

AVVIO

THINK

LIKE A



GUEST

AND LEARN HOW TO MAXIMISE  
YOUR DIRECT BOOKING REVENUE

think like...

**A GUEST**

---

**A MARKETER**

---

**A DESIGNER**

---

**A MILLENNIAL**

---

**A LOCAL**

---

**AN INNOVATOR**

---

**AN ANALYST**

---



THINK ABOUT THE WAYS  
YOUR GUESTS CONSUME  
YOUR BRAND...

...ARE THEY ENGAGED?



# 01 THINK LIKE A GUEST

## BEING A HOTELIER CAN BE TOUGH.

Not only are you tasked with running a successful business, you're also assumed to be a modern-day clairvoyant. The advent of digitisation has resulted in interconnected online and physical experiences. You have to anticipate the potential wants and needs of your guests whilst providing a fantastic guest experience - all before they have even stepped foot in your hotel lobby.

It's no easy feat, but here at Avvio we think that it can be done by really getting to know your guest from the first interaction they have with you.

Your online experience has to evolve to give all potential guests an individual and tailored journey from the start, to build a sense of personalisation ahead of their stay. Take some time to think about the ways in which your target audience consumes your brand and the ways your followers are engaging with your hotel online.

By implementing a multi-faceted, guest-centric digital approach, you will undoubtedly see an increase in your direct booking revenue. The topics outlined in this eBook encourage you to put on your metaphorical thinking cap, and provide you with practical suggestions for improving brand awareness, guest satisfaction and loyalty.

**Frank Reeves**  
Co-founder and CEO, Avvio

DON'T WAIT FOR  
YOUR **POTENTIAL**  
**GUESTS** TO FIND YOU,

GET IN FRONT OF  
THEM AT MULTIPLE  
POINTS OF THEIR  
**BROWSING JOURNEY.**



## 02 THINK LIKE A **MARKETER**

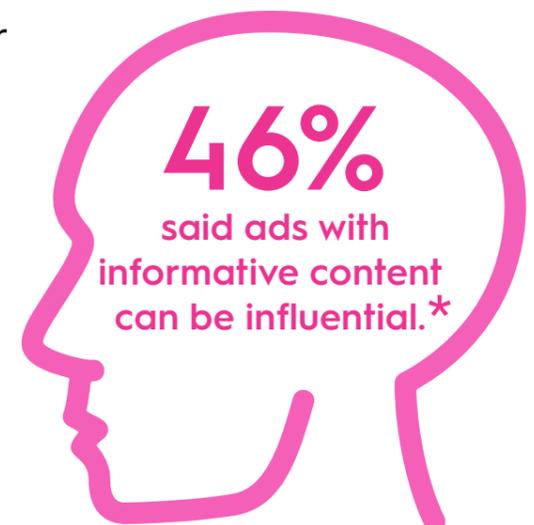
### DIGITAL OMNIPRESENCE IS CRUCIAL

Digital omnipresence is having a presence on as many relevant channels as possible, and it's crucial for the modern-day hotelier. Excluding channels such as video or Metasearch, for example, can put you at a distinct disadvantage over your competitors. Knowing where your target audience spends time online is key to devising your strategy and getting started.

“ **78%** of travellers said informative content from destinations or travel brands can influence their decision-making process.\* ”

Every year consumers are relying more heavily on digital channels for all of their travel needs, from the initial researching phase to making a booking.

With new innovations and features coming on every channel we use, it can sometimes feel like your head is spinning! Take a step back and ask yourself these 5 questions:



\* [Source: OTA vs. direct report, Expedia, 2018]

# 3

If your hotel isn't using **Metasearch** you should be asking yourself why. This additional channel ensures an overall billboard effect for your hotel - providing potential guests with real-time availability and pricing, alongside guest reviews. The average ROI from Metasearch for Avvio customers in 2018 was an amazing 14:1!

# 2

Am I getting the most from my channels?

Pay-per-click (PPC) budget is usually where a large proportion of digital budget is spent. Ultimately you should be using a cost per acquisition (CPA) percentage as your analytics gauge for your PPC campaigns and return on Metasearch. Do you know how well yours is performing?

# 1

Have I carried out **research** on my target markets and demographics recently?

You should regularly review this to ensure that you are targeting potential guests through the correct channels.

# 4

Am I hitting all areas of the funnel with my marketing efforts?

Keep a focus on potential guests who are still at the early stage of their booking journey, and who may not be familiar with your property. I.e. what's nearby, hotel facilities, local attractions etc. A study conducted by Expedia showed that on average it takes 6 weeks research and 38 sessions on average for consumers to book a holiday.

# 5

Nurture previous **guest relationships** and reward their loyalty.

Ensure your GDPR compliant database receives exclusive offers from your hotel. This might seem like common sense but is often an area that is overlooked!



Keeping on top of innovations in digital is a full-time job and requires ongoing effort to yield success. Work closely with your digital partner to create a marketing plan with strategies, actionable items and deadlines.



'Think like a Marketer' - full blog post [HERE](#)

**STORYTELLING  
IS KEY.**

**VISUALS ARE THE  
MOST IMPORTANT  
INFLUENTIAL  
FACTOR IN A  
GUEST'S PURCHASE  
DECISION.**



## 03 THINK LIKE A DESIGNER

### START WITH A SOLID FOUNDATION

When designing or redeveloping your hotel website, you need to ensure you have some solid foundations in place. The first step is to carefully consider what information you want to communicate with people looking to stay at your hotel. Once this integral step is in place you can then start to optimise your website design and structure.

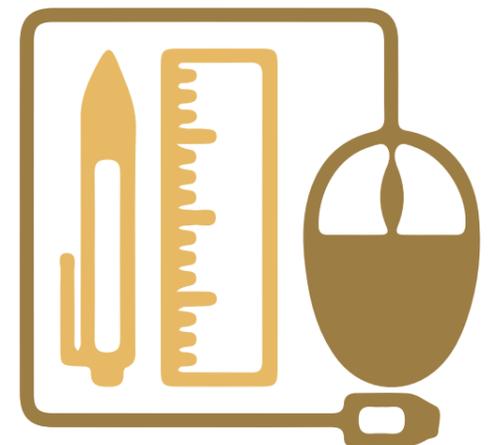
Conversion Rate Optimisation (CRO) should be at the forefront of your mind when designing your hotel website. Simply put, your web pages need to provide enough information and visual stimuli to trigger a click for 'book now'.

“ It takes about **0.05** seconds for users to form an opinion about your website.\* ”

There is a multitude of ways this can be done.

We encourage you to put your best designer hat on and implement some of these key tactics when designing or optimising your existing website.

\* [Source: Taylor and Francis Online, Behavior & IT, 2011]



## VISUAL STORYTELLING IS KEY

Visuals are the most important influential factor in a guest's purchase decision so make sure they're looking at something that elicits emotion and tells your hotel's story.

## THINK MOBILE FIRST

A large portion of your visitors access your website from their smartphone while on the go. It's estimated that **2.71 billion** people will be using a smartphone in 2019.

## MAKE YOUR BRANDING MEMORABLE

Memorable and unique branding can bring amazing benefits to your business, including the ability to attract new customers purely because of your reputation.

## CREATE THE BEST USER EXPERIENCE

A clean and uncluttered user interface which allows visitors to scan and navigate the website without confusion or hesitation gives a seamless user experience.

## MAP OUT YOUR SITE STRUCTURE

Make it easy for users to find what they are looking for when browsing your hotel website by directing them to your relevant features.



As a hotelier, in order to provide the best user experience to online visitors, your website needs to be a communicative platform. Your website needs to be more than a static PDF.



'Think like a Designer' - full blog post [HERE](#)

MILLENNIALS ARE  
NOT NECESSARILY  
PRICE SENSITIVE,  
HOWEVER, THEY  
ARE VERY  
PRICE-AWARE.



# 04 THINK LIKE A MILLENNIAL

## THE WORLD'S MOST POWERFUL CONSUMERS

The oldest millennial is 38 years old. Take a minute and let that sink in. No, not 28, 38. In fact, as we publish this eBook, the 'millennial' generation is aged between 23 - 38 years old. This entire demographic has (for the most part) completed their education and economically contributes to society.

Why is it so important for us to understand the mentality and buying behaviour of millennials? The stats speak for themselves. Forbes, tells us that 84% of millennials don't trust traditional advertising which means we have had to adjust and adapt our strategic approach to understanding their needs.

« 89% of millennials trust recommendations from friends and family more than the brand itself. \* »

If this generation is a target market for your property, the emphasis needs to be placed on channels that millennials are already using.

Ensure the channels you're utilising build trust and act as a voicing platform.

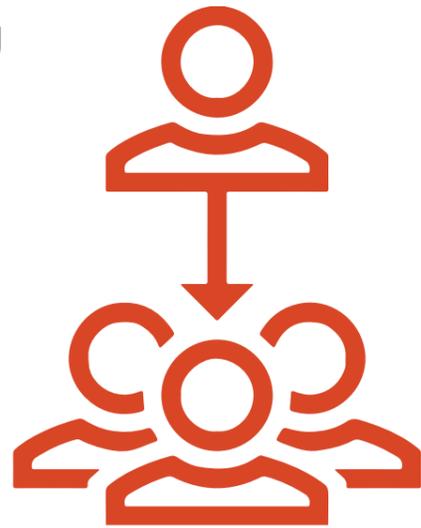


\* [Source: Neil Patel, 5 Ecommerce Techniques for Connecting with Millennial Shoppers, 2018]

\*\* [Source: Knightsbridge & Viga, Millennial Study, 2018]

# WORD OF MOUTH

We need to ensure customers are receiving the best possible experience that is word of mouth worthy. **83% said they would be more likely to book** a hotel after seeing images from someone they follow on social media.



# REVIEWS

Review sites act as a voicing platform that requires a high standard from millennials.



When you are creating content for millennials you need to ensure it is engaging, creative and relevant.

# MILLENNIALS

# USER-GENERATED CONTENT



User-generated content (UGC) is any form of content that has been posted by users on online platforms and is a great way for your brand to build trust with a millennial audience.



# THE RIGHT CHANNELS

An emphasis needs to be placed on channels that millennials are using. This typically involves social media and more specifically Facebook and Instagram.

**According to a study conducted by Knightsbridge and Viga, 1 out of 4 millennials use social media sites to find their holiday accommodation.**



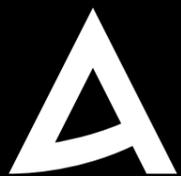
When creating content for millennials you need to ensure it is engaging, creative and relevant. Share compelling, shareable content that seeks to enhance the visitor's online experience.



'Think like a Millennial' - full blog post [HERE](#)

GOING GLOBAL IS  
ALL ABOUT  
**ACTING LOCAL.**

STEP INTO THE  
MINDSET OF YOUR  
**POTENTIAL  
AUDIENCE.**



# 05 THINK LIKE A **LOCAL**

## GOING GLOBAL IS ALL ABOUT ACTING LOCAL

Trying to increase your brand awareness and market share in a new territory? It's no easy feat. Attracting a global audience brings with it a multitude of challenges; differences in culture, online browsing behaviours and language barriers all impact the way your brand is received.

“**Think like a local to expand your online reach.**”

Step into the mindset of your potential audience and explore the complexities and challenges that might exist. Prior to creating a comprehensive digital strategy, you will need to address some key areas:

- Identify your key audiences/traffic sources;
- Consider potential communication barriers - for example your research should indicate whether you need to explore the possibility of advertising on different search engines;
- Determine the messaging you want each audience to receive.

Take a look at our top tips on the next page when chartering new territory.



## UTILISE LOCALISATION FEATURES

Google explains it best: 'Going global is all about acting local'. Directories and platforms such as Google My Business and Bing Places need to be aligned with your name, address and phone number details.



Local searches are growing twice as fast as mobile searches, as seen on Search Engine Land. With many apps automatically picking up on location, it's important to optimise your direct channel for local search.



'Think like a Local' - full blog post [HERE](#)

GUESTS EXPECT TO BE ASSISTED AT **EVERY POINT** IN THEIR PATH TO PURCHASE, TO SUCCEED, YOU MUST DELIVER **EXPERIENCES** THAT ARE FAST AND EASY.



# 06 THINK LIKE AN INNOVATOR

## IS YOUR HOTEL EMBRACING THE RIGHT INNOVATIONS?

Keeping up-to-date with digital innovations is a tireless job. The digital landscape changes rapidly with many channels regularly advancing to stay competitive online.

Hoteliers and accommodation providers need to think about what their guests may need at any one point in their digital journey. Revolutionary technology, like AI, reduces unnecessary admin, allowing hoteliers and hotel marketers to focus on driving business. It also delivers contextually relevant messaging in real time while continuously learning from large volumes of data.

« AI facilitates a more intuitive, personalised guest experience »

By shifting the booker's intent back to your own website, you move the focus from a book-direct journey to a customer-centric one.

Your guests expect to be assisted at every point in their path to purchase. To really succeed, you must deliver experiences that are fast and easy to access.

Some key areas to consider for the year ahead are:

## VIDEO CONTENT

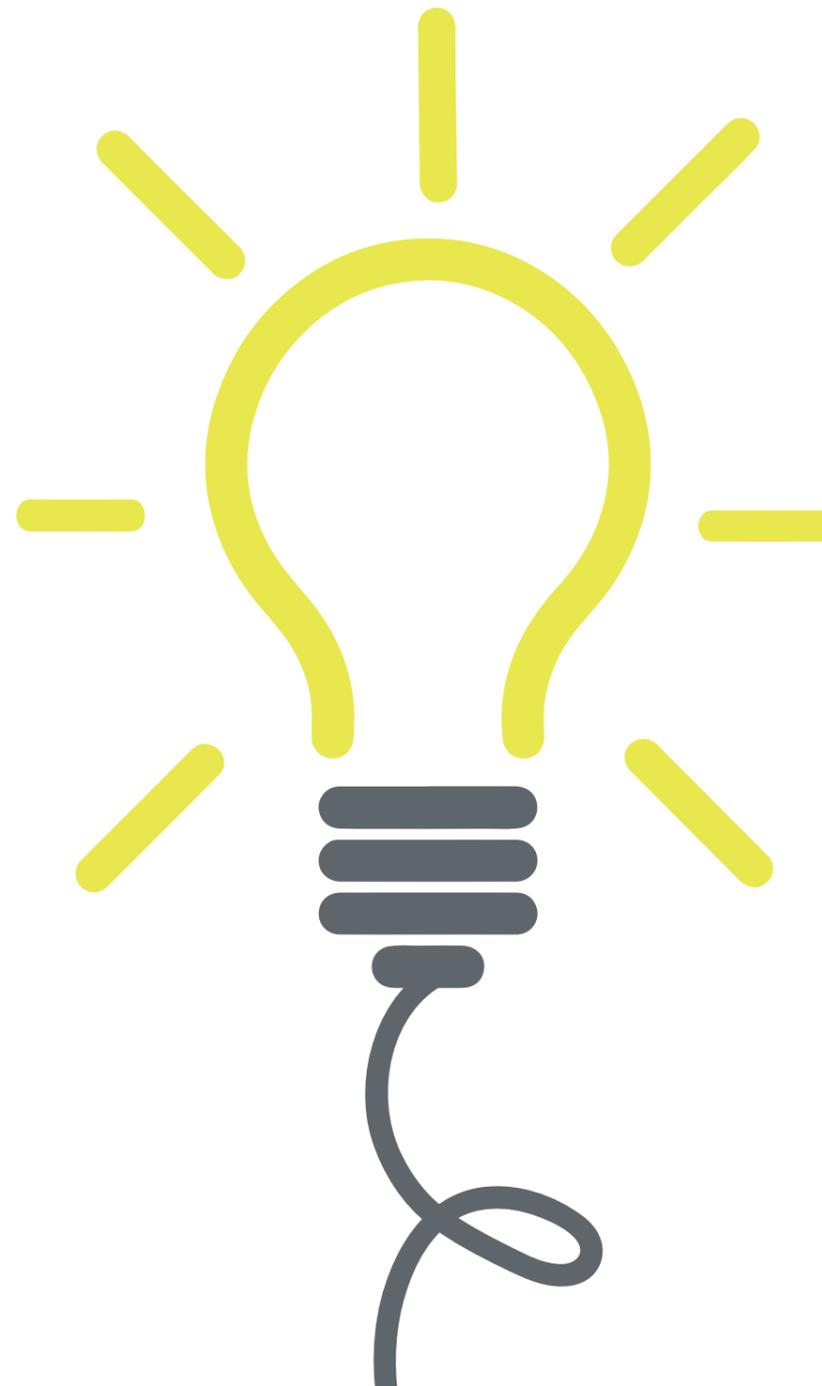
According to Zenith research 'In 2019 people are expected to spend an average of 170.6 minutes each day on online activities like watching videos on YouTube, sharing photos on Facebook and shopping on Amazon'.

## CONTENT MARKETING PLATFORMS

A strategic content plan is imperative for all hotels but does require time and effort to successfully implement. In 2019, Marketers considered content marketing to be as commercially impactful as AI.

## PERSONAL ASSISTANTS

The growth in popularity of digital personal assistants makes content even more important. The closer your website snippet aligns with the actual search query, the more likely you are to be considered the most relevant and as a result appear as the answer.



## ARTIFICIAL INTELLIGENCE (AI)

Google see AI as the 4th industrial revolution and are positioning their business to be AI first. This statement is important and should motivate hotels to evolve their websites from static PDFs into a personalised guest journey, dependant on where in their booking lifecycle their guests are.

Each step of the guest booking contains many data points. These pieces fit into one constantly changing puzzle that can be hard to make sense of. Allora - Avvio's AI-powered booking engine - explores that data to understand individual booker behaviour and patterns through powerful Machine Learning.

## ACCELERATED MOBILE PAGES (AMP)

In July 2018 Google started using mobile page speed as a ranking factor in their mobile search results. AMP is a whole new way of creating web pages that allow a much faster load time than regular HTML.

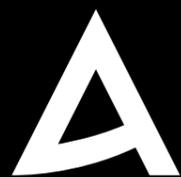


What modern travellers really want are personalised experiences they can control. There is a big opportunity for innovation in travel, especially with new customer experience technology.



'Think like an Innovator' - full blog post [HERE](#)

**A GOOD DATA  
ANALYST WILL USE  
THEIR AVAILABLE  
DATA TO MAKE  
BETTER BUSINESS  
DECISIONS.**



# **07** THINK LIKE AN **ANALYST**

## **THE MARKETING FUNNEL IS DEAD**

The amount of data readily available to marketers (or anyone with access to Google Analytics) means we now have a magnified and incredibly detailed view into our guests' online behaviour. In fact, we have so much data available to us that we can account for almost every type of buying pattern.

In today's consumer path to purchase journey, a purchase doesn't necessarily mean an end to the search.

In order to increase the likelihood of a visitor returning to your website to complete their booking, hoteliers need to take an analytical approach and use a range of available tools to really understand the guest behaviour. Instead of simply pushing the 'book now' or 'book direct' message, hoteliers need to track, discover and monitor a visitor's intent and adjust their messaging accordingly.

**“ MEASURE AND  
UNDERSTAND THE  
IMPACT OF YOUR  
TOUCHPOINTS. ”**



## BOOKING ENGINE INSIGHTS

Whether you're an Avvio customer or you currently use a different booking engine, you should receive insights as to how your website is performing.

By analysing this data you are able to delve into your guest's browsing behaviour and map user trends.

These insights will help you optimise your digital strategies for the year ahead which in turn should help maximise your profitability and increase your property's booking revenue.

No two journeys are exactly the same, and in fact, most journeys don't resemble a funnel at all.

**THEY LOOK LIKE PYRAMIDS, DIAMONDS, HOURGLASSES.**

**80%** of 1st time visitors have no intent to book.

The remaining **20%** of visitors are return visitors, meaning they have a higher propensity to book.

## GOOGLE ANALYTICS: BEHAVIOUR FLOW

Shopping for accommodation is a long and winding customer journey of multiple touchpoints and devices.

Search intent is changing the marketing funnel. Hoteliers need to take an analytic approach and utilise a range of available tools.

Google's Behavior Flow report visualises the path users travelled from one page or Event to the next. This report can help you discover what content keeps users engaged with your site.



A good data analyst will use their available data to make better business decisions. They look beyond just the numbers: they incorporate trends and behaviour and come to new conclusions based on their findings.



'Think like an Analyst' - full blog post [HERE](#)

# AVVIO

[www.avvio.com](http://www.avvio.com)

**Avvio is the world's leading direct booking platform for hotels and accommodation providers.**

Our award-winning technology drives traffic to your website and enables outstanding growth in direct bookings. We're so confident in our technology that we guarantee to grow your direct bookings by at least 25%. Talk to us today for more information on how to increase your direct booking revenue, whilst reducing reliance on the OTAs.

**[hello@avvio.com](mailto:hello@avvio.com)**

**[@AvvioDirect](https://www.instagram.com/AvvioDirect)**

