

Intelligent Hospitality: using AI to improve booking experience





Ellie Claessens

Market Manager



Danielle Abreu

Marketing Manager





The leading growth platform for the direct channel



+32%
Direct Bookings

20,000+
Hotels

100+
Countries

140+
Employees

100+
Partners

2015
Founded





What drives modern customer experiences?

- Unreasonable Personalisation

Hyper-Relevance

The personalisation 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.

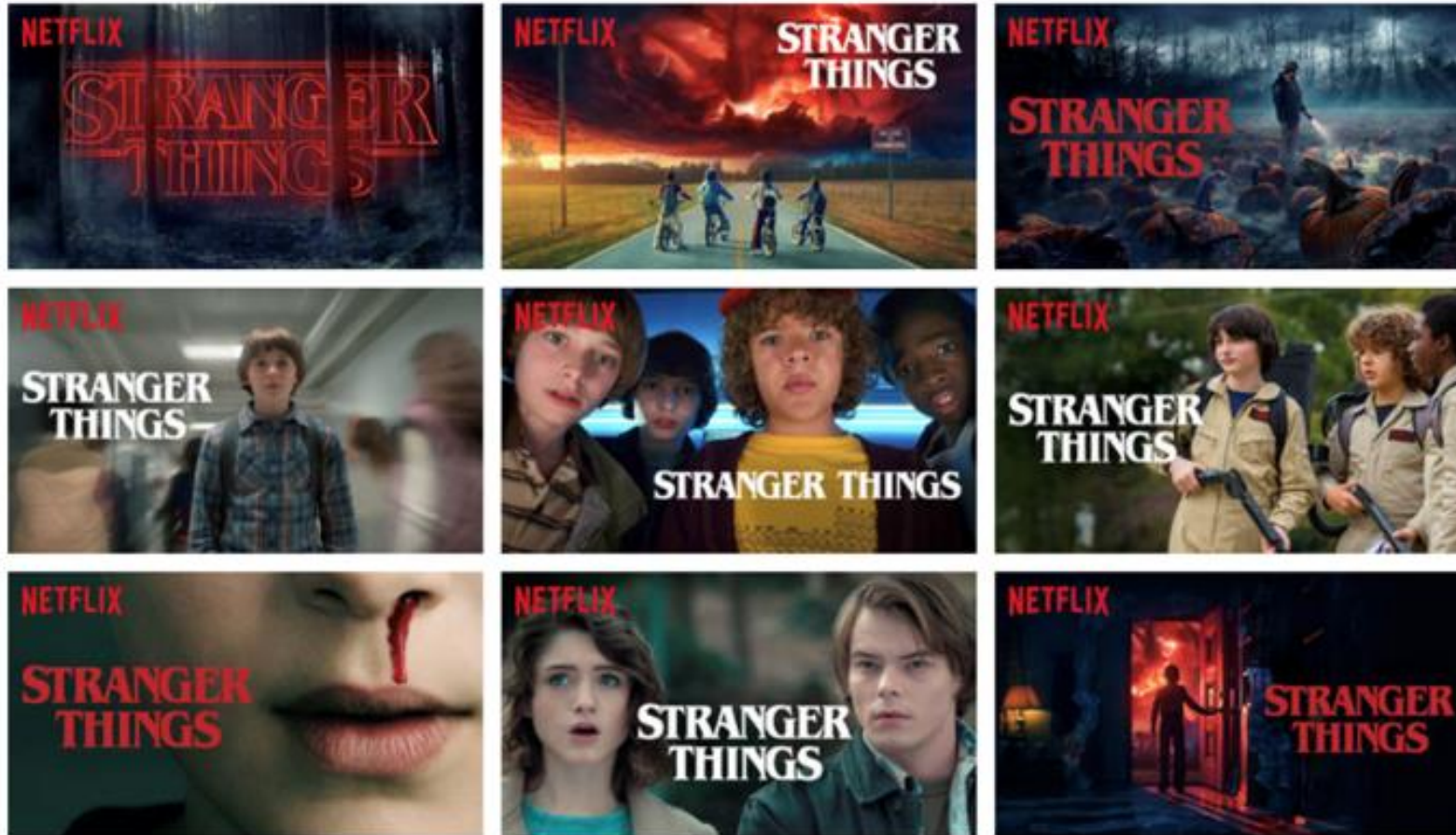
Emotional Resonance

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



Hyper-relevance

Netflix - Tailored Thumbnails



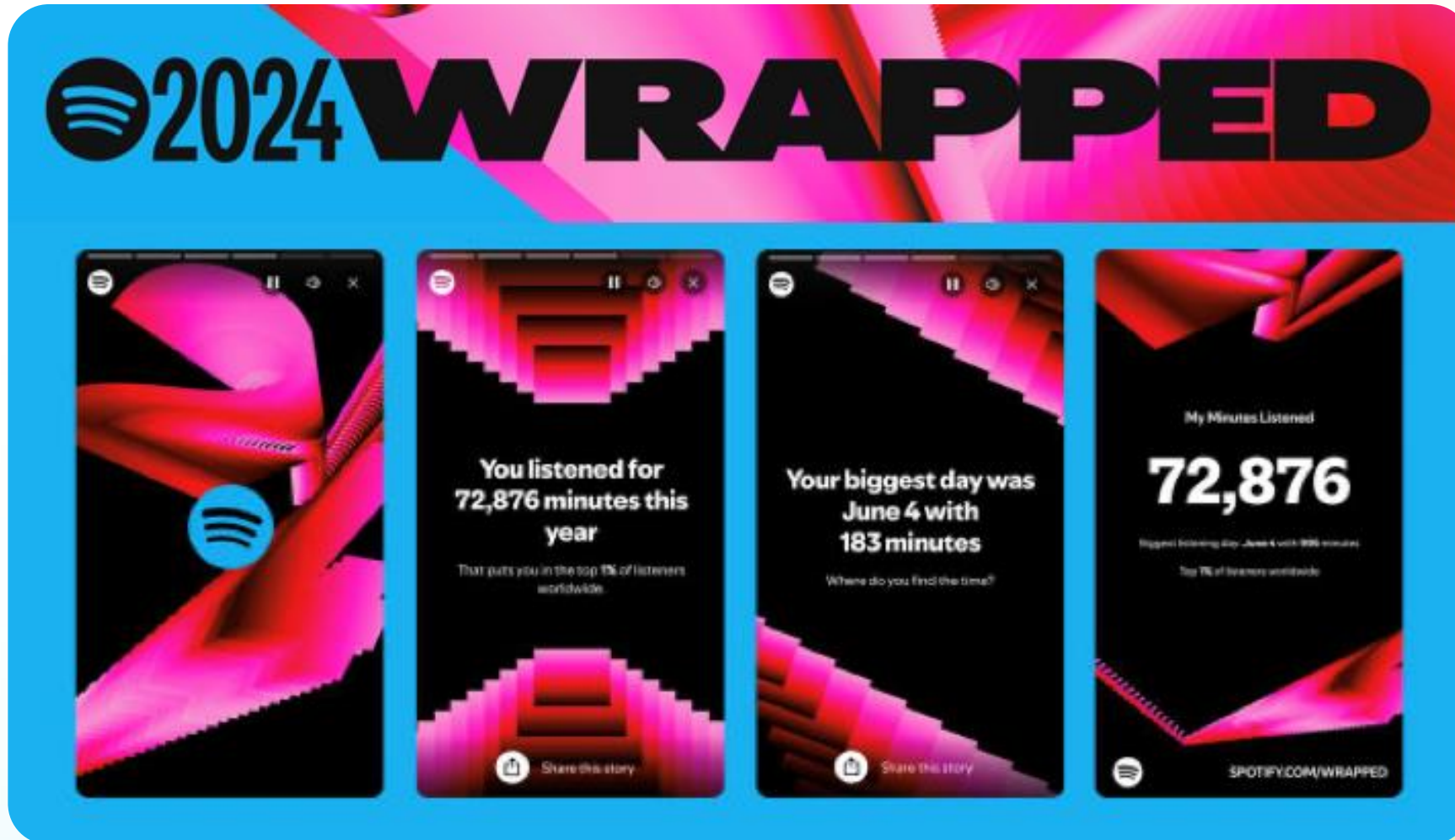
Seamlessness

BMW/Tesla - Driver Profiles



Emotional Resonance

Spotify - Yearly Wrapped



The website revolution

To a traditional hotel website,
all users are the same



With AI personalisation,
every user is different



What should we do differently?

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



Artificial Intelligence

Our **Direct AI Suite** is deeply integrated in our platform, from predictive analytics to generative AI



Personalisation

Predictive Personalisation

Predictive Audiences

Cookieless Platform

AI Content Creation



KITT

AI Guest Service Agent



BenchDirect

Dynamic Compsets

Automated Opportunities

Cutting-edge Targeting for Advanced Audience Creation

An industry first: full personalisation 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 Behaviour

- 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



Why Personalisation for Gough Hotels?

- ✓ Enhanced Guest Experience
- ✓ Increased Guest Loyalty
- ✓ Customised Marketing Messages
- ✓ Increased Revenue
- ✓ Competitive Advantage
- ✓ Data-Driven Decision Making
- ✓ Higher Conversion Rates
- ✓ Optimised Marketing Efforts



Push users to book packages or events

Targeted to Sunday stays



SECRET DEAL

Quiet please - this deal is available exclusively online.

Enjoy a 40% discount on the 'bed rate' when you stay on a Sunday
*subject to availability

CLICK HERE

Targeted to specific stay dates

You've chosen a great date to stay - join us for our 'Cellar Door Series'
Order from an authentic small plates menu & we'll treat you to a complimentary wine flight



BOOK NOW

Targeted to 1 night stays over the weekend



DID YOU KNOW?

Stay for two nights over the weekend, indulge in a delicious meal, and enjoy a bottle of wine – **all for just £320 for a 2 night stay**

Very limited availability – book your weekend retreat now!

BOOK NOW

T&C's Apply. Subject to availability.

LITTLE ANGELS RETREAT

Enjoy a relaxing stay with bed and breakfast, and **your little ones stay for free.**

To ensure full bellies, we'll treat them to a **mocktail and main course** at dinner

Plus, **save 10%** on weekday stays during the Summer Holidays

BOOK NOW

T&C's Apply. Available on selected dates only during Suffolk School holidays. Subject to availability.

Targeted to searches containing children



Push users to book packages or events

Targeted to specific
stay dates

STAY LONGER AND SAVE

Indulge yourself with a relaxing stay at our hotel and take advantage of our special offer: book 5 nights and save £18 per night on your reservation.

BOOK NOW

Targeted to 3+ nights



YOU'VE CHOSEN A GREAT DATE TO STAY

Join us for Suffolk's most original and exclusive supper club in the underground vaults.

SUPPER CLUB



YOU'VE CHOSEN A GREAT DATE TO STAY

Join us for our exclusive 'Friday Night Social' event in our underground vaults.

FRIDAY NIGHT SOCIAL



Focus on key markets by offering them an exclusive perk

Targeted to US traffic

A BENEFIT, LIKE NO OTHER

We're proud to offer you **complimentary Travel Assistance Insurance**, a benefit that's not easily found in other hotels.

We add this on top of our other exclusive **online** benefits to make sure your stay is exceptional in every way.

BOOK MY STAY



Complete your booking on our website and enjoy **complimentary Travel Assistance coverage**—a benefit available only online.



You will receive a confirmation email shortly with more information regarding the insurance included in your reservation



Personalised strategy increases conversion

Messages

 20,280 clicks on Messages

Whenever a visitor clicked on a button in a Message

Total Clicks
20,280

Post-Click Bookings
1,199

Click Conversion ⓘ
5.9%

Post-Click Revenue (GBP)
414k

 395 visitors retained by an Exit

Retained visitors intended to leave the hotel's website but were deterred by an Exit

Clicks On Exit Messages
395

Post-Click Bookings
22

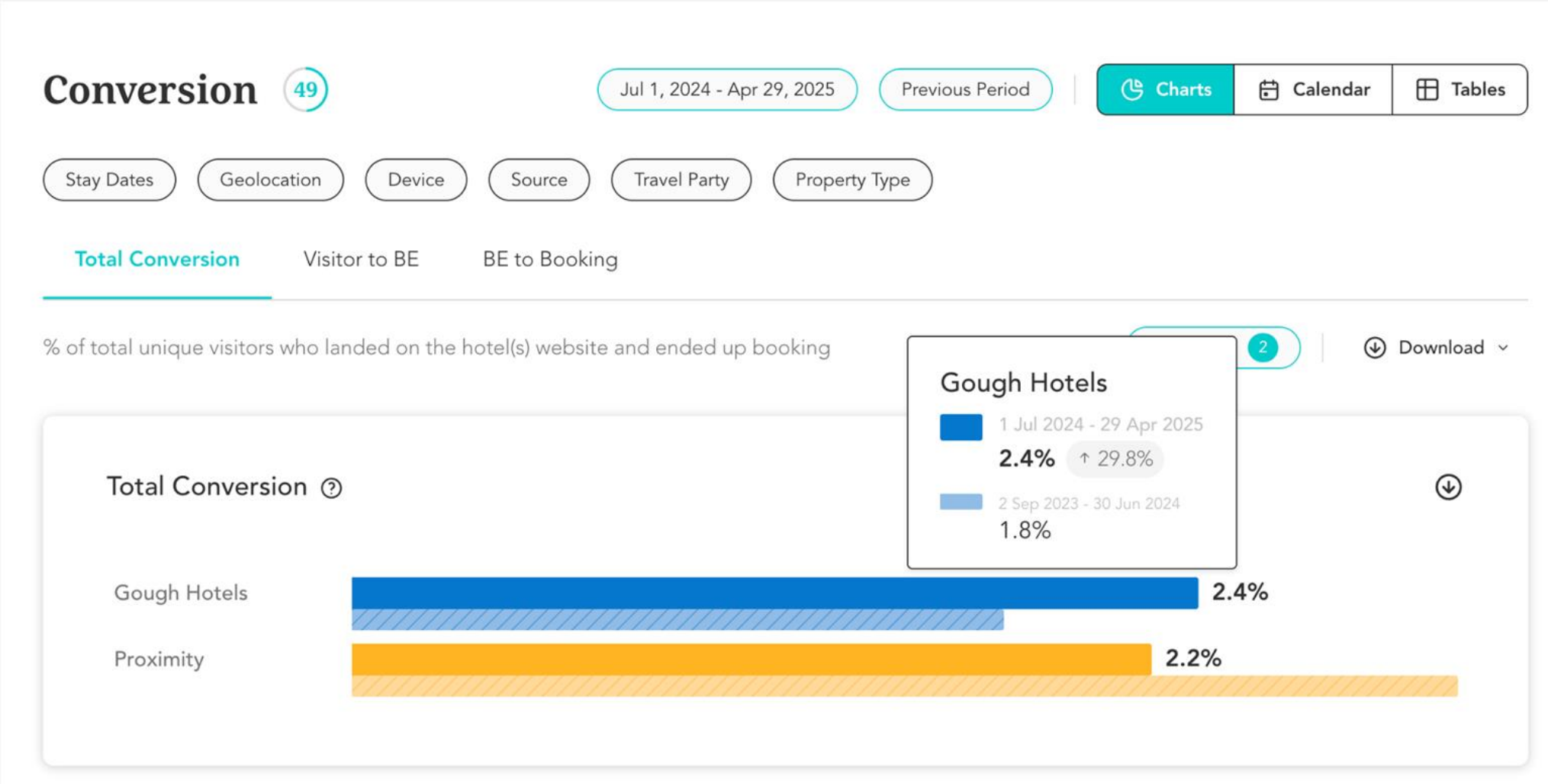
Post-Click Revenue (GBP)
6.77k

Promocode Bookings
11

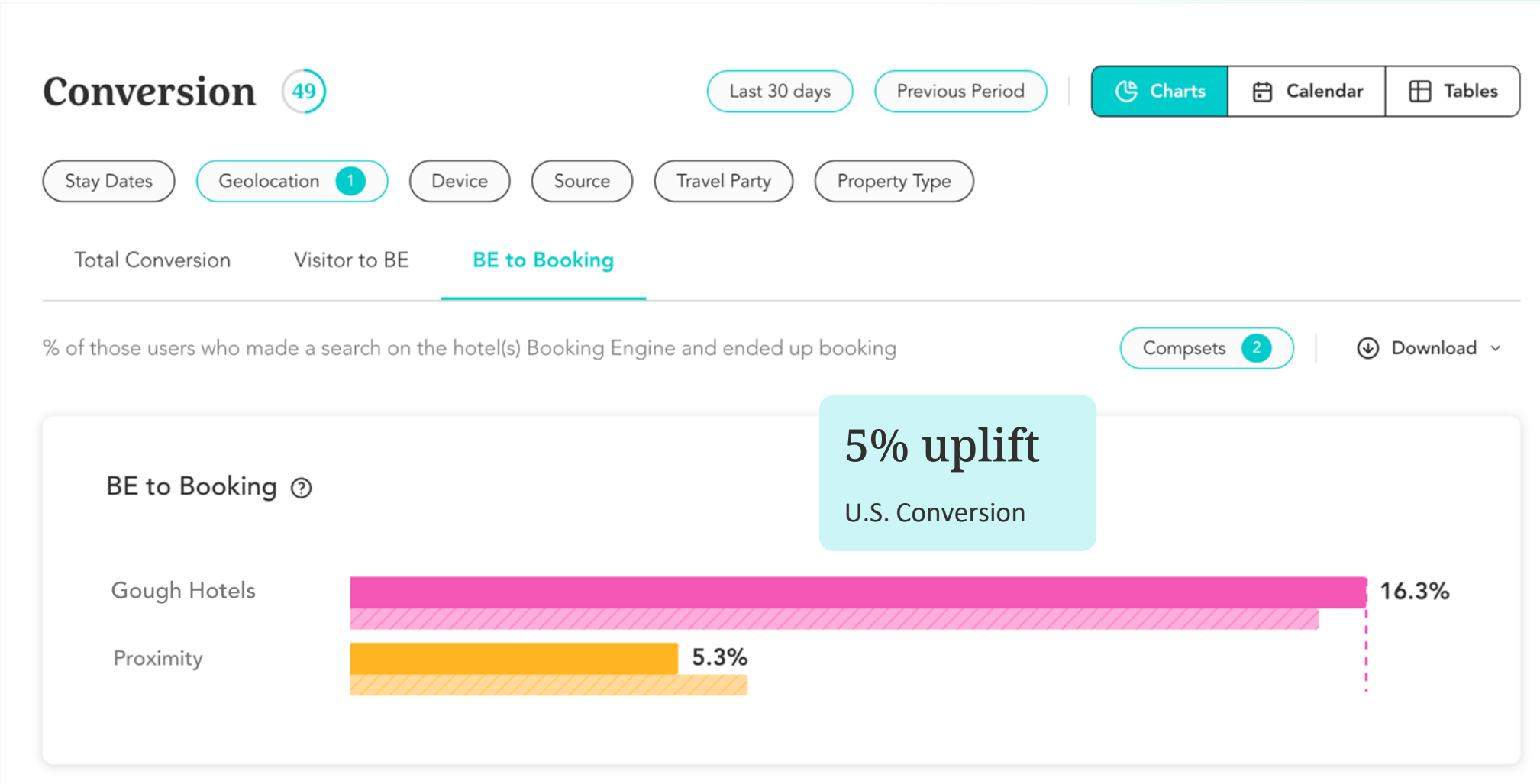
Promocode Revenue (GBP)
3.82k



Personalised strategy increases conversion



Focus on key markets by offering them an exclusive perk



Today, static websites are outdated



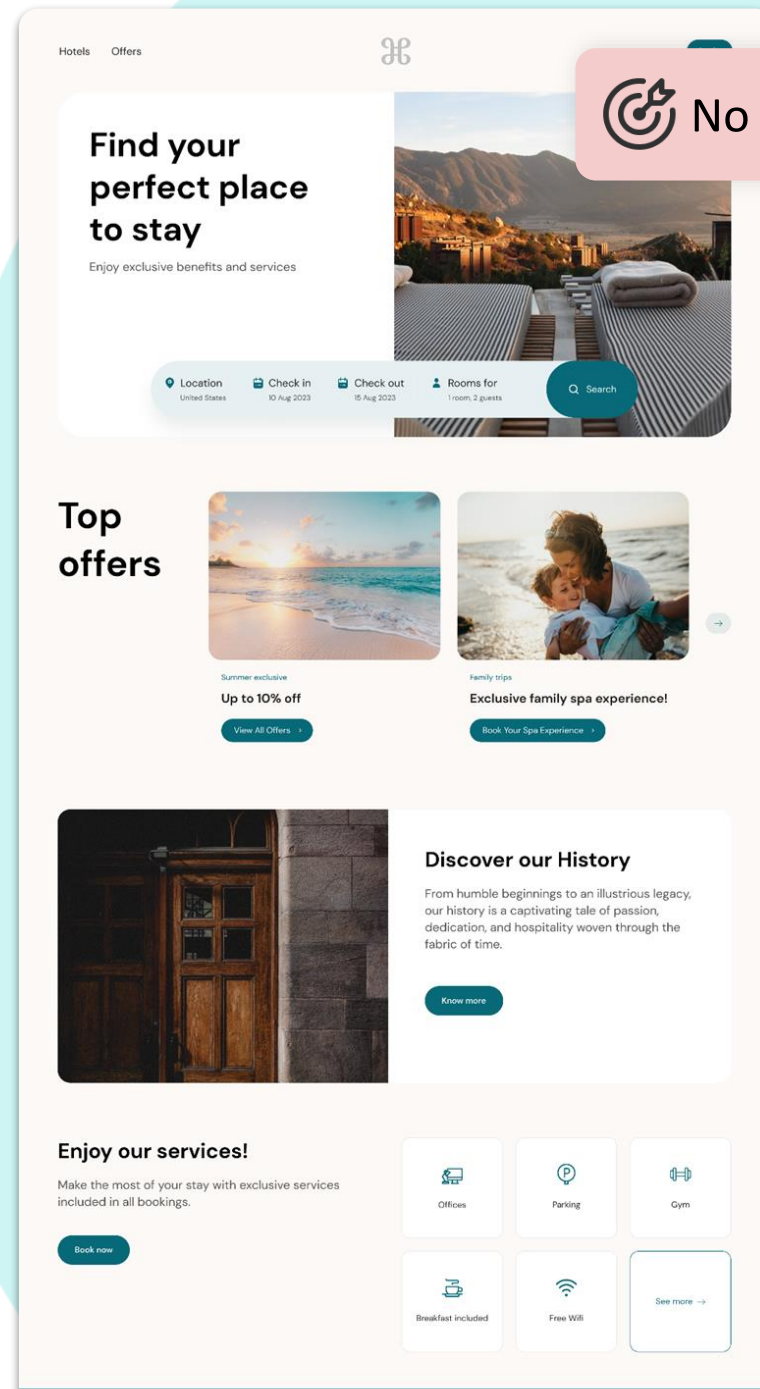
Same content for all visitors



Standard hotel images for everyone



Generic offers and incentives



Dynamic websites can be personalised for each visitor



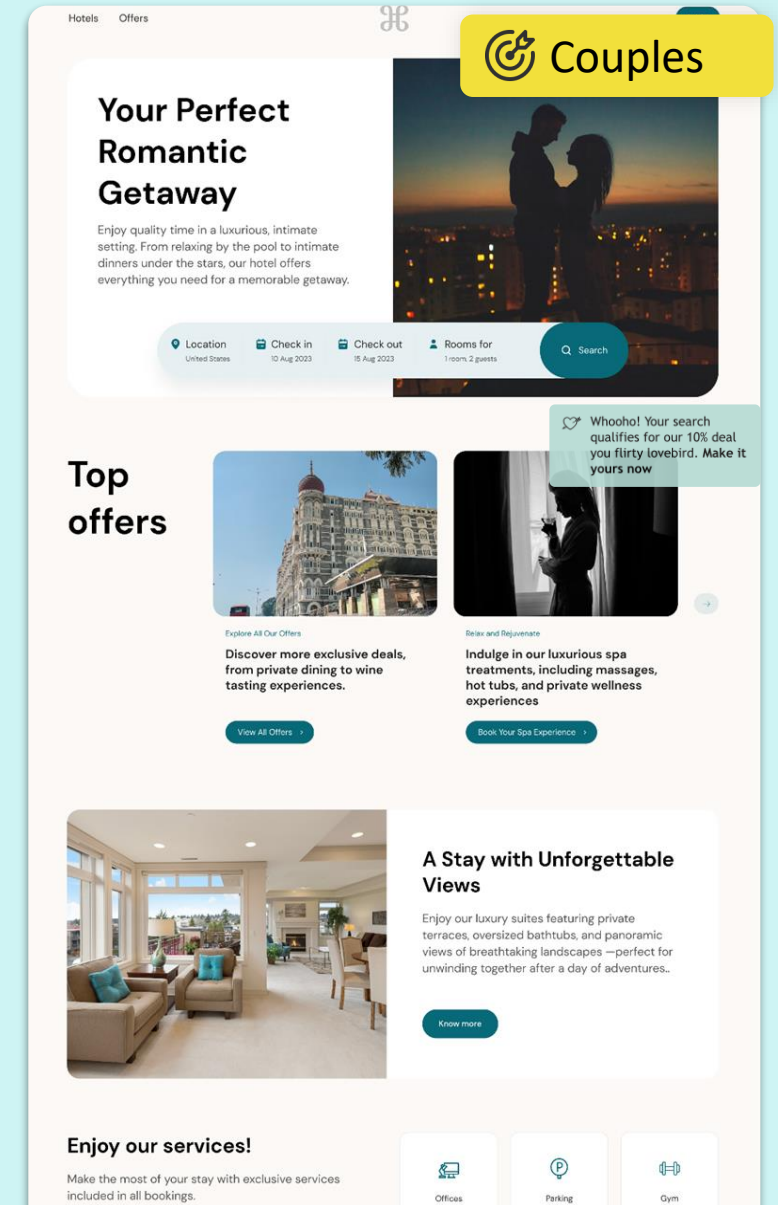
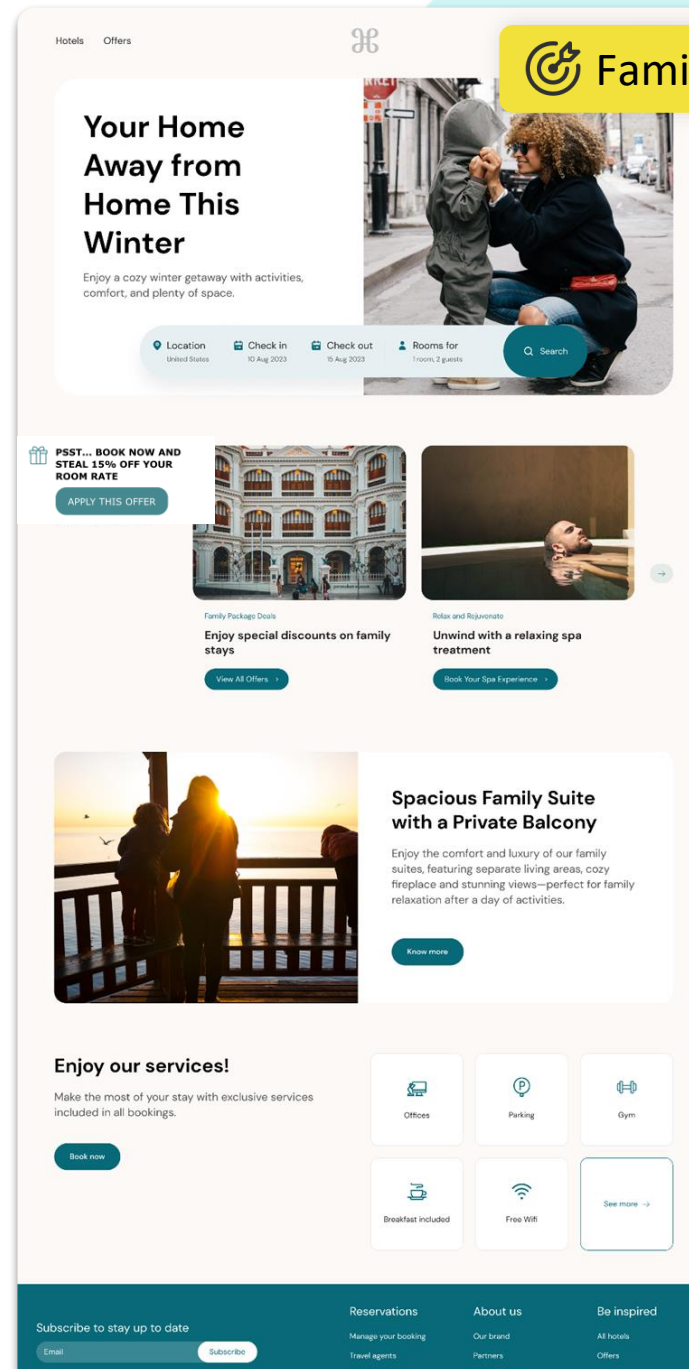
Personalised content for
each visitor



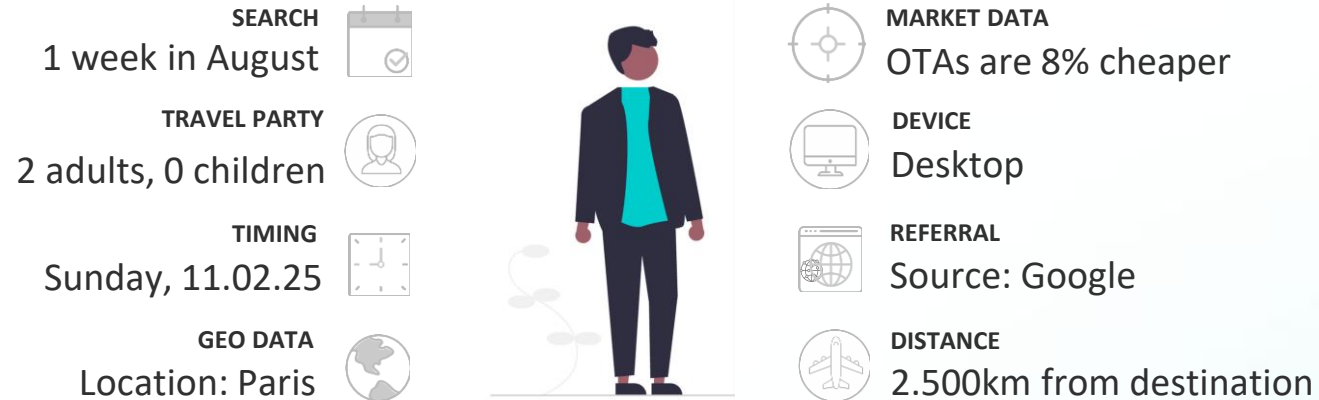
Custom images and text
based on who's visiting



Targeted offers, incentives
and conversion tools



What AI sees (that you don't)



+400 variables

4 Predictive Algorithms



Incentivising visitors with low intent

EXCLUSIVE DEAL UNLOCKED

Limited Time Offer

Enjoy a special **10% on Bed & Breakfast**
on all room types when you apply this promotion.

Only when you book directly with us.

03 hours 32 minutes 00 seconds

APPLY DISCOUNT



Layer with 10% Promo code



0%-40% intent users



Campaign to incentivise low-intent users to book



Low Intent Campaign: Performance and Results

Number of Post-Click Bookings

Post-Click Bookings
396

Revenue from Post-Click Bookings

Revenue Post-Click Bookings
£141.326

Number of Bookings with Promo Code

Bookings with Promo Code
164

Post-View Conversion

Post-View Conversion
5%

**Low Intent
Campaign**



Incentivising visitors with high intent



UNLOCK AND UPGRADE ×

Unlock this exclusive offer and upgrade to an **Ivy Copper & Copper rooms** to enjoy:

- **15% discount** on the bed & breakfast rate
- A complimentary **cocktail** on arrival

03 h 21 min 00 s

Subject to availability & available to book online only using the exclusive link below

UNLOCK EXCLUSIVE OFFER



Layer with 15% Promo code



70%-100% intent users



Campaign to incentivise high-intent users to book a higher category room type



High Intent Campaign: Performance and Results

Number of Post-Click Bookings

Post-Click Bookings
354

Revenue from Post-Click Bookings

Revenue Post-Click Bookings
£124.061

Number of Bookings with Promo Code

Bookings with Promo Code
107

Post-View Conversion

Post-View Conversion
13.9%

**High Intent
Campaign**



AI Receptionist - KITT

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



The support your front desk team needs

Completely [hands-free for hotelier](#), KITT handles high volumes of queries seamlessly, drives efficiency and frees up your front desk team to focus on what matters most—welcoming guests and creating unforgettable experiences.

- ✓ Available 24/7
- ✓ Seamless integration
- ✓ Call transfers
- ✓ 30+ Languages
- ✓ Fully customizable
- ✓ Satisfaction insights
- ✓ Interactive dashboard



Proactively **upsell** to increase ADR

With real-time access to your hotel's availability, amenities, and special offers, KITT proactively upsells to guests, **increasing ADR and ancillary revenue**.

-  Promotes personalized exclusive offers
-  Facilitates upselling and cross-selling
-  Gives insights and recommendations



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?



See conversation insights at a glance

After each conversation with KITT, you will receive a **summary** with key topics discussed and the guest’s contact information for seamless follow-ups.

Gain valuable insights into what your future guests are asking, and fine-tune the information you provide to meet their needs.





A new KITT conversation has finished!

Satisfaction Survey Score

9/10

Main topics

- Amenities and services
- Recommendations and surroundings
- Policies

Conversation summary

The guest inquired about several amenities and services at Peaceful Garden. The AI Receptionist informed the guest that the hotel does not have a pool but has an agreement with a nearby establishment for parking at a special rate of fifteen euros per twenty-four hours, with no reservation needed. When asked about pet policies, the AI

Conversation information

Peaceful Garden
24/07/2024 - 16:11, English
Call (+34 000 000 000)

[Help Center](#) | [Blog](#) | [LinkedIn](#)
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TRANSLATED TO
YOUR PREFERRED
LANGUAGE

Conversation summary

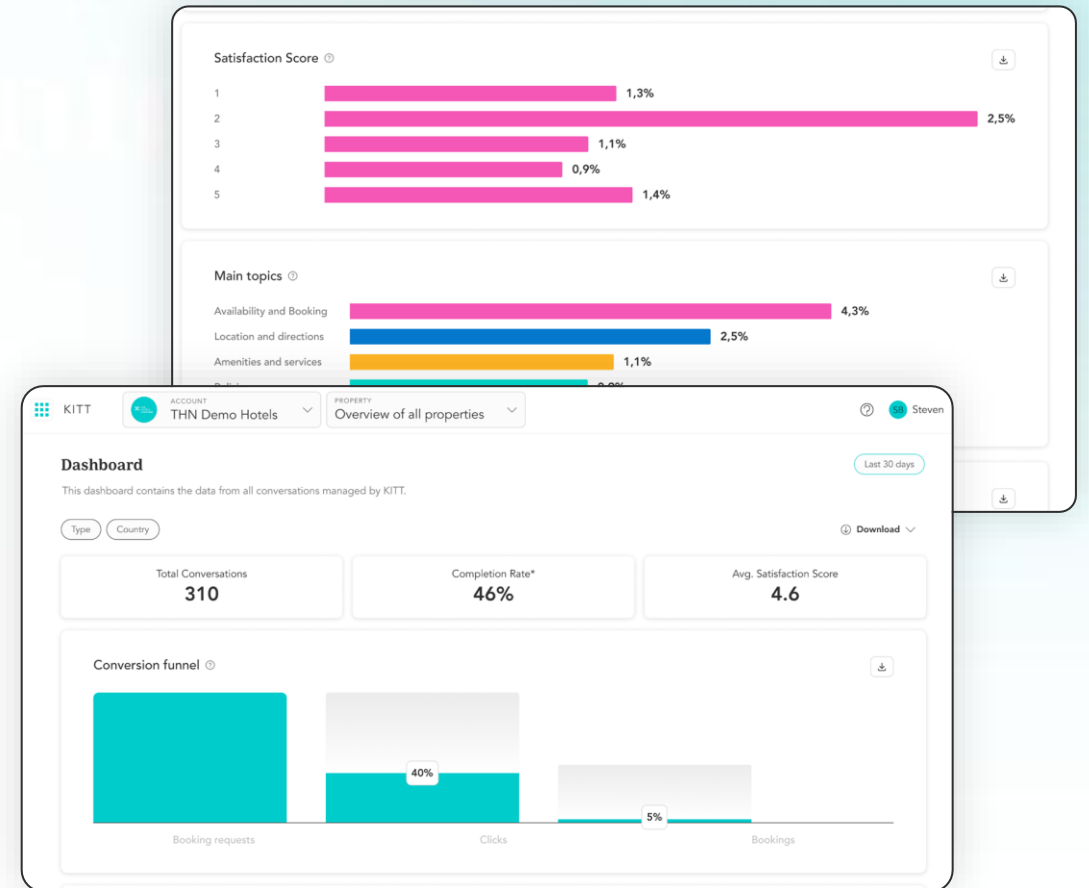
The guest inquired about parking availability at Peaceful Garden. The AI Receptionist responded, stating that the hotel does not have its own parking. The interaction concluded after the AI Receptionist's response.

does not accept pets.
mended Green
uisine, and Ivy Resto
and fusion dishes.
akfast options, and
free products are
a guest expressing

Track key metrics in one interactive dashboard

KITT's interactive dashboard provides real-time performance tracking, showcasing key metrics such as [guest satisfaction](#) and [common questions](#).

Spot trends, understand guest needs, and ensure no revenue opportunities slip through the cracks.





Monday 12 May
2025



Tuesday 13 May
2025



2 adults
1 room



Filters

Book Direct
£150 [+3 perks](#)

Booking.com
£166

Expedia
£170

Hotels.com
£170



13%
Conversion rate

Bobby



This conversation will be recorded for quality and training purposes.

B

Hello , I am Bobby, your artificial intelligence assistant. How can I assist you today?

Type a reply...



Bed Rate

Free cancellation

0% deposit

No meals included

[Read more](#)

from

£150

SHOW PRICES



Bed & Brunch

Free cancellation

0% deposit

Half Board

[Read more](#)

from

£190

SHOW PRICES



Bed & Breakfast

Free cancellation

0% deposit

Breakfast Included

[Read more](#)

from

£190

SHOW PRICES



Questions?



Ellie Claessens

Market Manager



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Marketing Manager





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