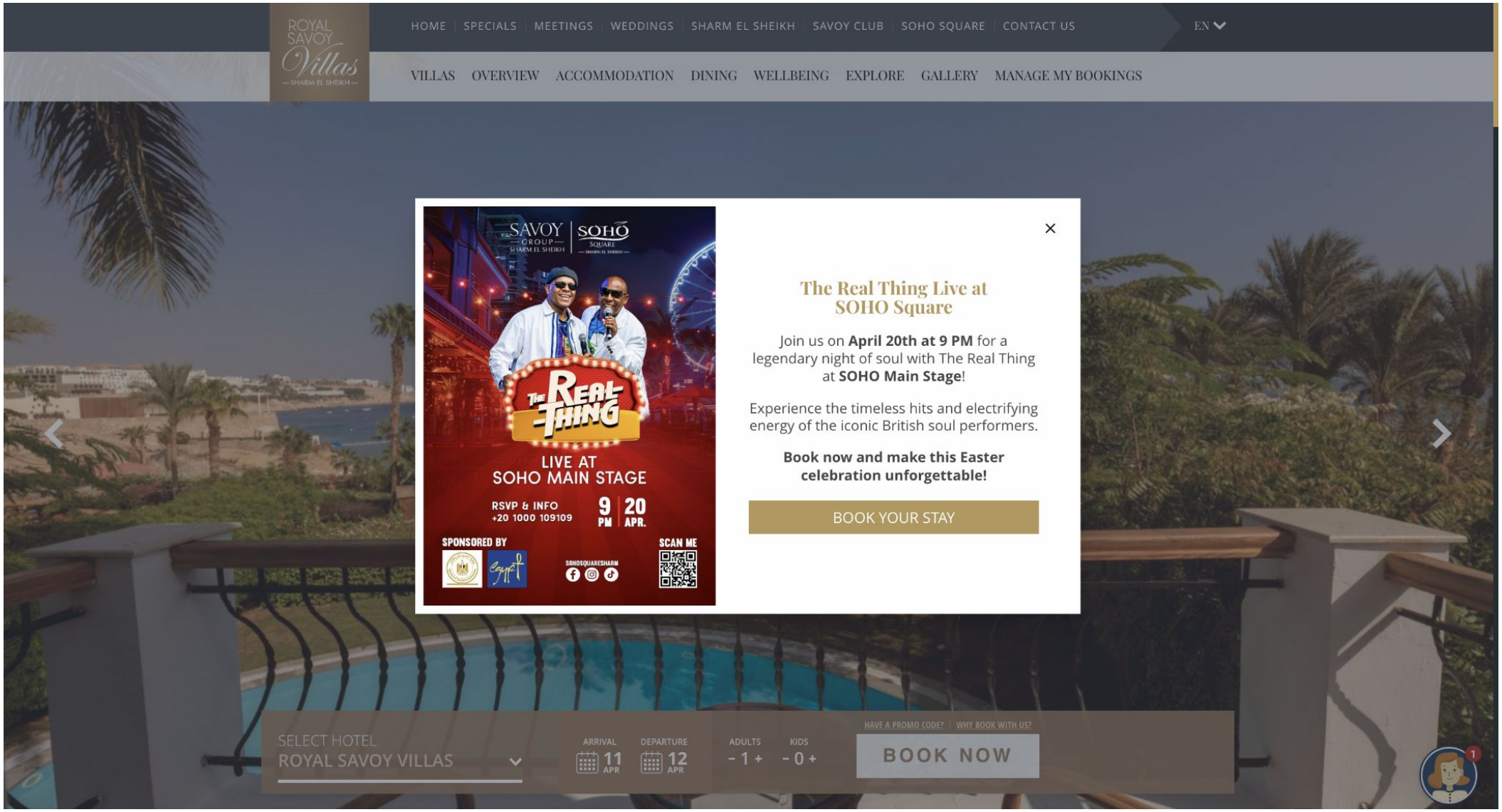
Geolocation targeted



Special packages offer

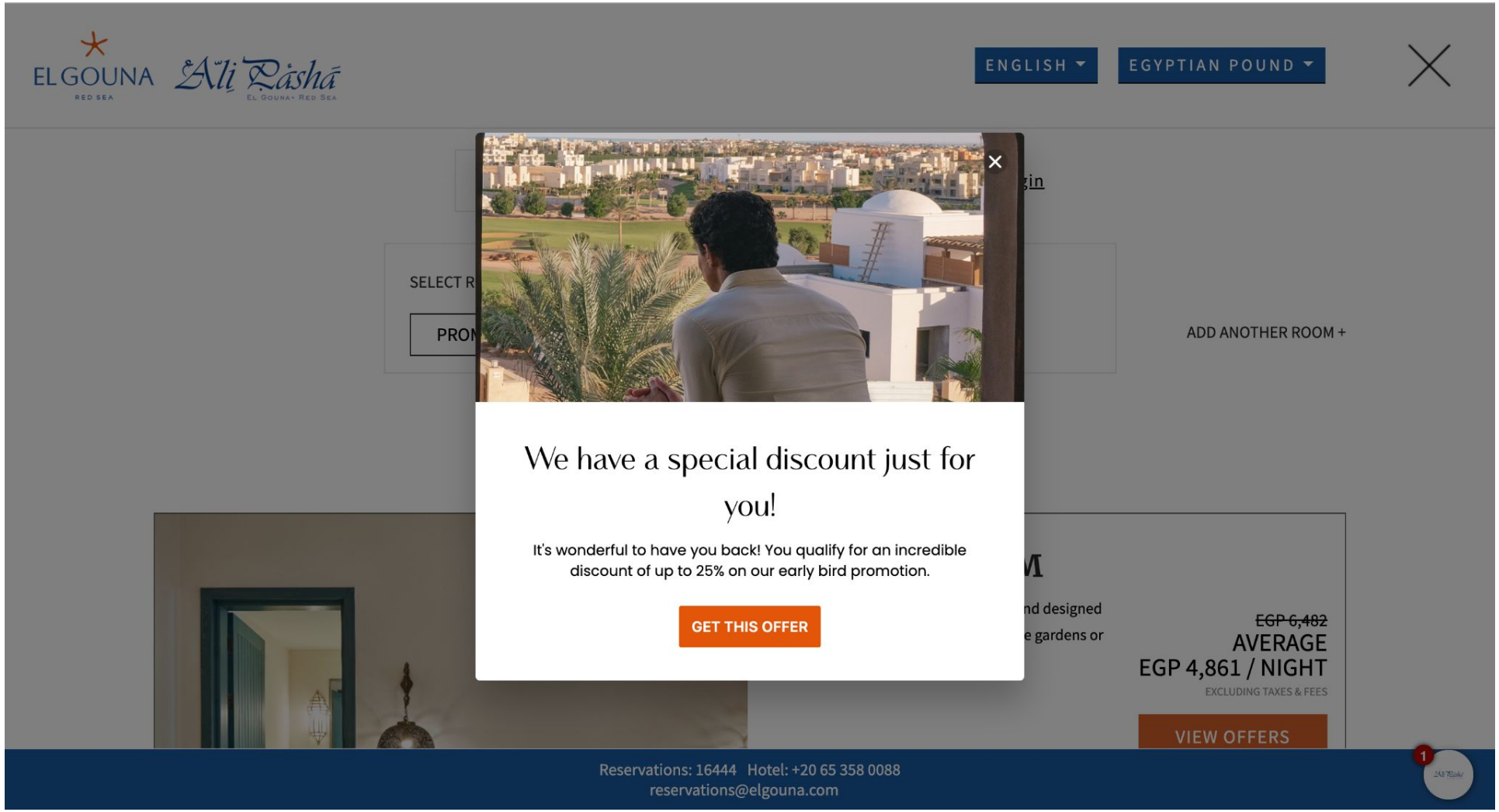


Promote special events



Layer for returning customers

Targeted at acknowledging returning visitors



Cutting-edge Targeting for Advanced Audience Creation

An industry first: full personalization capabilities, without cookies

Timing

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

Search

- Stay dates
- Stay days of the week
- Days until check-in
- Length of stay
- Availability / 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 parameters
- Campaign UTMs
- Data layer variables
- CRM targeting

Dynamic Rules

- Price disparity detected
- Market demand

What AI sees (that you don’t)

SEARCH
1 week in August

TRAVEL PARTY
2 adults, 0 children

TIMING
Sunday, 11.02.25

GEO DATA
Location: Paris

MARKET DATA
OTAs are 8% cheaper

DEVICE
Desktop

REFERRAL
Source: Google

DISTANCE
2.500km from destination

+400 variables

4 Predictive Algorithms

Intent ↓	Spend ↑	Destination flexibility ↑	Date flexibility ↓
25% percentile	**70%** percentile	**60%** percentile	**40%** percentile

Predictive Personalization in action

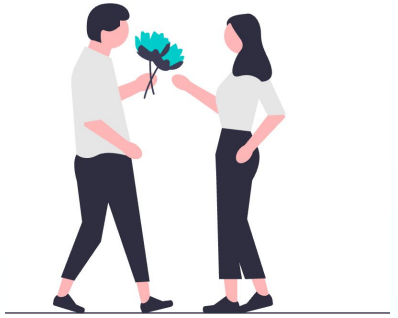
Max $

- Travels on a budget
- Wants the best deal
- Not sure where to go for his next holidays

LOW INTENT

LOW SPEND

FLEXIBLE DESTINATION



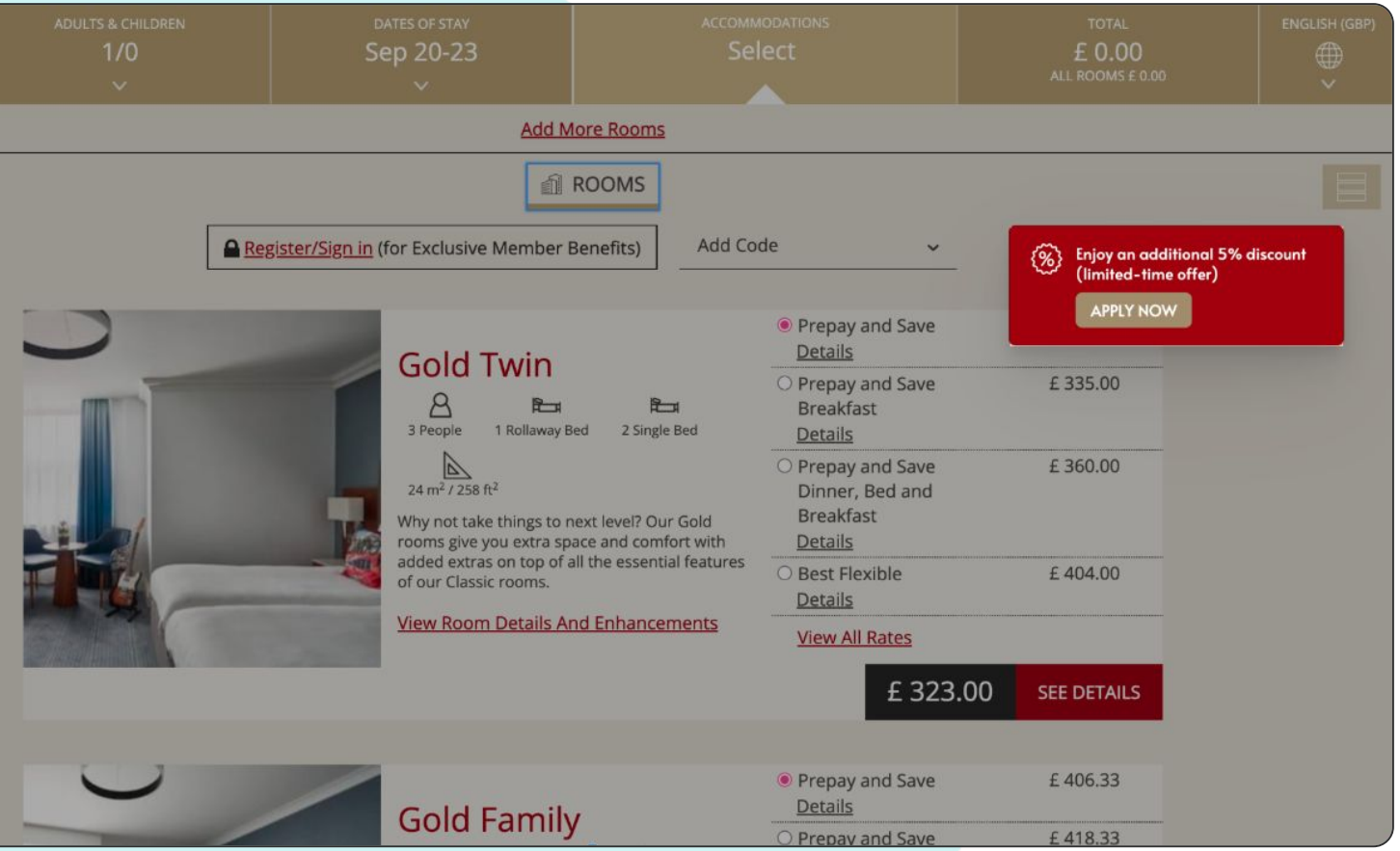
Ben & Lilly $$$

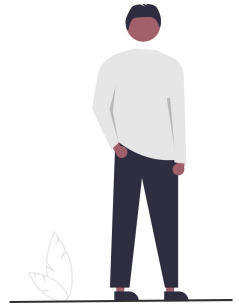
- Ben would like to propose to Lily
- He is ready to go all out budget wise
- Luxury custom experience is the most important part for this big day

HIGH INTENT

HIGH SPEND

Incentivising visitors with low intention to book

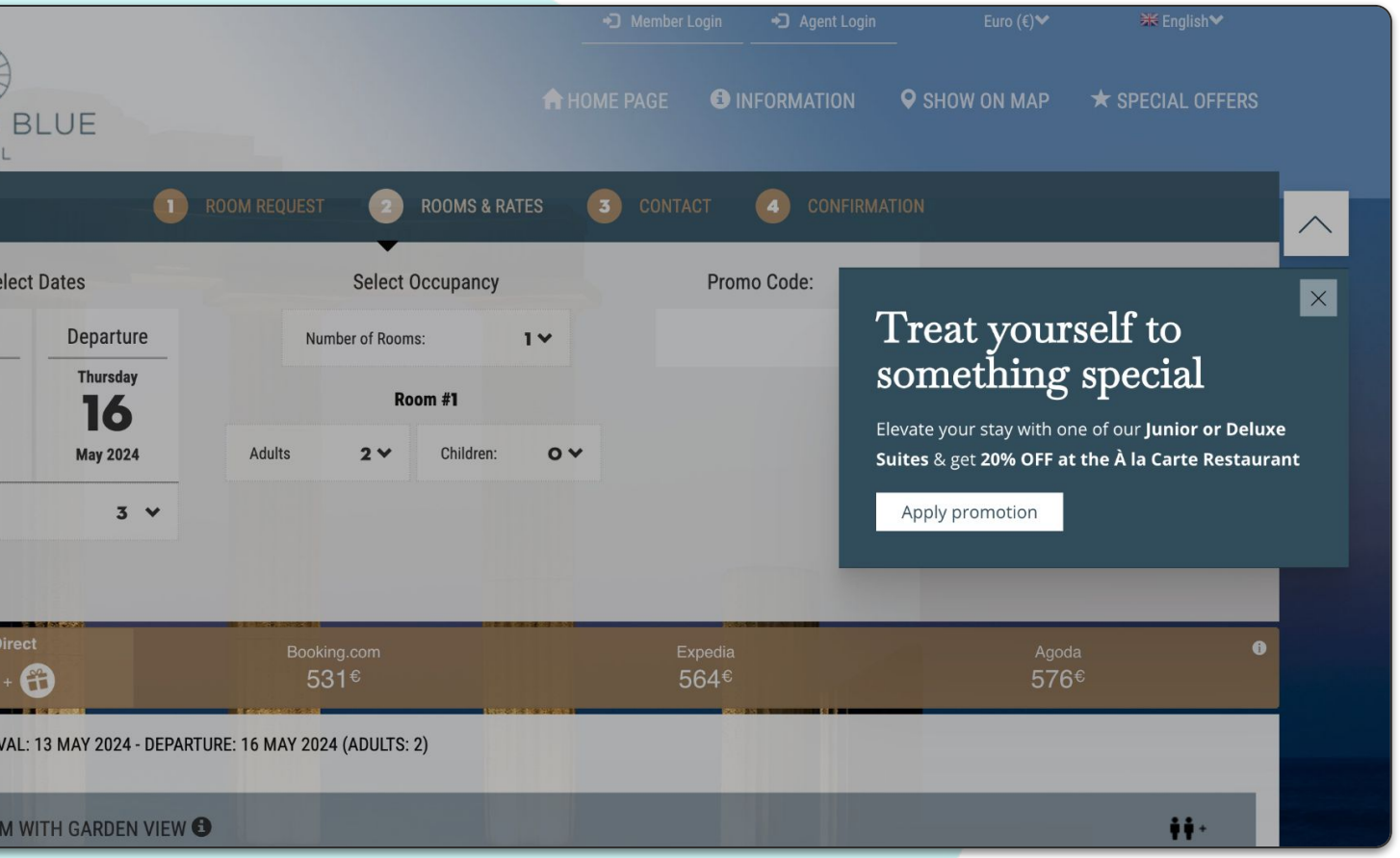




Max

- Smart Note in booking engine
- 25% of booking engine traffic with lowest likelihood to convert
- Campaign to increase conversion from visitors who would otherwise most likely leave the website using a promocode with 5% discount

Incentivising visitors with high intent and high spend

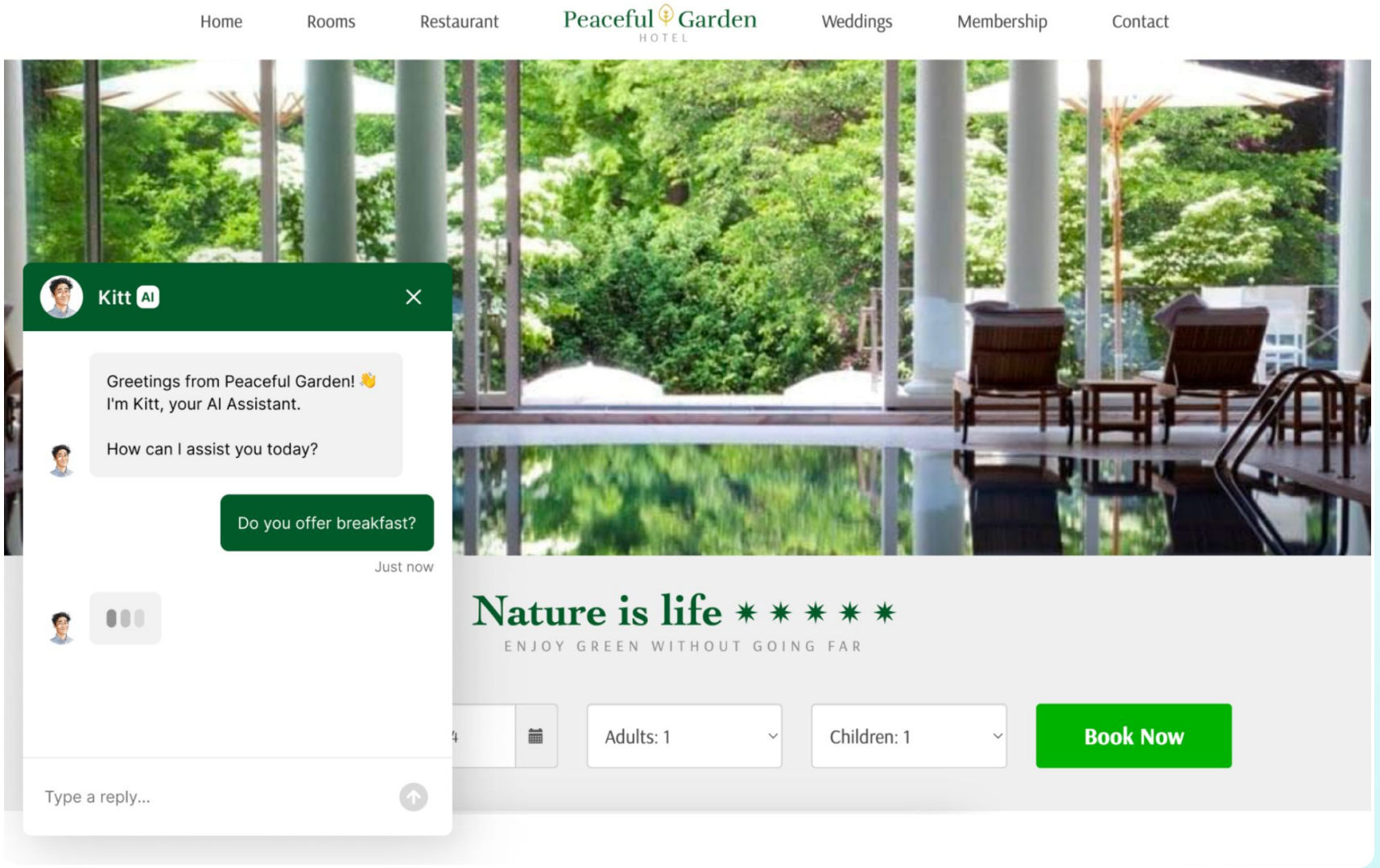


Ben & Lilly

- Layer with Promocode
- 70%-100% intent users
- Campaign to incentivize high-intent users to book a Suite.

What if we could extend the experience beyond our website?

This is still the website – you promised beyond!



AI Receptionist - KITT

AI-powered hotel receptionist that handles guest queries and reservations 24/7 on multiple channels: phone, webchat, WhatsApp and Email.

THE HOTELS NETWORK

The leading growth platform for the direct channel

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