NetAffinity
We Love Hotels

DIRECT BOOKINGS CHEATSHEET #5

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8 QUESTIONS TO TELL YOU HOW YOUR GUESTS ENGAGE WITH YOUR WEBSITE

Does the way guests find your hotel matter? Do users from organic search book more often than visitors from Facebook? Answer the questions below to find out where your guests come from, and how they behave when they're on your hotel website.

SOURCE

Examine total revenue, average booking value and revenue per user session by source.

A source is where your visitor comes from. It might be a website name like Facebook, a search engine like Google, or even a tracked URL from your spring newsletter. It tells you the channel your guest came through to get to you.

◯ Which source drives the most total revenue?

◯ Which sources deliver your most valuable customers?

DEVICE

Analyse total revenue, average booking value and revenue per session by device.

Device simply refers to the tool your visitor is using to browse, whether that's a phone, tablet or desktop computer. It can tell you if your guests are converting more on desktop, and if your mobile site needs more work to bring in revenue.

◯ Which device drives the most total revenue?

◯ Which device delivers your most valuable customers?

ASSISTED CONVERSIONS

We all know travelers today have many touchpoints on their journey to booking.

Assisted conversions are the interactions a visitor has had with your website before they finally return to book a room.

It's important to know which of your marketing campaigns are influencing guests to book, from they the first step of the journey to the last one.

◯ Which sources appear in your users' path to purchase, even if they aren't the sources that deliver the final conversion?

BOOKING FUNNEL

These questions will help you identify which stages of the booking funnel users are dropping off at, and where you need to focus to reduce drop off rates.

There are a huge number of factors that affect conversion, but perfection starts with understanding your guests' journey.

◯ Which pages of the funnel see the largest drop off?

◯ Are you adequately addressing users' concerns? (e.g. security, what happens with their data)

◯ Is the process and available information as clear and concise as possible?

EXPERTISE TO GROW YOUR HOTEL'S DIRECT BOOKINGS