

Case study



NEW CENTURY HOTEL

Frankfurt Offenbach Germany

法兰克福开元名都大酒店

+24%

Conversion Rate Improvement

x11.6

Return on Investment

€4,685

Additional Revenue



NEW CENTURY HOTEL

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法兰克福开元名都大酒店

The New Century hotel is a luxury 4 star hotel located in the vicinity of Frankfurt at the Main river. The hotel offers spacious rooms with breathtaking views of the Frankfurt skyline. The hotel also offers additional amenities such as a fitness center, event space, and the renowned traditional chinese restaurant "Four Seasons Chamber".

Frankfurt, Germany

Business Hotel

223 rooms





What was the challenge?

New Century is a recently established hotel that opened in mid-2016. As a result, all their distribution channels were being built from scratch when they encountered Hotelchamp. They were looking for a solution that would show them the ROI as well as help them establish closer and more direct contact with their customers.



Bring in the Solution!



Step 1. A/B testing for toolset

We tested several tools using an A/B test, this means that 50% of the visitors see the Hotelchamp implemented tools on the website and the other 50% see the original version. The targeting tools implemented included:

1. **Floating tab:** appears when a user directly visits the webpage from a certain country.
2. **Smart notification:** recognizes a returning visitor and displays messages using this information
3. **Exit tool:** displays direct booking advantages as the customer is preparing to leave the webpage
4. **Sticky bar:** shows the USP comparison to show that direct booking provides the most value

Step 2. Personalization

- Tools, like the one shown in the example, are targeted to a specific audience and optimized for mobile and laptop users
- Optimized audience tracking allows hotels to send the right messages to the right visitors



Example: Personalized Floating Tab

This floating tab detects German visitors and personalizes the content to each visitor group. Since it was found that the visitor showed interest in the restaurant, the USPs of the restaurant will be displayed in order to win over the visitor.

Spezialangebot!

Genießen Sie ein traditionelles chinesisches Erlebnis in unserem „Four Seasons Chamber“ Restaurant. Ein einzigartiger Moment, den Sie niemals vergessen werden!

- ✓ Traditionell chinesische Küche
- ✓ Gemütliches Ambiente mit besonderem Flair
- ✓ 4 komfortable Private Dining Rooms

Reservieren Sie Ihren Tisch bequem online über unserer Website!

JETZT RESERVIEREN





Results

Conversion Rate Boost



The result of the A/B test showed a total increase of 24% in conversion rate when Hotelchamp tools appeared to visitors versus when visitors experienced the normal website.

Significant Growth in Revenue



Over the course of one month with Hotelchamp, New Century saw an additional €4,685 in added revenue through bookings made using our tools.



What's next?

New Century Hotel will continue with the following steps:

- Dive deeper into audience targeting to better engage visitors throughout the entire booking process
- Use of more personalized tools and content in order to improve guest experience and boost direct bookings

What is in it for you?

- Less third party commissions
- More direct bookings
- Stronger guest relations
- Increase in RevPar

Get started today
to increase your hotel's
direct bookings!

[GET STARTED](#)

