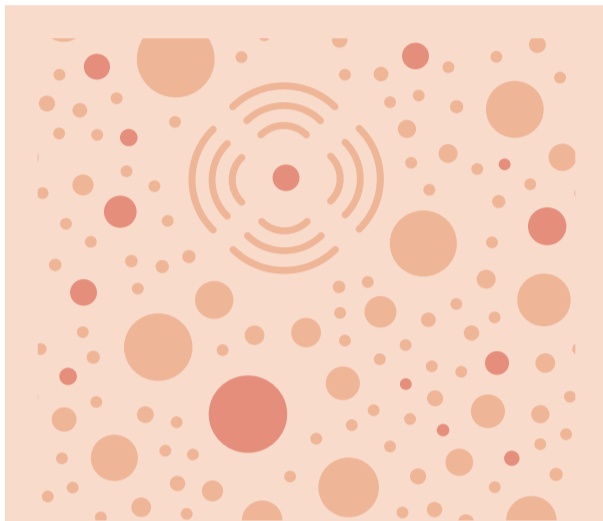


# The 6 Principles of Personalisation for Hotel Websites

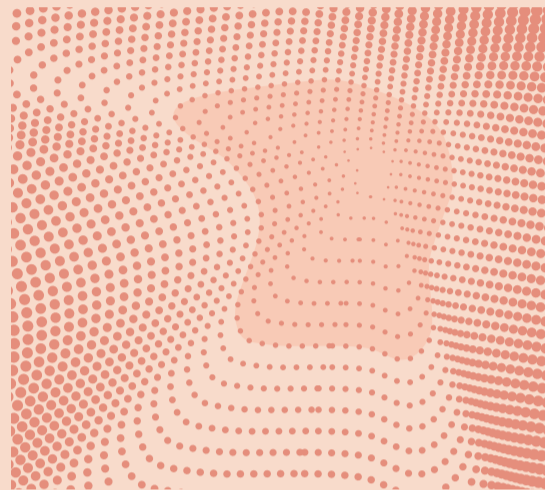
How to improve revenue and guest experience through personalisation in hotel websites  
[www.avvio.com/ai](http://www.avvio.com/ai)

**1**  
You cannot force conversion



Guests are smart. They will find the 'book now' button if they have decided to book your hotel. You can't force them to book, you can only answer their questions and ensure they know where to go next.

**2**  
Everything you think you know is (probably) not true



To master personalisation, start with assumptions of the answers and packages to show and when. We think we know because we've been doing this for years. But as you get data you'll notice it was probably wrong.

**3**  
What users do is more important than what users 'like'



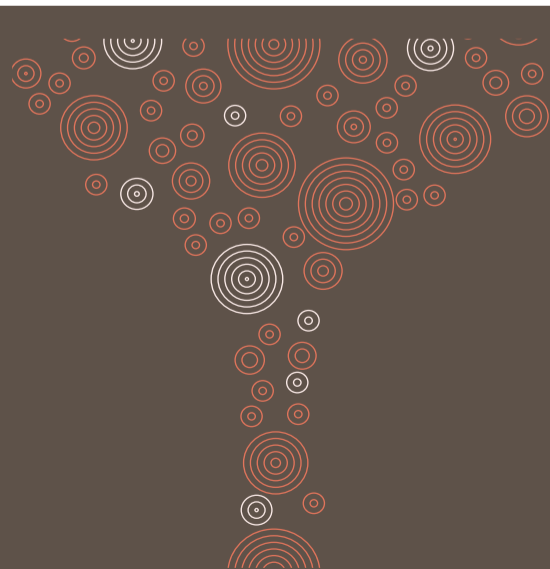
A user's intent gives much more actionable data than their social media behaviour. Intent happens in the present and is best analysed through clicks and sessions.

**4**  
Average is always wrong



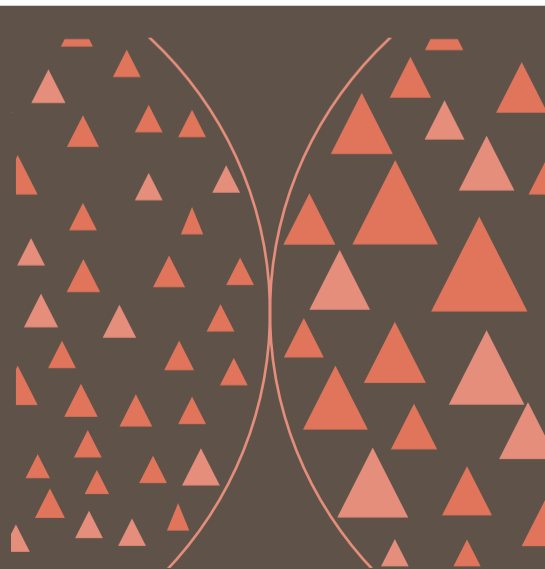
To understand the data you need to visualise averages. They will help you work out the user flow. But averages are always wrong. Once you have the data you need experience to make it accurate.

**5**  
Too many options is like no options



A good AI system needs a lot of options and choice to offer to the guest, but limit the amount being presented at any given time.

**6**  
If results are inconclusive, increase sample size



If you aren't able to clearly distinguish which ideas work best with your guests, you need to increase the sample size you are testing on.