

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.

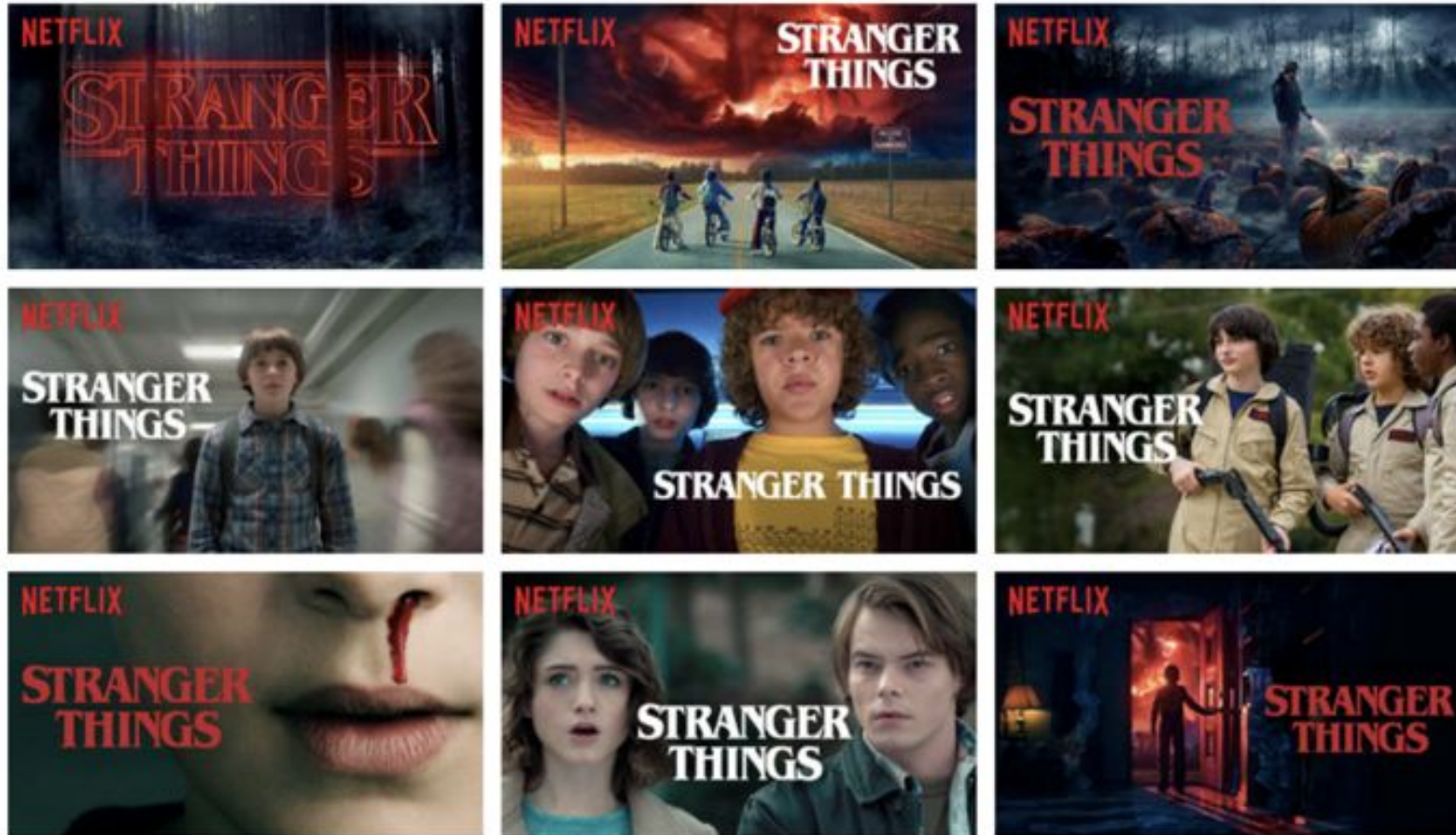
Emotional Resonance

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



Hyper-relevance

Netflix - Tailored Thumbnails



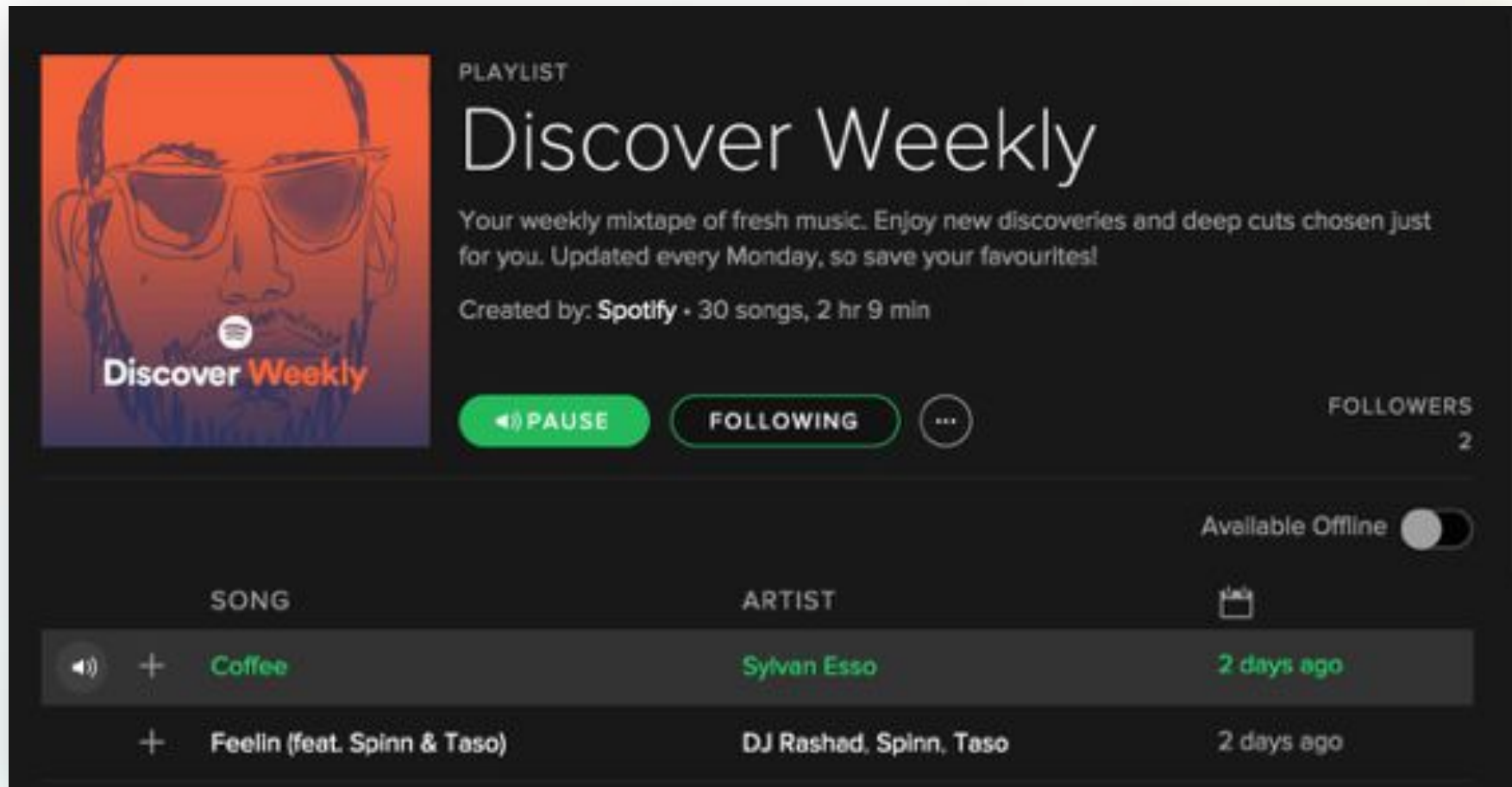
Seamlessness

BMW/Tesla - Driver Profiles






Emotional Resonance

Spotify - Yearly Wrapped



The image shows the Spotify 'Discover Weekly' playlist interface. On the left is a square album art featuring a man with a beard and sunglasses, with the text 'Discover Weekly' at the bottom. To the right of the art, the word 'PLAYLIST' is in small caps, followed by 'Discover Weekly' in large white font. Below the title is a description: 'Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, so save your favourites!'. Below that, it says 'Created by: Spotify • 30 songs, 2 hr 9 min'. There are three buttons: a green 'PAUSE' button, a green 'FOLLOWING' button, and a grey three-dot menu button. To the right of these buttons is the text 'FOLLOWERS 2'. Below the buttons is a toggle switch for 'Available Offline', which is currently turned off. At the bottom is a table of songs.

SONG	ARTIST	
  Coffee	Sylvan Esso	2 days ago
 Feelin (feat. Spinn & Taso)	DJ Rashad, Spinn, Taso	2 days ago



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?

Direct bookings are even more profitable than you think

**Cost
comparison**

- Cost per booking for Direct is only 8% (total cost of tech and marketing) vs 18% for OTAs (commission)

**Revenue
advantage**

- 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...)

Conclusion

- 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



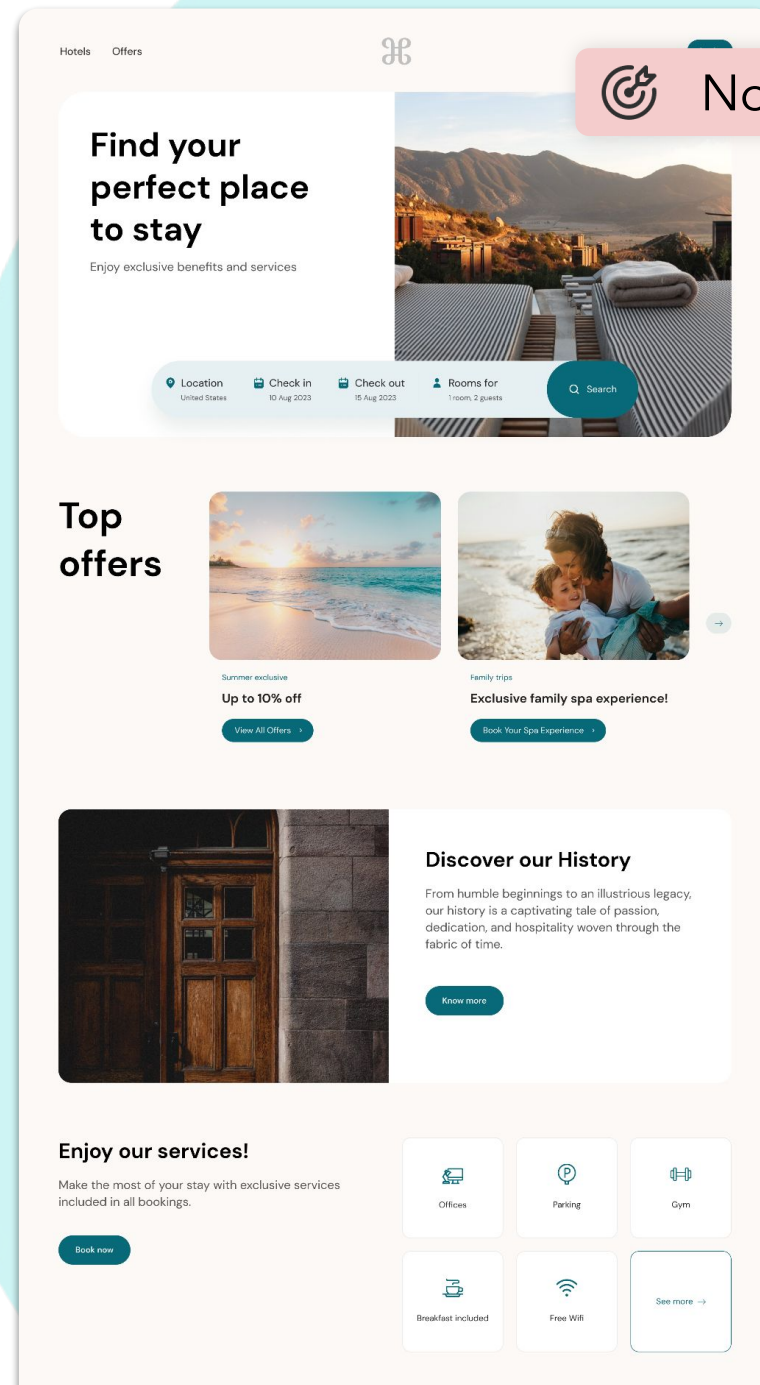
Same content for all visitors



Standard hotel images for everyone



Generic offers and incentives



Dynamic websites can be personalized for each visitor



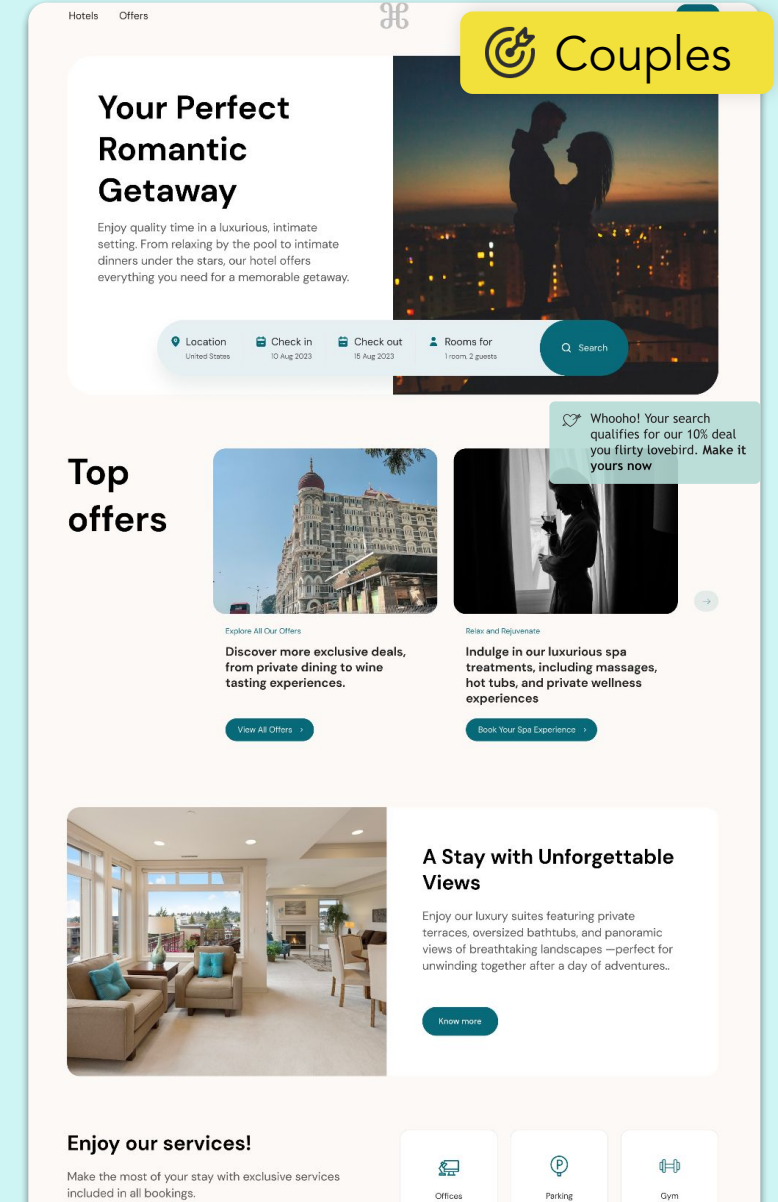
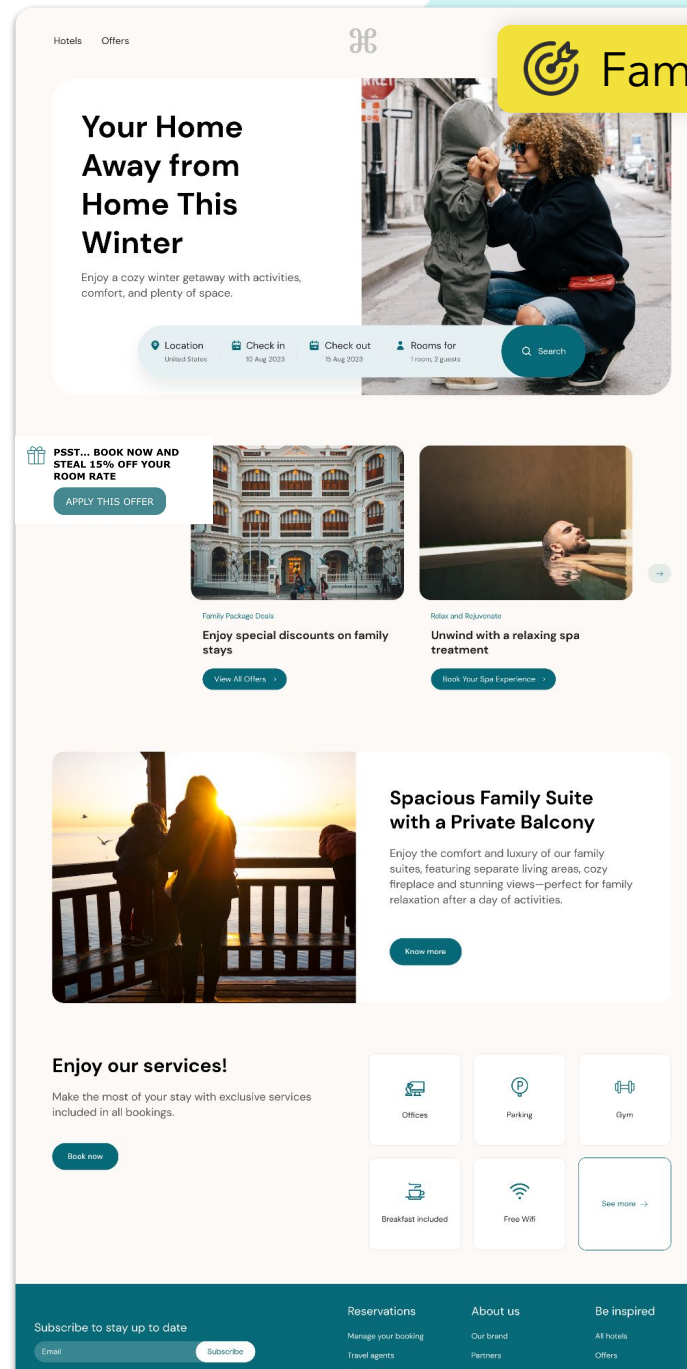
Personalized content for each visitor



Custom images and text based on who's visiting



Targeted offers, incentives and conversion tools




Customizable, high-impact message formats to capture visitor attention



Hello there! 🇺🇸 Other American guests love us for our spacious rooms.

PICK YOURS



MOUNTAIN ESCAPE
WINTER PACKAGE

Feel the thrill as you ski down fantastic slopes or explore mysterious trails through snowy forests.


EXPERIENCE MORE



BLACK FRIDAY DEAL

Black Friday Bliss: Dive into Exclusive Savings on your next Baros Escapes

03	11	43	50
days	hours	minutes	seconds



15 people have already booked today

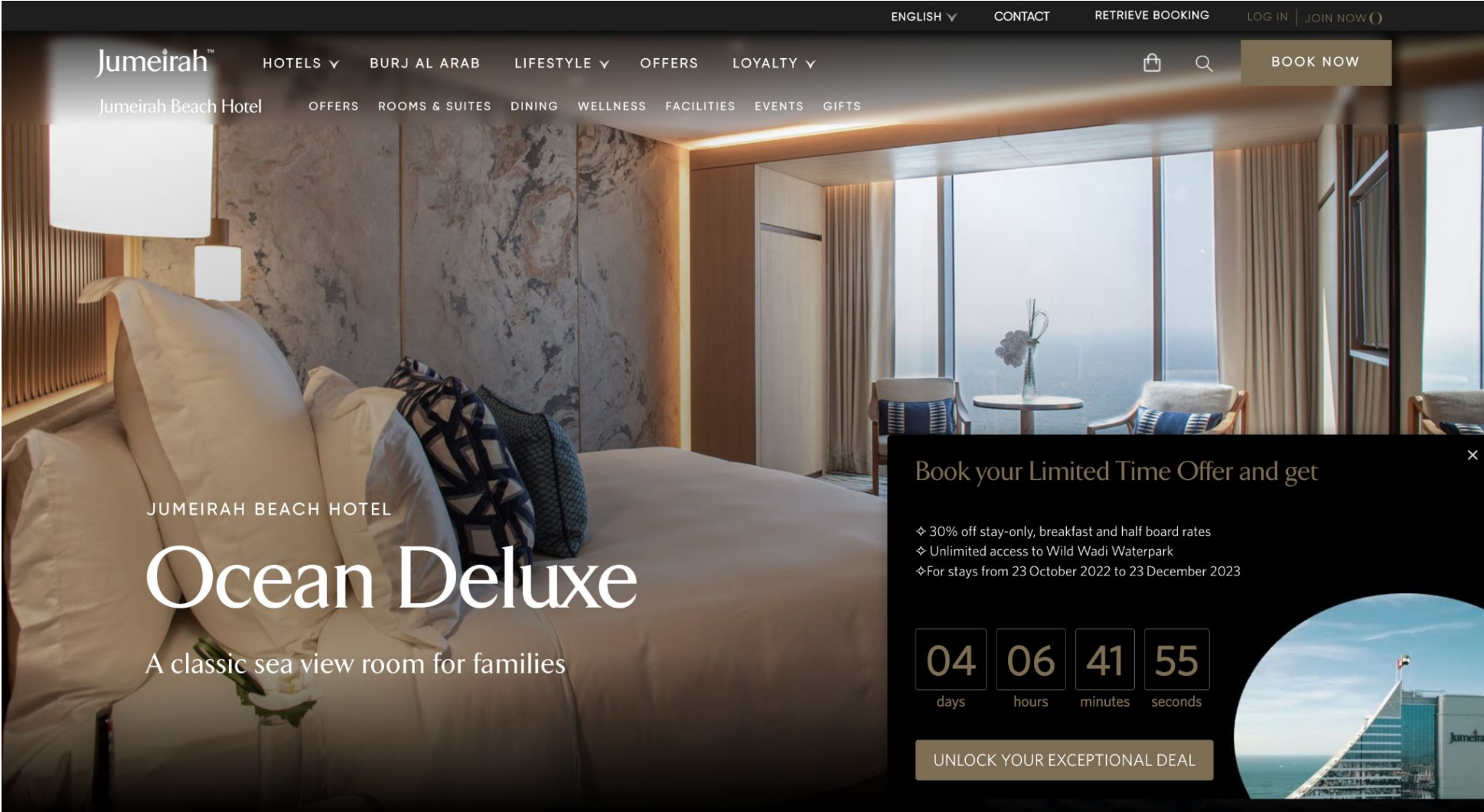


**Let's see some
real examples**



Exclusive limited time flash sales

Increase conversions by creating a sense of urgency



The screenshot displays the Jumeirah website's homepage. The background features a large, high-quality image of a hotel room with a bed, a desk, and a large window overlooking the sea. The room is elegantly furnished with a marble wall and a modern lamp. The Jumeirah logo is prominently displayed in the top left corner. The navigation menu includes links for English, Contact, Retrieve Booking, Log In, and Join Now. Below the main navigation, there are links for Hotels, Burj Al Arab, Lifestyle, Offers, and Loyalty. A secondary navigation bar for the Jumeirah Beach Hotel lists various amenities like Offers, Rooms & Suites, Dining, Wellness, Facilities, Events, and Gifts. A 'Book Now' button is located in the top right corner. A large, dark overlay on the right side of the page contains a 'Limited Time Offer' pop-up. This pop-up includes a countdown timer showing 04 days, 06 hours, 41 minutes, and 55 seconds. The offer details are listed below the timer, and a 'Unlock Your Exceptional Deal' button is at the bottom. A small image of the Jumeirah hotel building is visible in the bottom right corner of the pop-up.

Jumeirah™

HOTELS ▼ BURJ AL ARAB LIFESTYLE ▼ OFFERS LOYALTY ▼

Jumeirah Beach Hotel OFFERS ROOMS & SUITES DINING WELLNESS FACILITIES EVENTS GIFTS

ENGLISH ▼ CONTACT RETRIEVE BOOKING LOG IN | JOIN NOW

BOOK NOW

JUMEIRAH BEACH HOTEL

Ocean Deluxe

A classic sea view room for families

Book your Limited Time Offer and get

- ✦ 30% off stay-only, breakfast and half board rates
- ✦ Unlimited access to Wild Wadi Waterpark
- ✦ For stays from 23 October 2022 to 23 December 2023

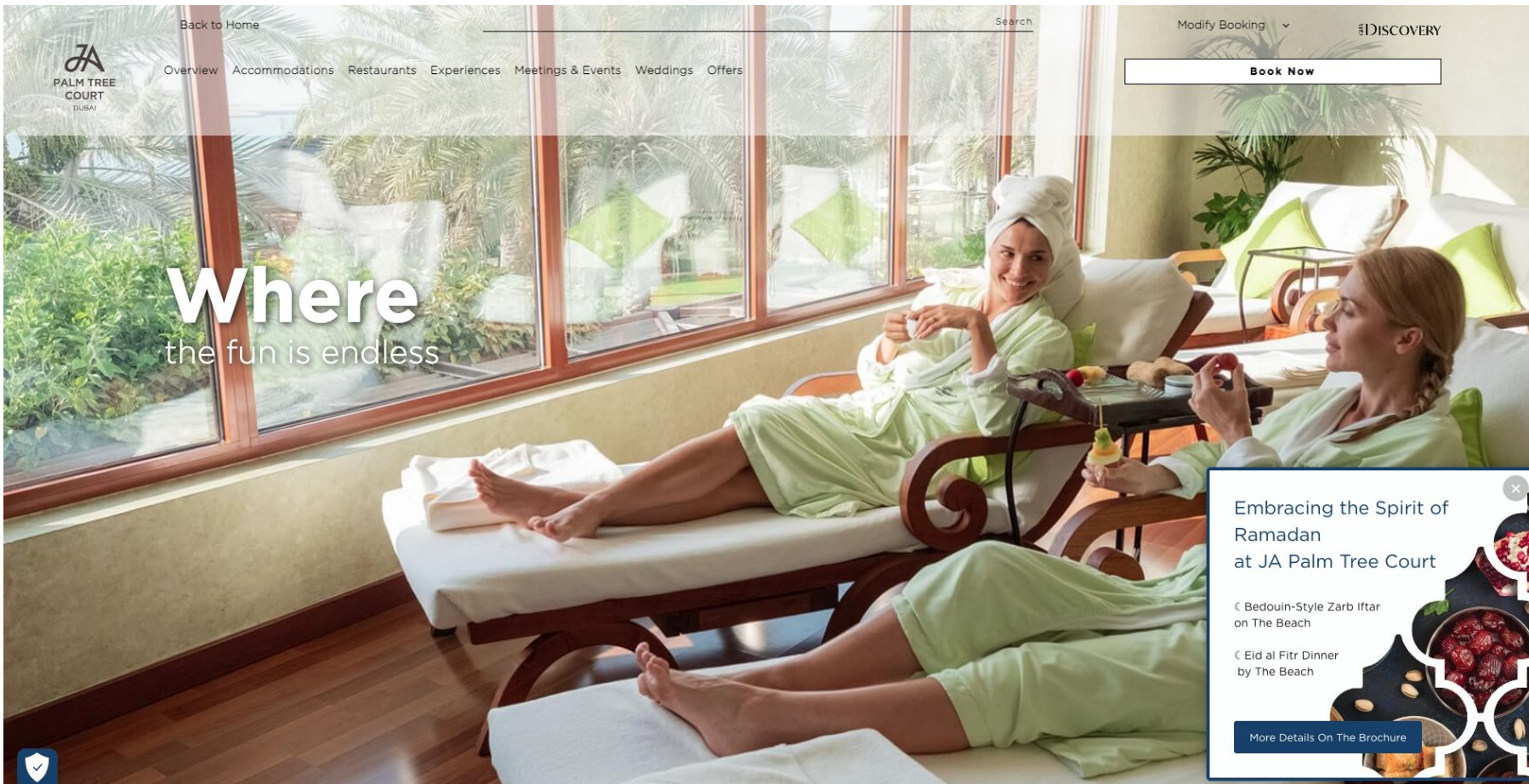
04 06 41 55
days hours minutes seconds

UNLOCK YOUR EXCEPTIONAL DEAL



Adapting to the Device of the User

Easy to create different strategies for different devices



Geolocation targeted

The screenshot displays the Anantara World Islands Dubai Resort website. At the top, a dark navigation bar includes language options (العربية, 日本語, Русский, ไทย, 简体中文, Deutsch, tiếng Việt, Français, Español, Português, 한국어, עברית, Italiano) and user links (MY BOOKING, LOG IN, SIGN UP, AED). Below this, the resort's logo and a progress indicator (1 ROOMS & OFFERS, 2 DETAILS, 3 CONFIRMATION) are visible. The main heading is "Anantara World Islands Dubai Resort". A prominent yellow overlay box titled "UAE RESIDENTS STAYCATION" is centered on the page. It features a background image of a woman in a pink dress and a wide-brimmed hat standing on a beach, looking out at the Dubai skyline across the water. The text inside the overlay reads: "Embark on an idyllic island escape with exclusive staycation savings:" followed by a list of benefits: "- Up to 30% off on accommodation", "- Daily breakfast for two", and "- 15% savings on Anantara Spa". A "BOOK NOW" button is located at the bottom of the overlay. To the right of the overlay, a "BEST RATE GUARANTEE" badge is visible. Below the overlay, the website shows a "Check-in: Tue 20 Dec 2022" section and a price comparison table. The table compares the direct booking price (AED 2,007) with the Expedia price (AED 3,253). At the bottom, a "Browse by Date" section shows a calendar grid with prices for various dates: 18 Dec to 22 Dec (AED 2,057), 19 Dec to 23 Dec (AED 2,298), 20 Dec to 24 Dec (AED 2,007), 21 Dec to 25 Dec (AED 2,352), and 22 Dec to 26 Dec (AED 2,709). The website is powered by The Hotels Network.

العربية 日本語 Русский ไทย 简体中文 Deutsch tiếng Việt Français Español Português 한국어 עברית Italiano MY BOOKING LOG IN SIGN UP AED

ANANTARA
WORLD ISLANDS
DUBAI RESORT

1 ROOMS & OFFERS 2 DETAILS 3 CONFIRMATION

Anantara World Islands Dubai Resort

Anantara World Islands
Visit Hotel Website

Q CURRENTLY VIEW

Check-in:
Tue 20 Dec 2022

Book Directly
AED 2,007 +

Expedia
AED 3,253

E-mail this search

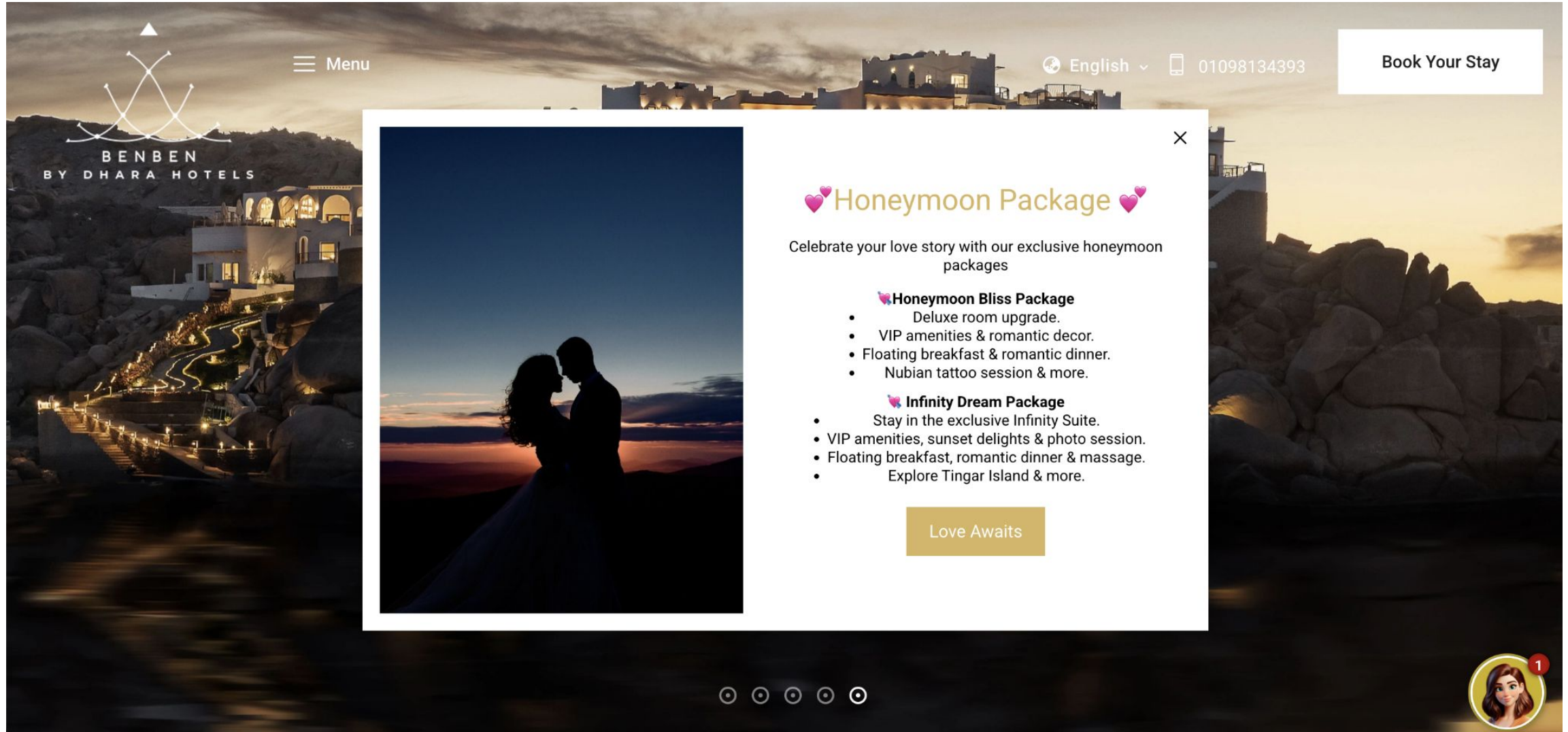
Browse by Date

18 Dec Sun to 22 Dec Thu	19 Dec Mon to 23 Dec Fri	20 Dec Tue to 24 Dec Sat	21 Dec Wed to 25 Dec Sun	22 Dec Thu to 26 Dec Mon
From AED 2,057	From AED 2,298	From AED 2,007	From AED 2,352	From AED 2,709

Powered by THE HOTELS NETWORK



Special packages offer



The background image shows a modern hotel building, Benben by Dhara Hotels, nestled on a rocky hillside at dusk. The hotel's lights are on, and a winding path leads up to it. In the foreground, a couple is silhouetted against the sunset sky, embracing. The overall mood is romantic and luxurious.

BENBEN
BY DHARA HOTELS

Menu

English 01098134393

Book Your Stay

💖 Honeymoon Package 💖

Celebrate your love story with our exclusive honeymoon packages

- 💖 **Honeymoon Bliss Package**
 - Deluxe room upgrade.
 - VIP amenities & romantic decor.
 - Floating breakfast & romantic dinner.
 - Nubian tattoo session & more.
- 💖 **Infinity Dream Package**
 - Stay in the exclusive Infinity Suite.
 - VIP amenities, sunset delights & photo session.
 - Floating breakfast, romantic dinner & massage.
 - Explore Tingar Island & more.

Love Awaits

1

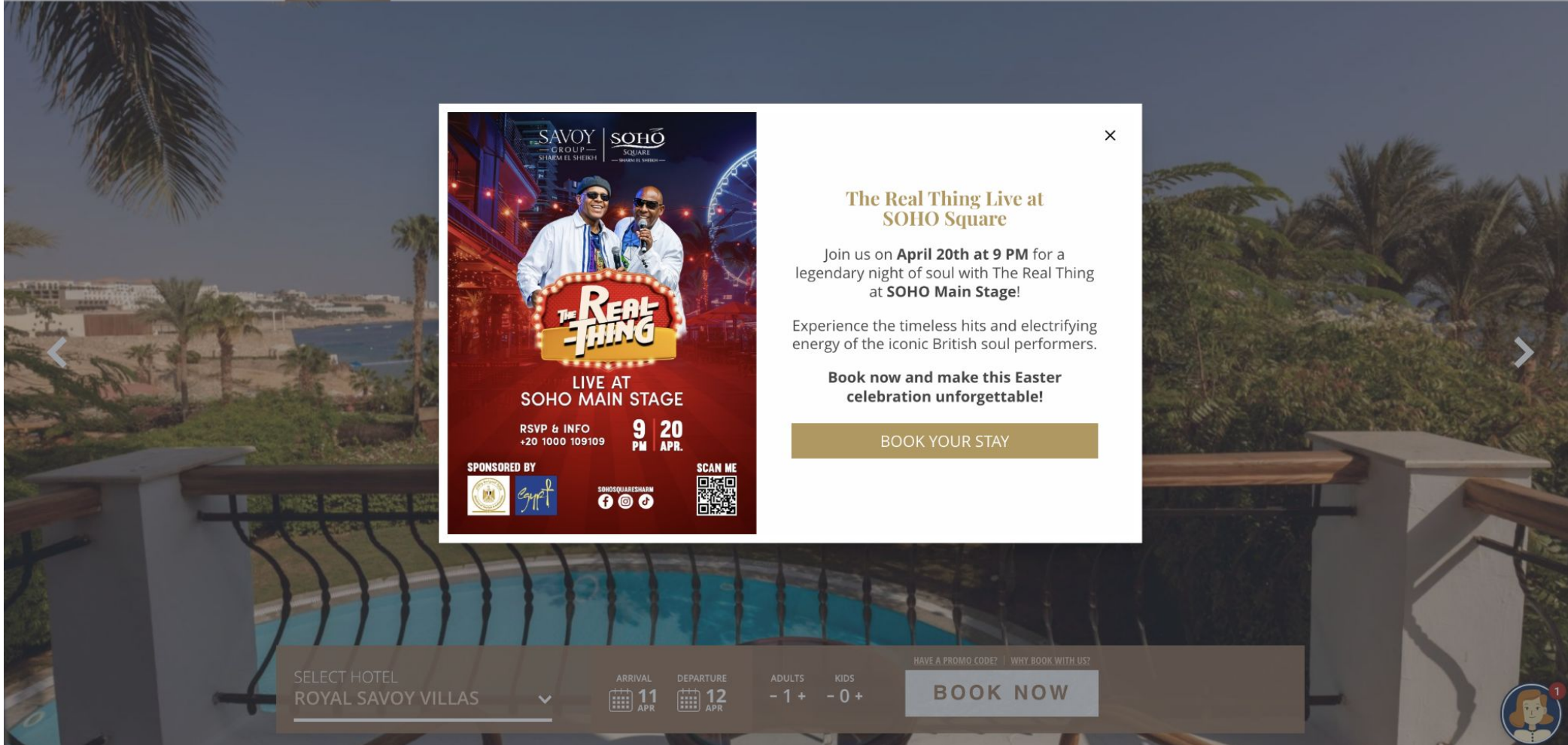
Promote special events


ROYAL SAVOY
Villas
— SHARM EL SHEIKH —

HOME | SPECIALS | MEETINGS | WEDDINGS | SHARM EL SHEIKH | SAVOY CLUB | SOHO SQUARE | CONTACT US

EN ▼

VILLAS | OVERVIEW | ACCOMMODATION | DINING | WELLBEING | EXPLORE | GALLERY | MANAGE MY BOOKINGS





×

The Real Thing Live at SOHO Square

Join us on **April 20th at 9 PM** for a legendary night of soul with The Real Thing at **SOHO Main Stage**!

Experience the timeless hits and electrifying energy of the iconic British soul performers.

Book now and make this Easter celebration unforgettable!

BOOK YOUR STAY

SELECT HOTEL

ROYAL SAVOY VILLAS ▼

ARRIVAL

11 APR

DEPARTURE

12 APR

ADULTS


- 1 +

KIDS

- 0 +

HAVE A PROMO CODE? | WHY BOOK WITH US?

BOOK NOW



Layer for returning customers

Targeted at acknowledging returning visitors

The screenshot displays the El Gouna website interface. At the top left, the logo for 'EL GOUNA RED SEA' is shown next to the 'Ali Rasha' brand name. On the top right, there are dropdown menus for 'ENGLISH' and 'EGYPTIAN POUND', along with a close icon. A central modal window is overlaid on the page, featuring a background image of a man in a white shirt looking out over a resort. The modal text reads: 'We have a special discount just for you!', 'It's wonderful to have you back! You qualify for an incredible discount of up to 25% on our early bird promotion.', and an orange button labeled 'GET THIS OFFER'. In the background, partially obscured by the modal, are elements of the website's booking process, including a 'SELECT ROOM' dropdown, a 'PROMO' field, an 'ADD ANOTHER ROOM +' button, and a price display showing 'EGP 6,482' and 'AVERAGE EGP 4,861 / NIGHT' with a 'VIEW OFFERS' button. The footer contains contact information: 'Reservations: 16444 Hotel: +20 65 358 0088' and 'reservations@elgouna.com', along with a small circular icon in the bottom right corner.

EL GOUNA RED SEA Ali Rasha EL GOUNA • RED SEA

ENGLISH EGYPTIAN POUND

SELECT ROOM

PROMO

ADD ANOTHER ROOM +

We have a special discount just for you!

It's wonderful to have you back! You qualify for an incredible discount of up to 25% on our early bird promotion.

GET THIS OFFER

EGP 6,482
AVERAGE
EGP 4,861 / NIGHT
EXCLUDING TAXES & FEES

VIEW OFFERS

Reservations: 16444 Hotel: +20 65 358 0088
reservations@elgouna.com

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

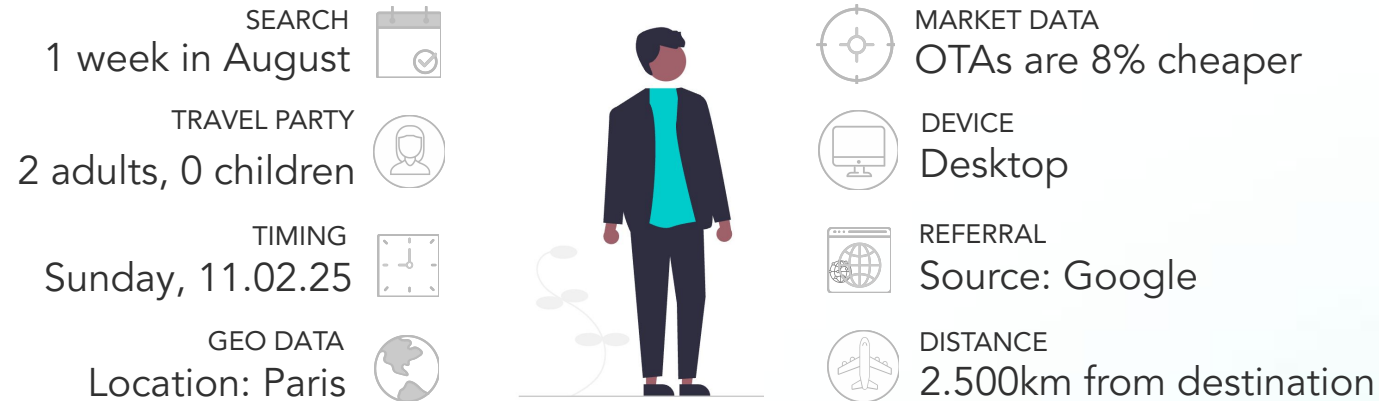


Dynamic Rules

- Price disparity detected
- Market demand



What AI sees (that you don't)

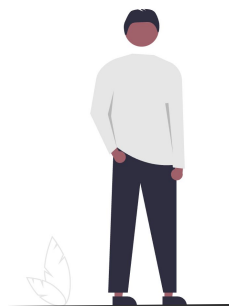


+400 variables

4 Predictive Algorithms



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 💰💰💰

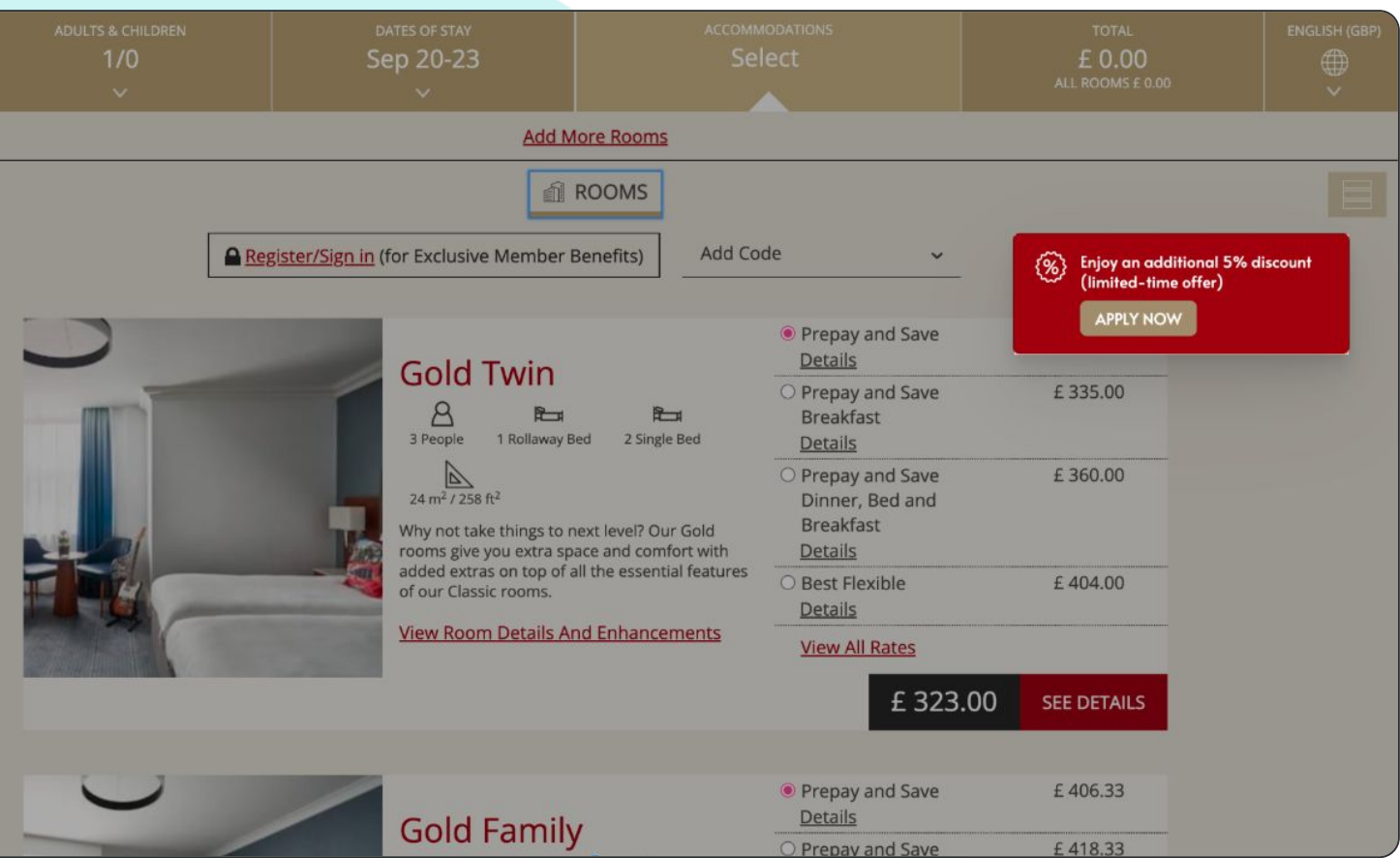
- Ben would like to propose to Lily
- He is ready to go all out budget wise
- Luxury custom experience is the most important part for this big day

HIGH INTENT

HIGH SPEND



Incentivising visitors with low intention to book



Max



Smart Note in booking engine



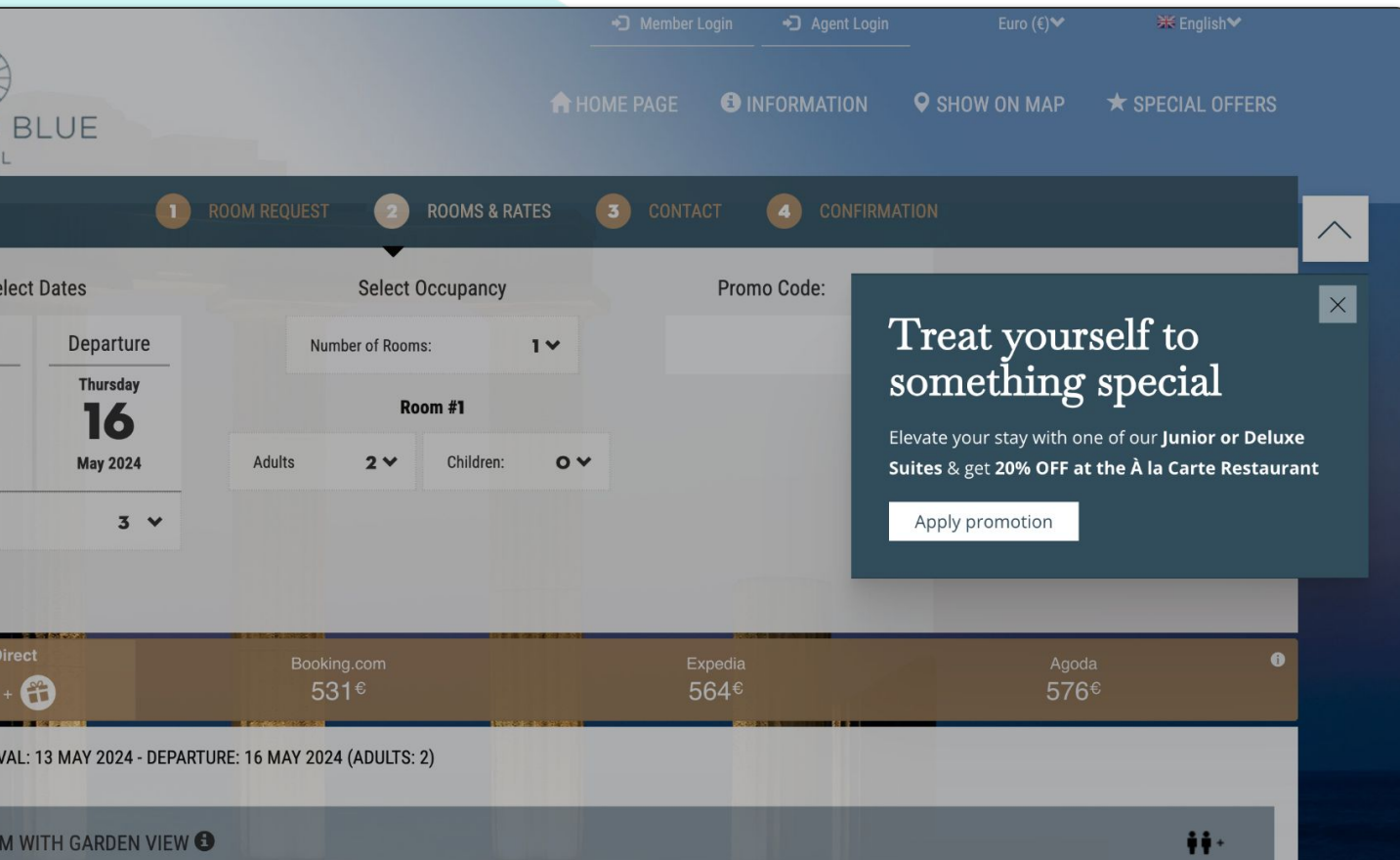
25% of booking engine traffic with lowest likelihood to convert



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



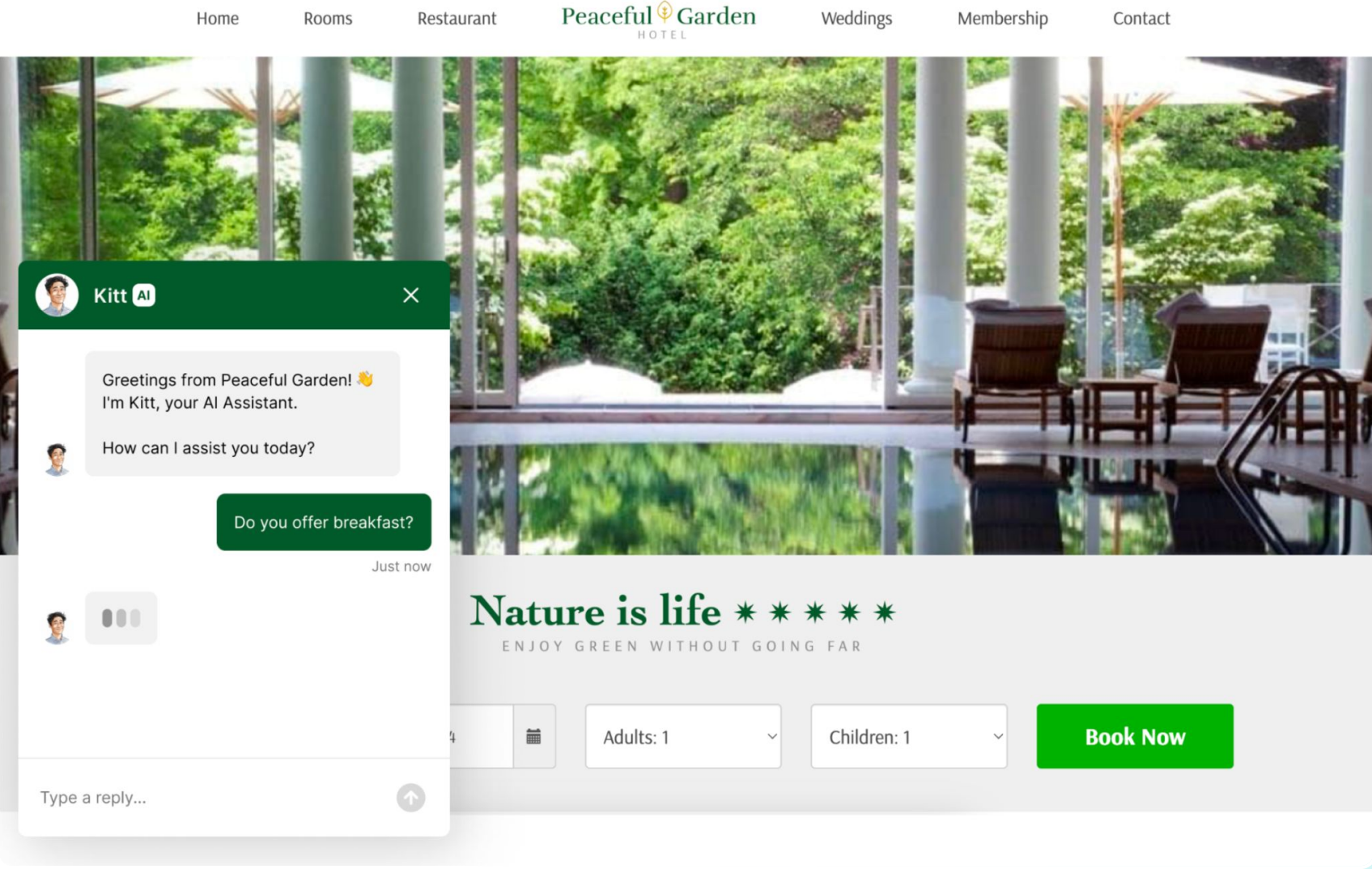
Campaign to incentivize high-intent users to book a Suite.



**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 leading growth platform
for the direct channel**



Cem Çağdaş Çetin

Senior Market
Manager - Middle
East, Turkey & Africa





www.thehotelsnetwork.com

Headquarters in Barcelona with a team around the world

Athens · Bangkok · Barcelona · Frankfurt · Istanbul
Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver