
DIGITAL TRENDS



The travel industry has seen astronomical shifts in digital trends this year. While the landscape is continuously changing, Avvio have published our findings from Q4 (2020) to help you benchmark performance in the new normal.

2021



PART ONE:

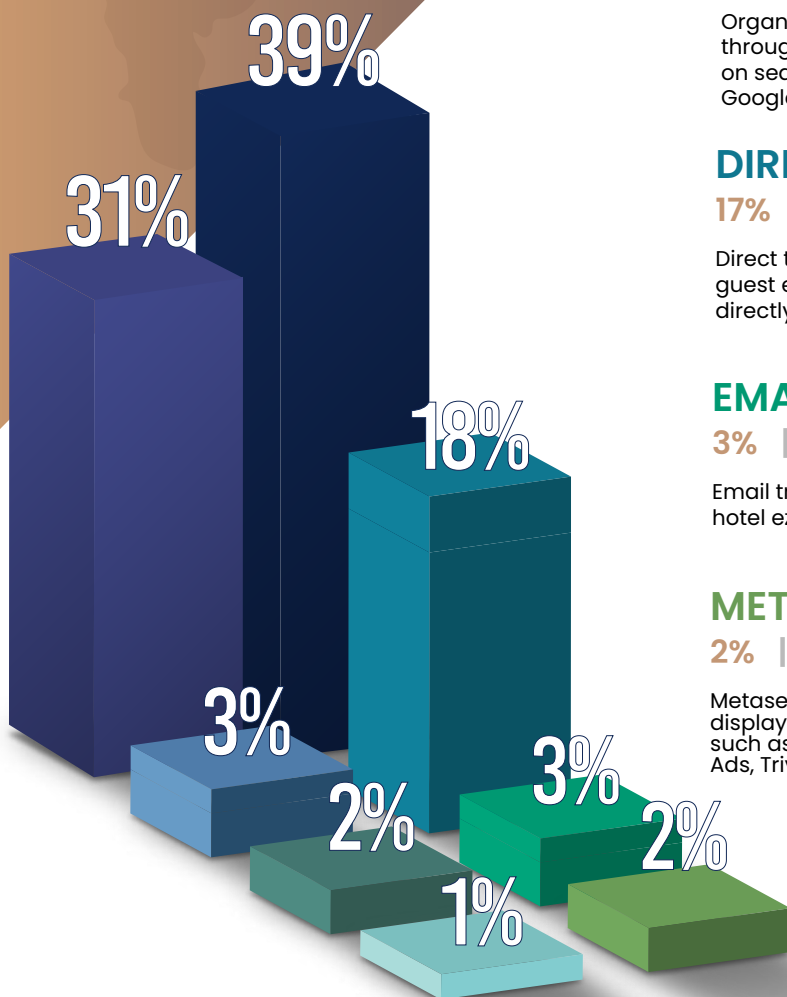
HOW DO GUESTS CHOOSE THEIR TRAVEL DESTINATION?



WHAT DIGITAL CHANNELS DELIVER FOR YOUR HOTEL?

REVENUE %

SESSIONS %



ORGANIC

39% | 37%

Organic traffic is driven through free website listings on search engines, such as Google, Bing, Yahoo & Firefox.

DIRECT

17% | 18%

Direct traffic is when a potential guest enters the hotel URL directly into their search bar.

EMAIL

3% | 2%

Email traffic is the result of hotel ezine campaigns.

METASEARCH

2% | 1%

Metasearch is the live pricing displayed across channels such as Google Hotel Price Ads, Trivago & TripAdvisor.

PAID SEARCH

31% | 25%

Paid Search comprises of pay per click adverts running across Google & Microsoft Ads.

REFERRAL

4% | 3%

Referral traffic is when website user clicks a link on another site to access your website.

OTHER

2% | 2%

'Other' traffic is everything Google Analytics can't neatly categorize into another channel.

SOCIAL

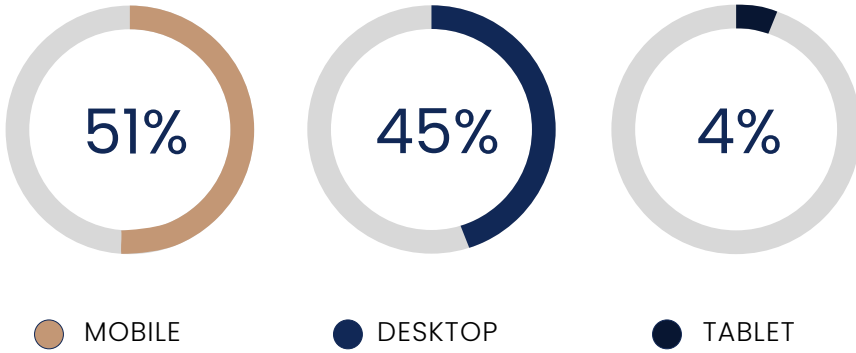
2% | 7%

Social traffic is driven from all social media sites, such as Facebook & Instagram.

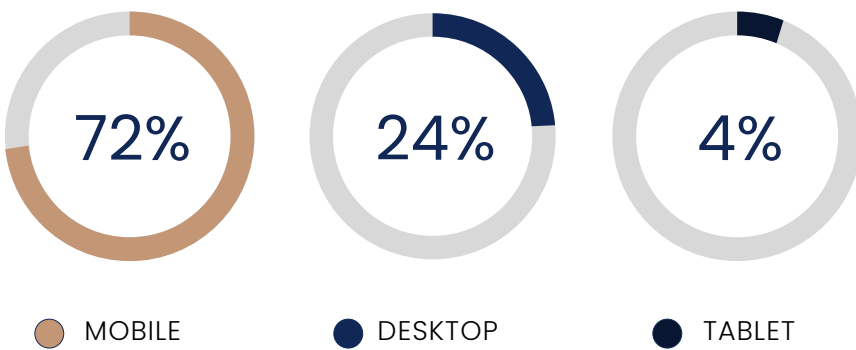
WHAT DEVICES DELIVER HOTEL WEBSITE TRAFFIC?



REVENUE %



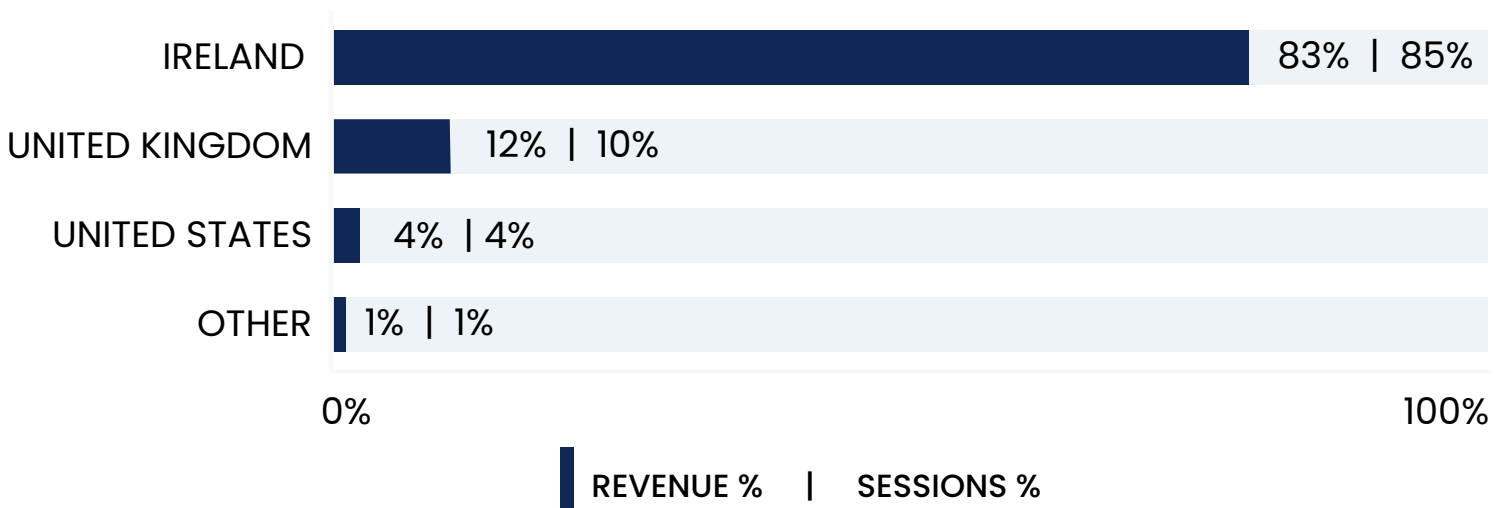
SESSIONS %



Why is a contextual guest journey important?

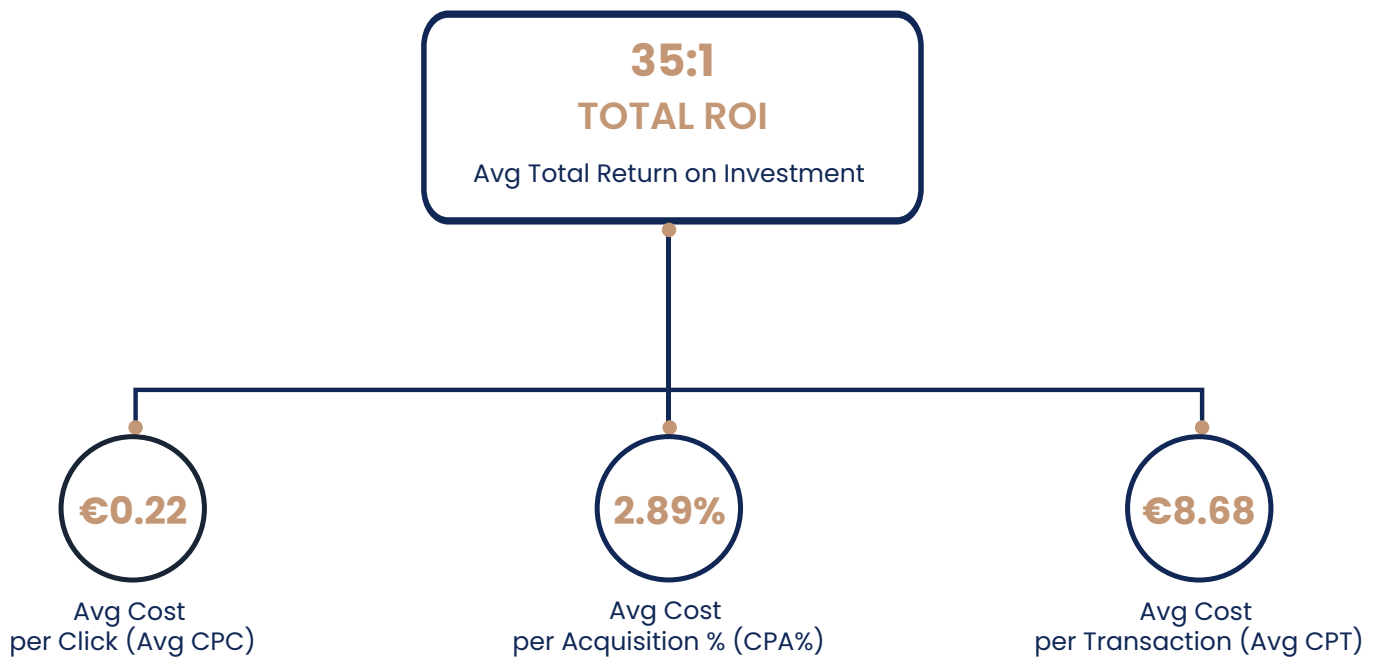
"Returning visitors booked 54% of all revenue and their ABV was 6% higher."

WHAT GEOGRAPHICAL MARKETS ARE DELIVERING





PART TWO: KEY PAID SEARCH METRICS



PART THREE: WHAT GUESTS ARE INTERESTED IN BOOKING

How much are they spending?
Average Booking Value and Average
Daily Rate

€357 ABV and €231 ADR

How long do they want to stay?
Length of stay.

1.5 Nights

PART FOUR: WHERE YOU NEED TO RETAIN YOUR GUESTS

How far out are they booking? Lead times.

49 days

When do guests cancel? Lead time of cancellations.

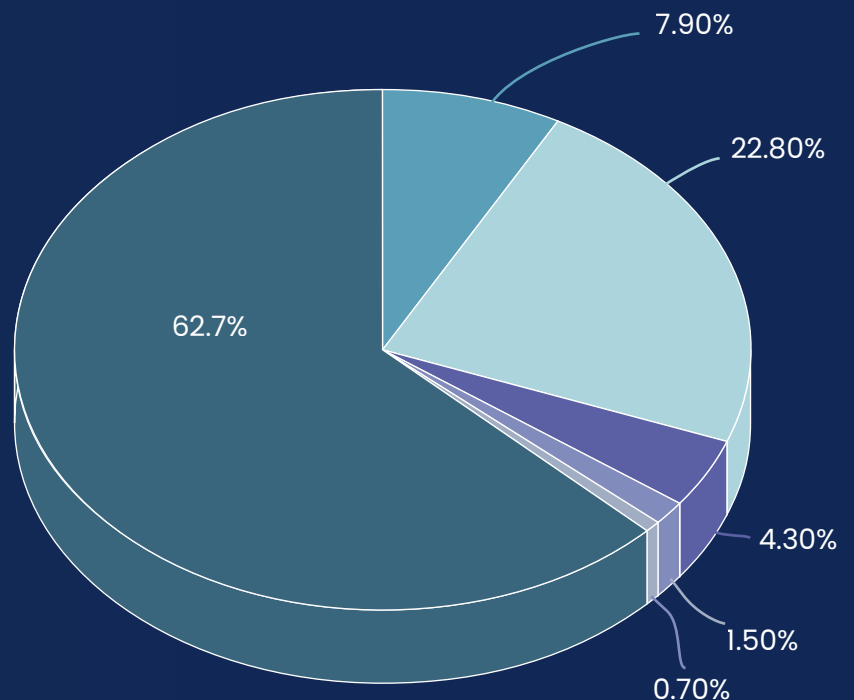
20.5 days

What % of guests cancel?

59.9% of guests cancel

What type of guests cancel?

- No Reason Given
- Personal Reasons / Trip Cancelled
- COVID 19
- Change of dates or destination
- Other bookings for the same dates
- Change in the number or needs for travellers



www.avvio.com