

DIGITAL TRENDS



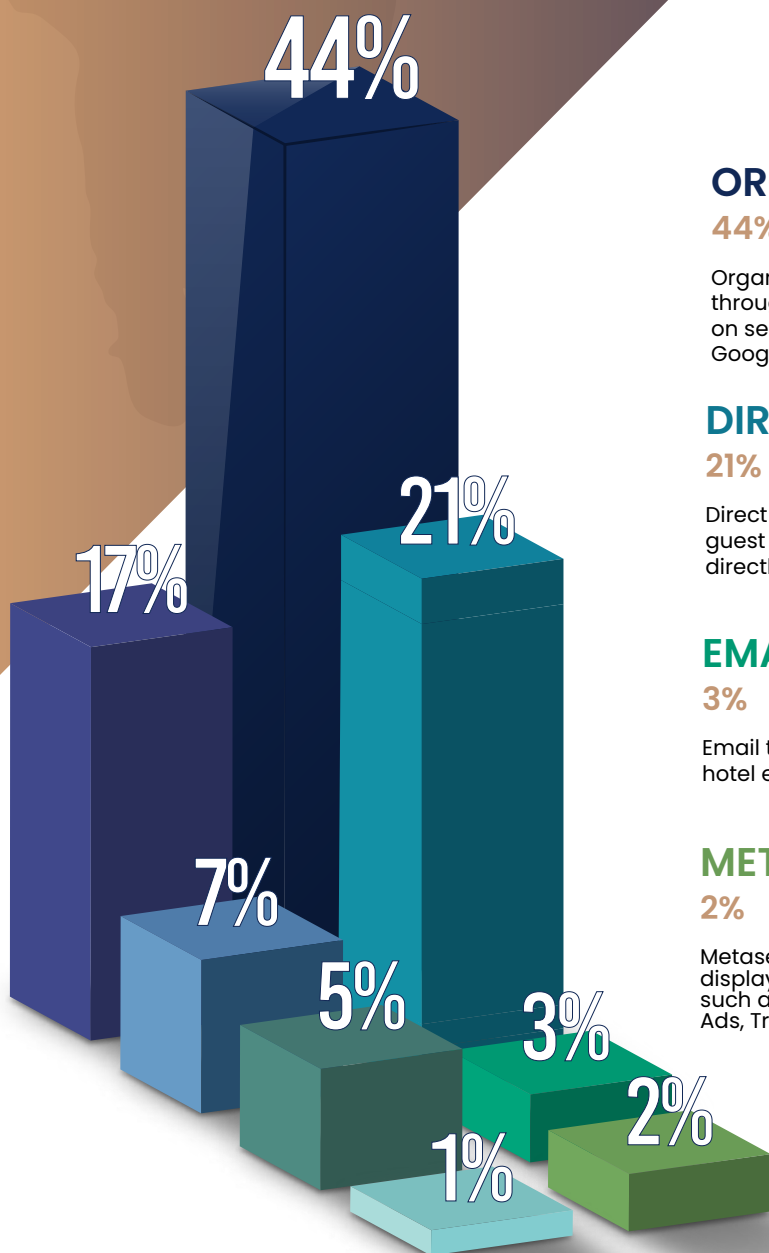
Travel trends continue to evolve as we navigate through restrictions and into re-opening dates. Benchmark the performance of your brand website to see how your property compares to the market.

2021



PART ONE:

HOW DO GUESTS CHOOSE THEIR TRAVEL DESTINATION?



WHAT DIGITAL CHANNELS DELIVER FOR YOUR HOTEL?

REVENUE %

SESSIONS %

ORGANIC

44% | 46%

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

PAID SEARCH

17% | 21%

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

DIRECT

21% | 15%

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

REFERRAL

7% | 6%

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

EMAIL

3% | 3%

Email traffic is the result of hotel email campaigns.

OTHER

5% | 7%

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

METASEARCH

2% | 1%

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

SOCIAL

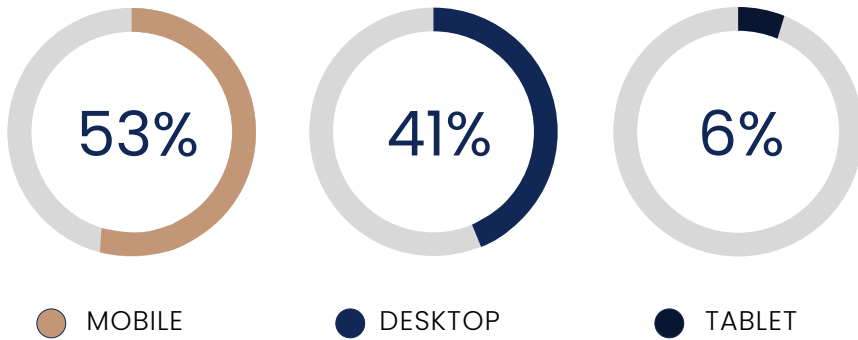
1% | 3%

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

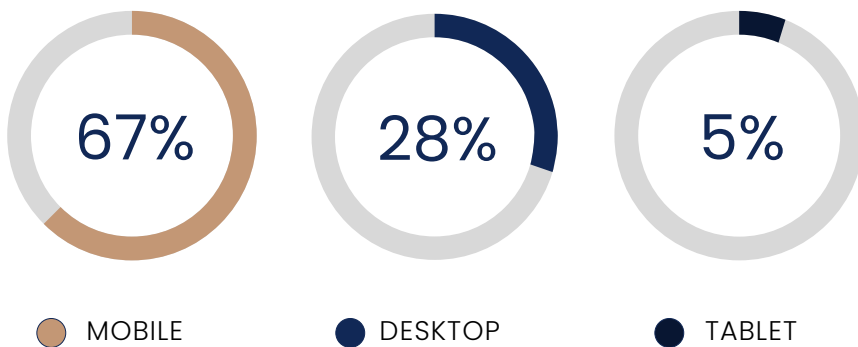
WHAT DEVICES DELIVER HOTEL WEBSITE TRAFFIC?



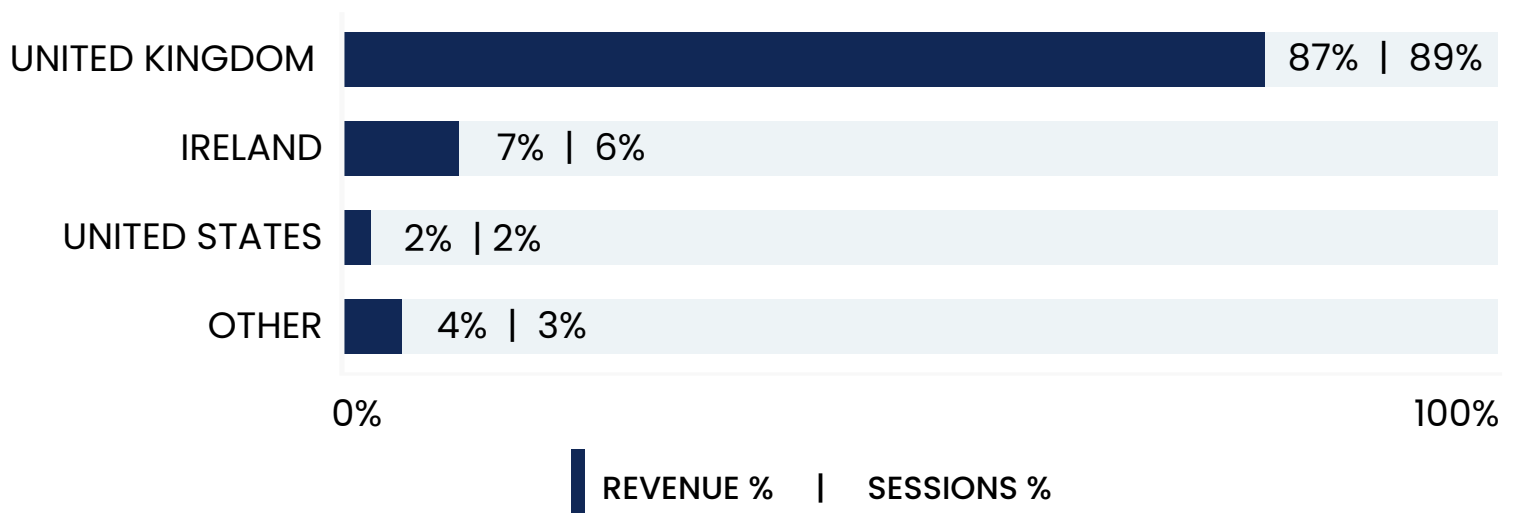
REVENUE %



SESSIONS %

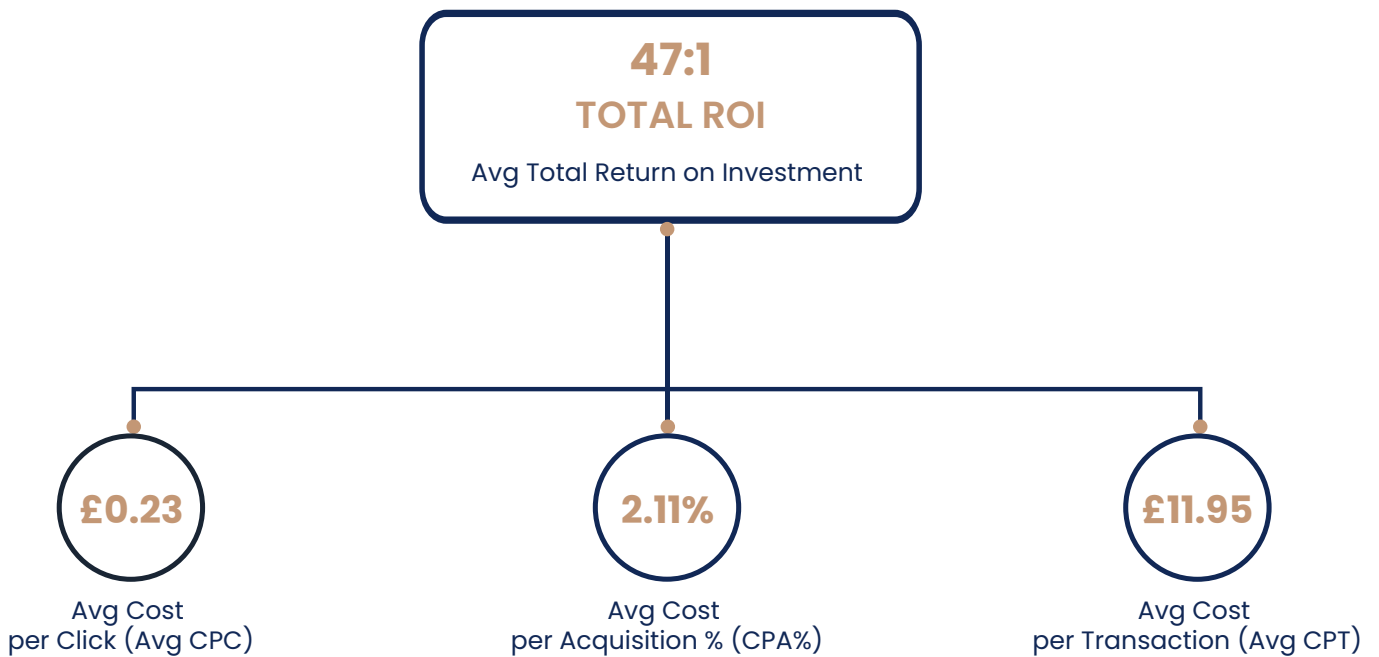


WHAT GEOGRAPHICAL MARKETS ARE DELIVERING





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

£358 ABV and £165 ADR

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

1.7 Nights

PART FOUR: WHERE YOU NEED TO RETAIN YOUR GUESTS

What is the Average Guest Conversion Rate?

24.80%

When do guests cancel? Lead time of cancellations.

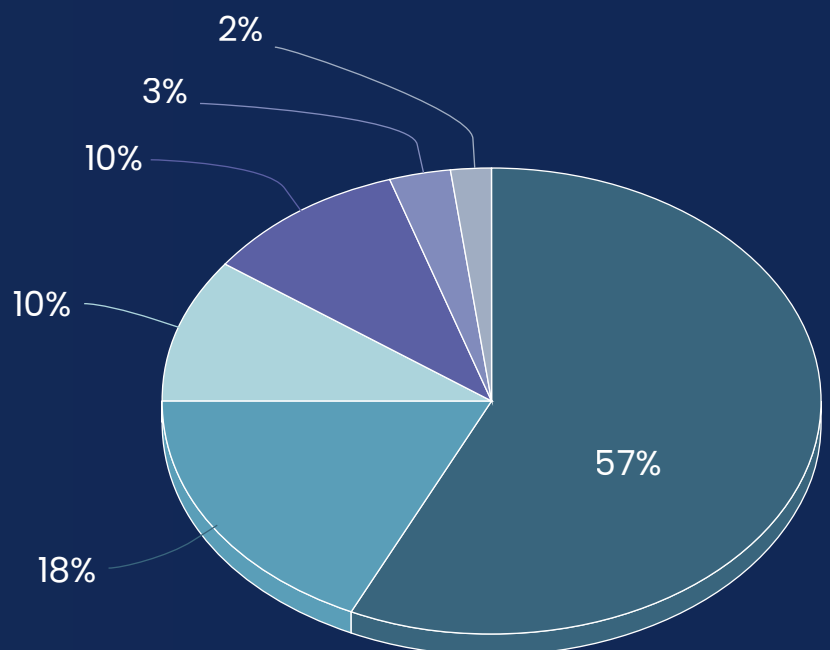
28 days

What % of guests cancel.

20% 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



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