The 6 Principles of Personalisation for Hotel Websites

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. 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.

3. 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.

4. 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.

5. 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.

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.