



Arabian Travel Market 2015

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Convert 6.0 Booking Engine



Responsive
Website Design



Digital Marketing
& Metasearch



Distribution & Digital Consultancy

About Avvio



+€140m

Convert 5.0 direct bookings - 2014



31%

AVG client growth Q1 2015



12 years

Of specialisation and partnership

An Ultra-Competitive Landscape



Case Study – Gresham Hotel Dublin

Channel Analysis

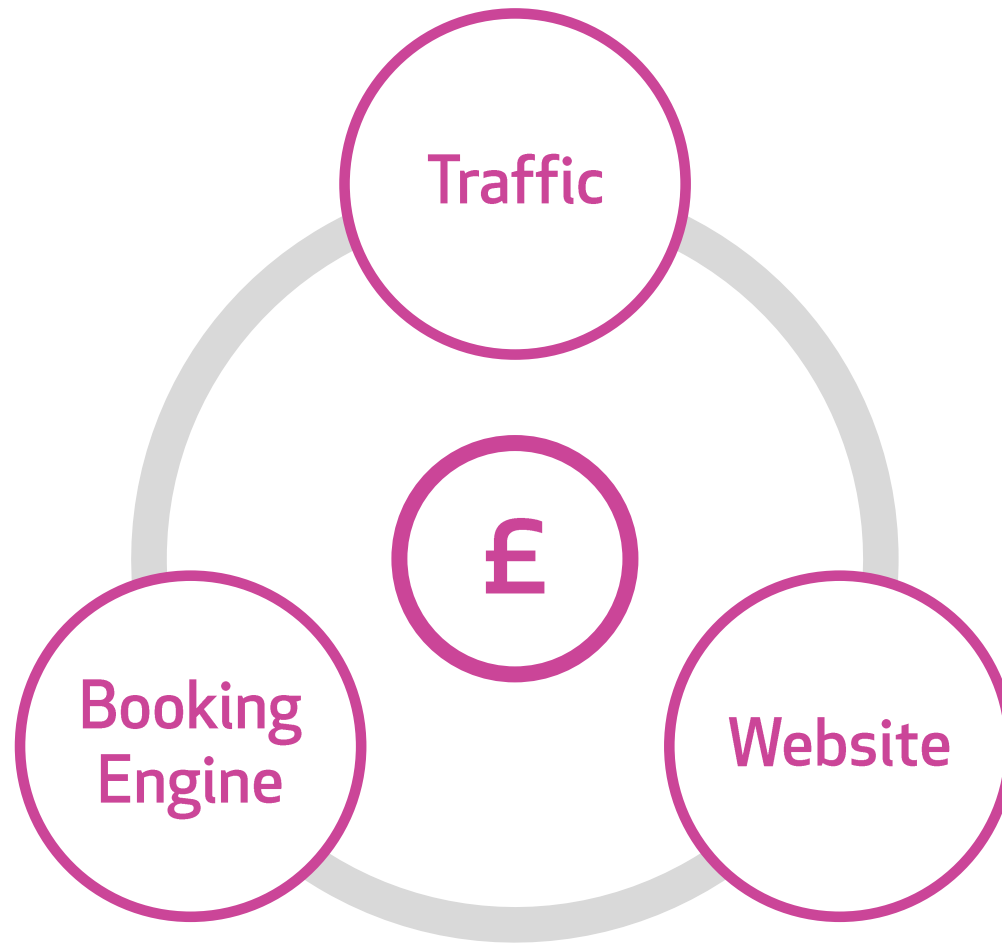
Hotel	2013
Direct Channel	26%
Booking.com	36%
Expedia.com	21%

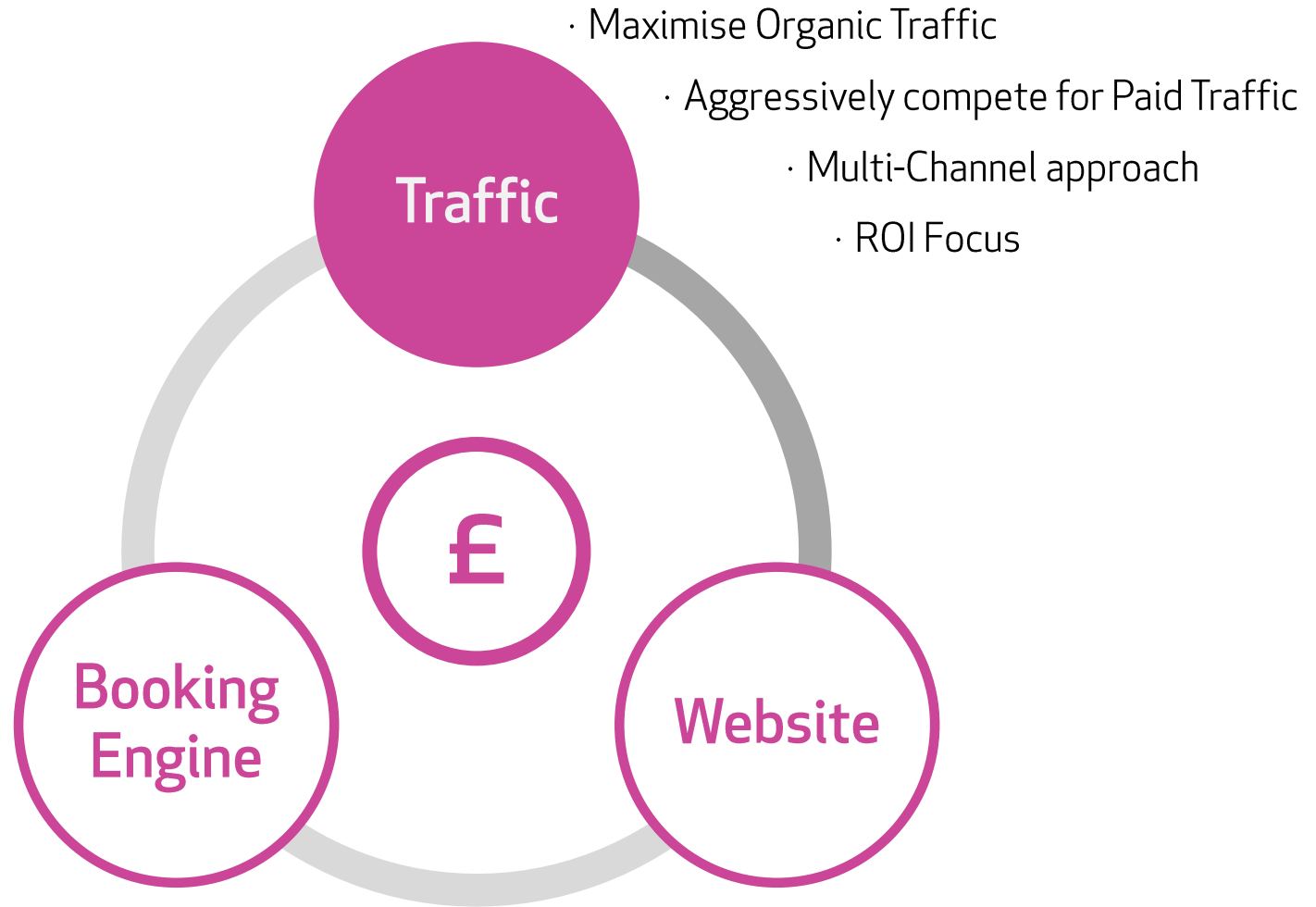
Q1 2015: Direct = **51%** greater than others

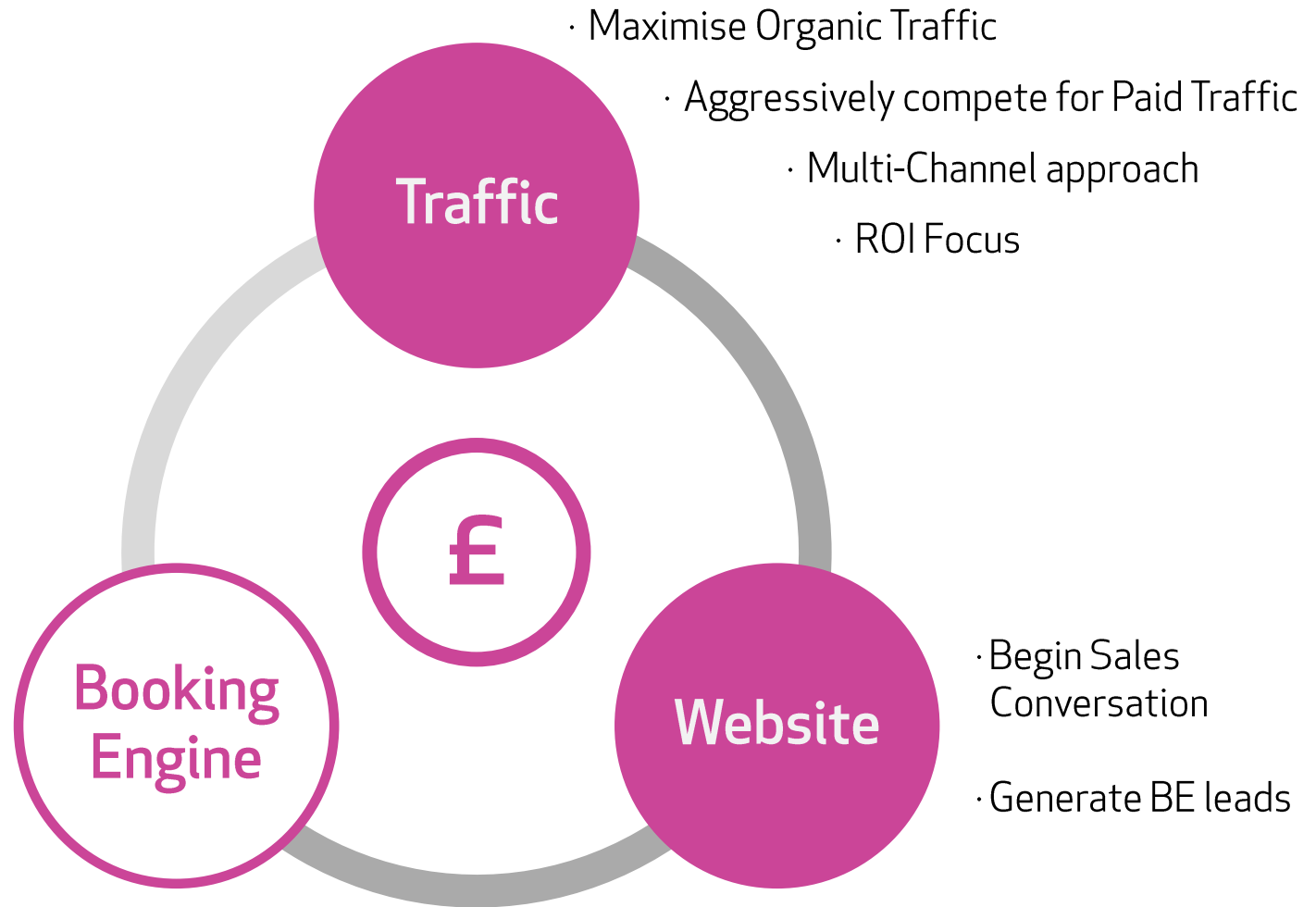
1. Growing Website Traffic

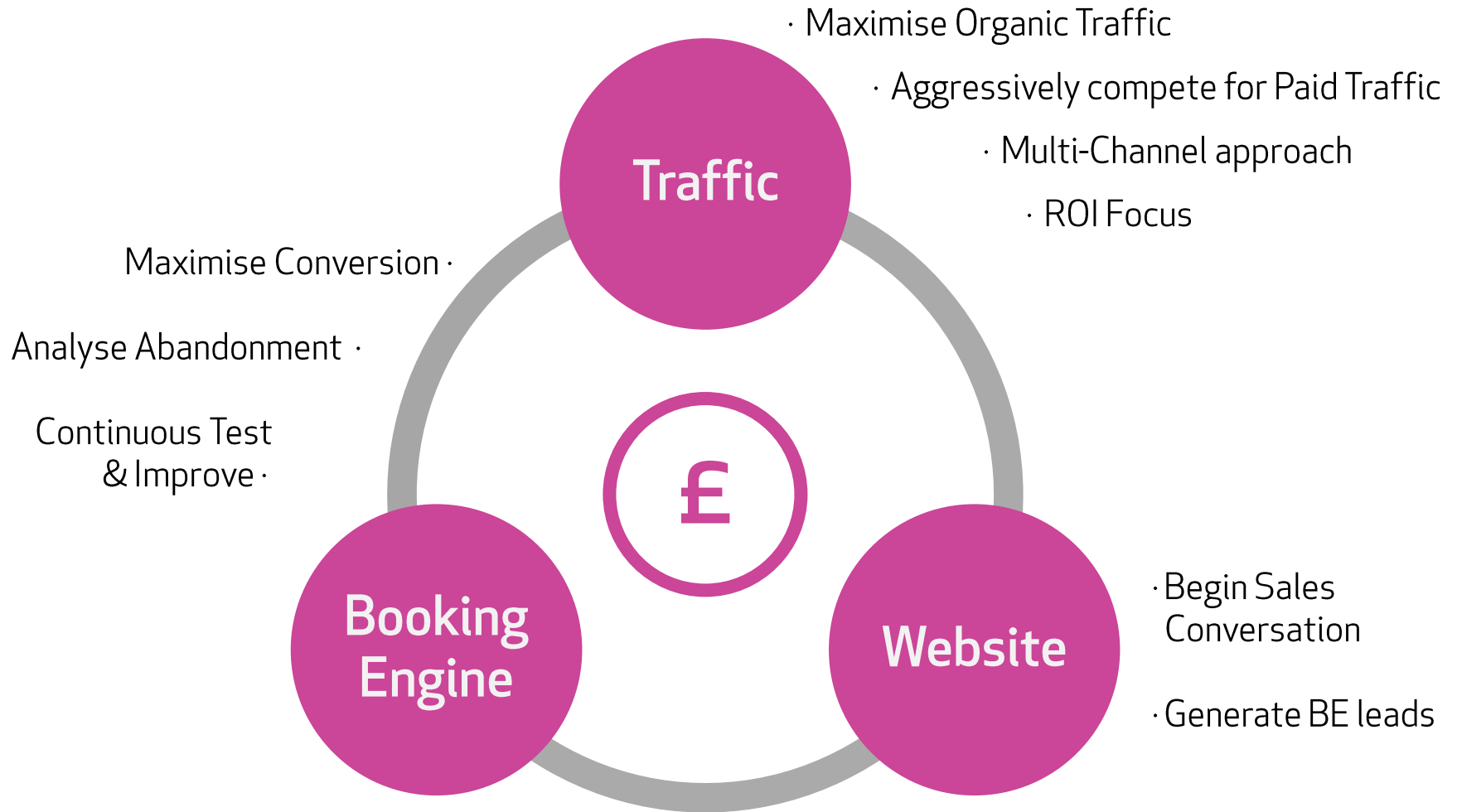
2. The Science of Booking Conversion

3. Get Mobile Savvy









Search Engine Optimisation (SEO)

SEO traffic could account for up to **40%** of total traffic

Title Tags

One of the most important elements of onsite SEO.

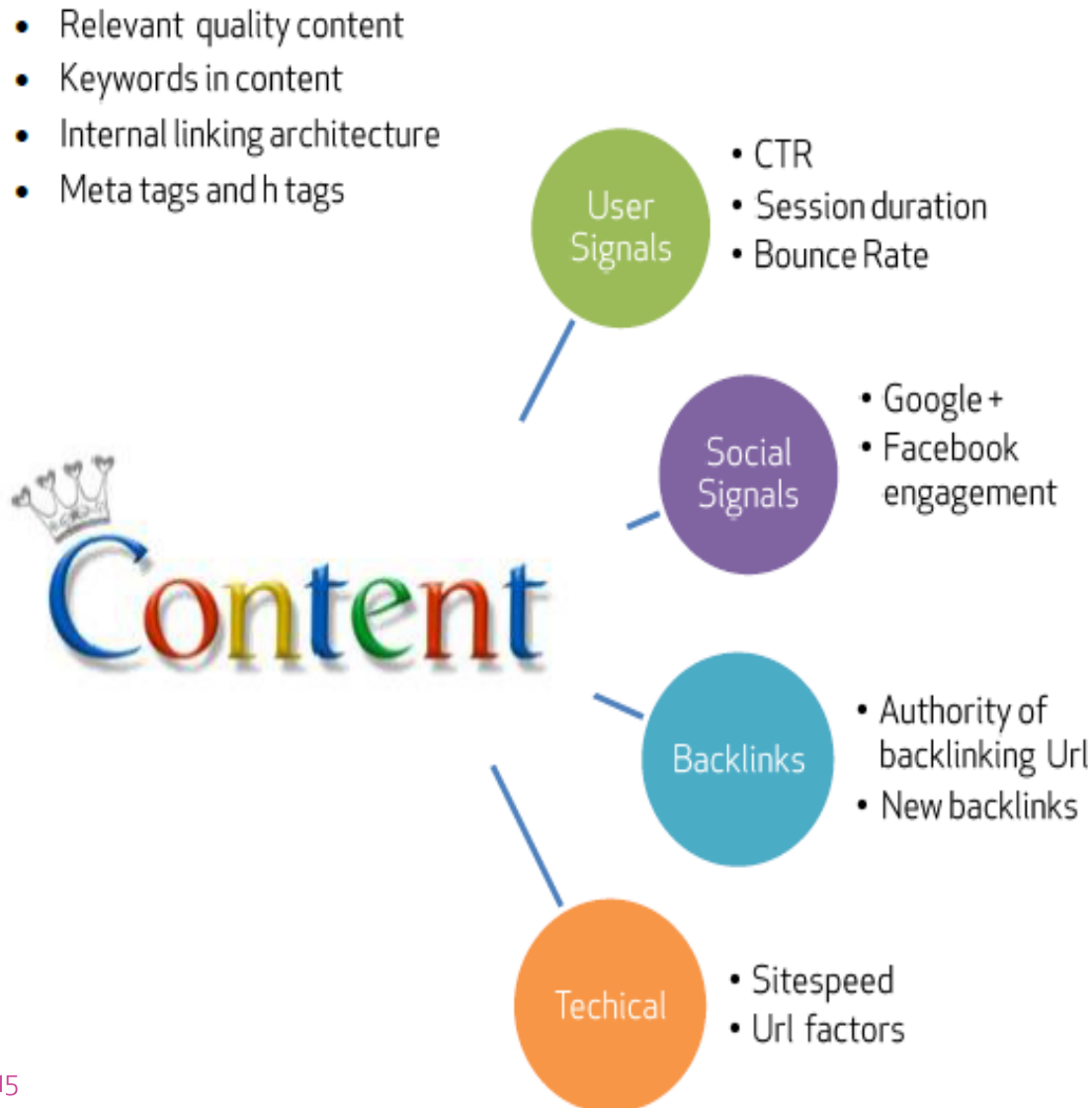
URL (ie. page name)

Keyword rich url, descriptive and optimised.

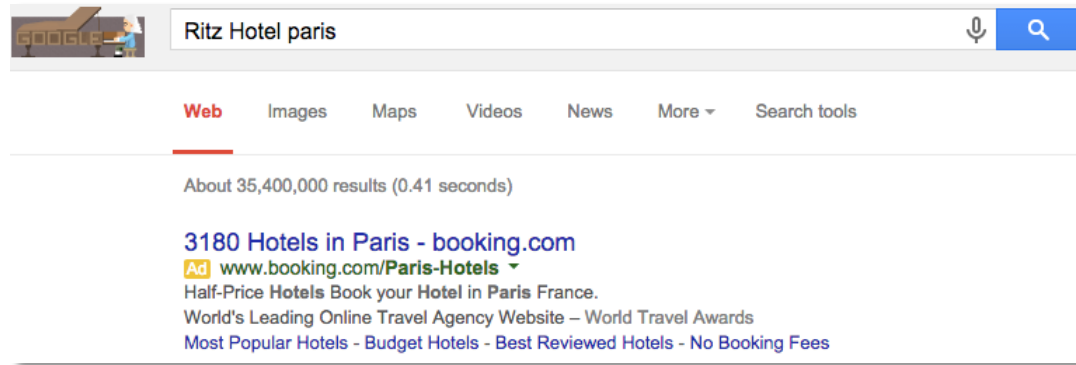
Alt text

Image names and descriptions contribute to rankings.

Search Engine Optimisation



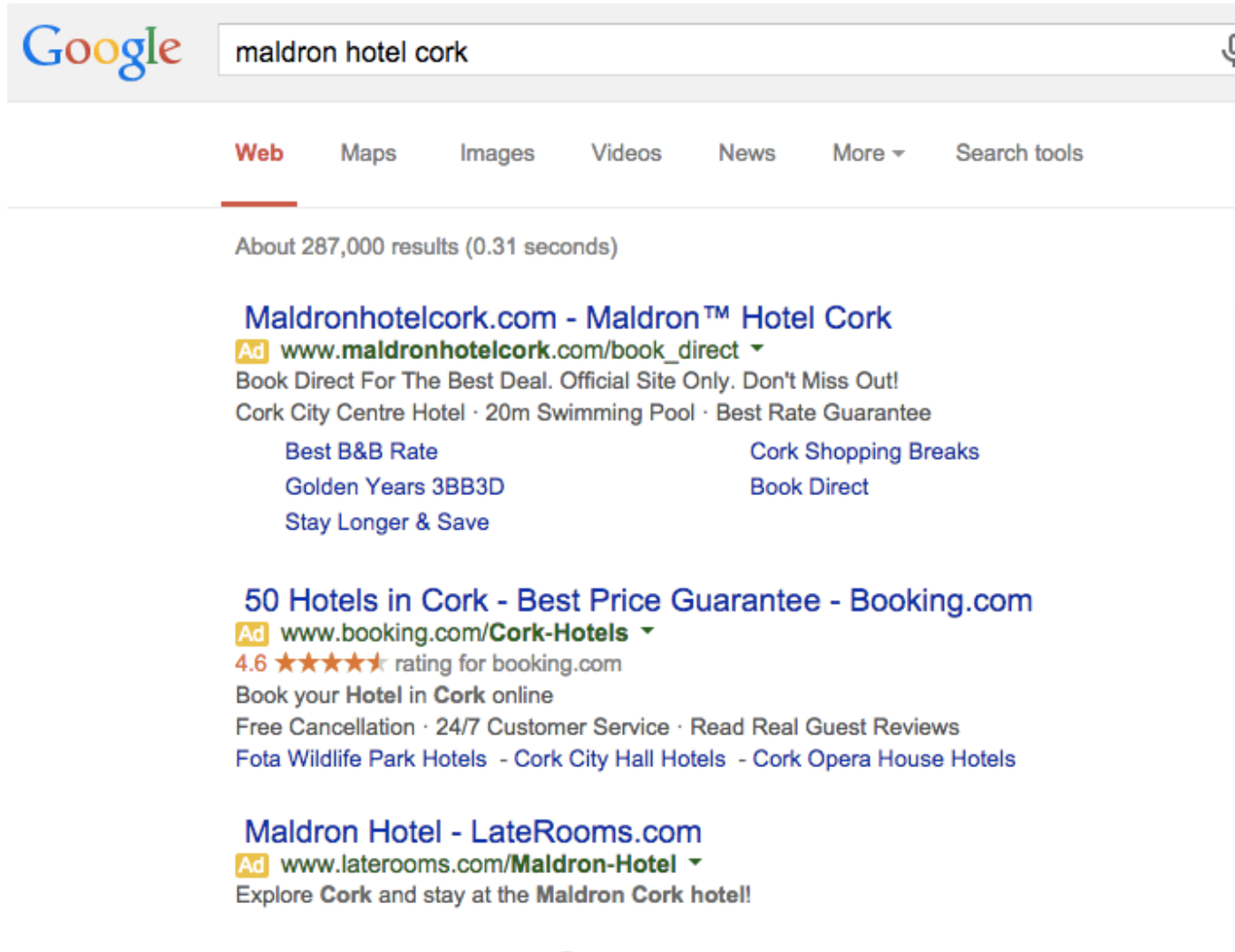
Rising Cost of Traffic



Today's AVG price of brand name in UK for Google = **£0.42**

+55% Increase between Q1 2015 and Q1 2014

Combatting Mirror Marketing



Google search results for "maldron hotel cork". The search bar shows the query "maldron hotel cork". Below the search bar, the "Web" tab is selected. The results show "About 287,000 results (0.31 seconds)".

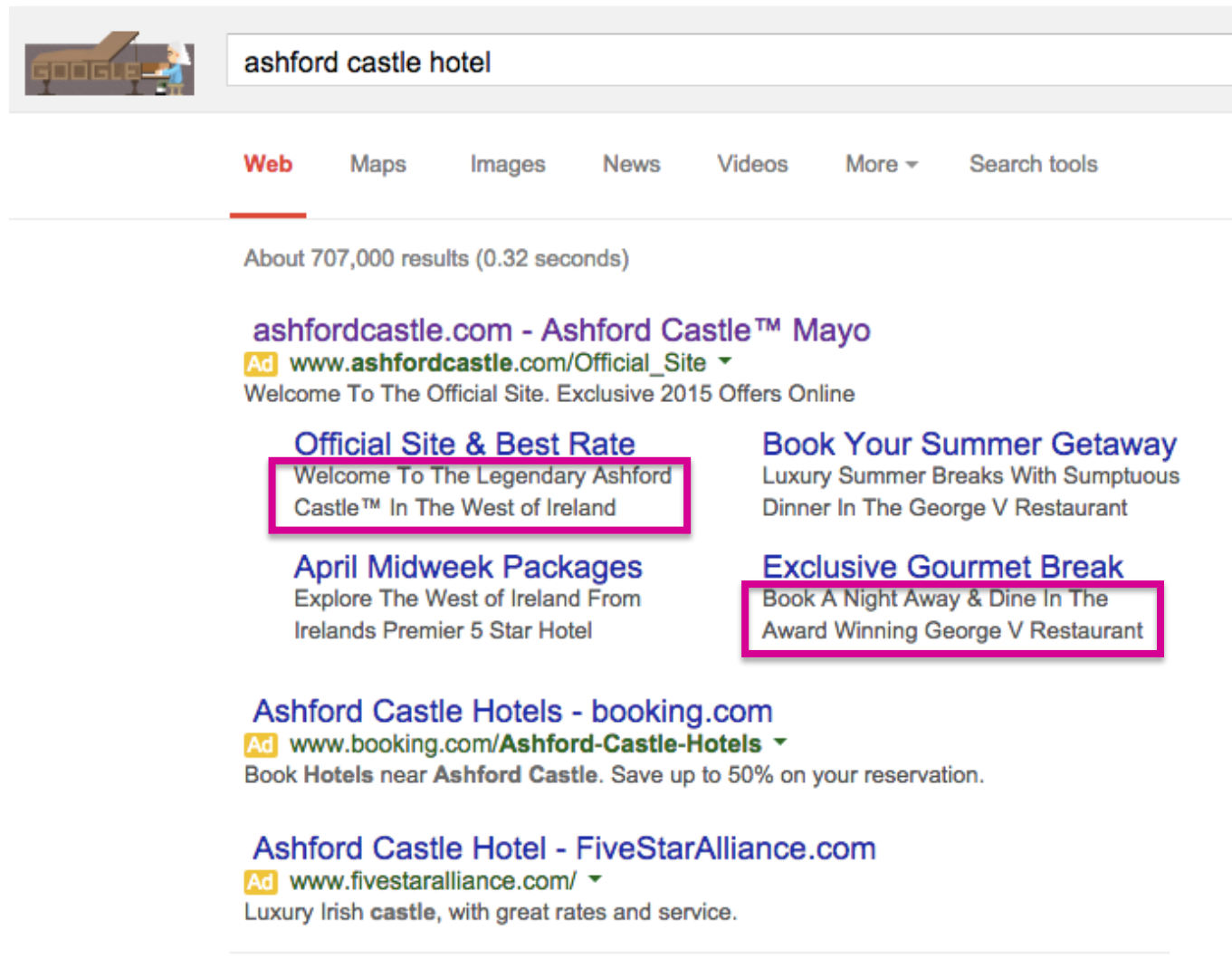
Maldronhotelcork.com - Maldron™ Hotel Cork
Ad www.maldronhotelcork.com/book_direct ▾
Book Direct For The Best Deal. Official Site Only. Don't Miss Out!
Cork City Centre Hotel · 20m Swimming Pool · Best Rate Guarantee

Best B&B Rate	Cork Shopping Breaks
Golden Years 3BB3D	Book Direct
Stay Longer & Save	

50 Hotels in Cork - Best Price Guarantee - Booking.com
Ad www.booking.com/Cork-Hotels ▾
4.6 ★★★★★ rating for booking.com
Book your Hotel in Cork online
Free Cancellation · 24/7 Customer Service · Read Real Guest Reviews
[Fota Wildlife Park Hotels](#) · [Cork City Hall Hotels](#) · [Cork Opera House Hotels](#)

Maldron Hotel - LateRooms.com
Ad www.laterooms.com/Maldron-Hotel ▾
Explore Cork and stay at the Maldron Cork hotel!

Adding PPC Site Extensions



The screenshot shows a Google search for "ashford castle hotel". The search bar is at the top with the Google logo on the left. Below the search bar are tabs for "Web", "Maps", "Images", "News", "Videos", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 707,000 results (0.32 seconds)".

The first search result is for "ashfordcastle.com - Ashford Castle™ Mayo". It is marked as an "Ad" and includes the URL "www.ashfordcastle.com/Official_Site". Below the URL is the text "Welcome To The Official Site. Exclusive 2015 Offers Online".

Below the main text of the first ad are four site extension cards:

- Official Site & Best Rate**
Welcome To The Legendary Ashford Castle™ In The West of Ireland
- Book Your Summer Getaway**
Luxury Summer Breaks With Sumptuous Dinner In The George V Restaurant
- April Midweek Packages**
Explore The West of Ireland From Irelands Premier 5 Star Hotel
- Exclusive Gourmet Break**
Book A Night Away & Dine In The Award Winning George V Restaurant

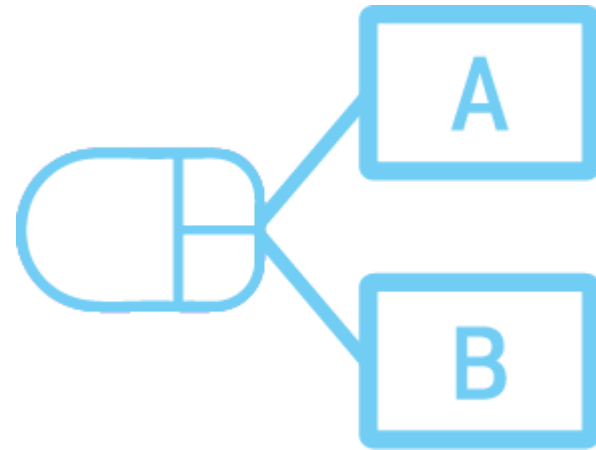
The second search result is for "Ashford Castle Hotels - booking.com". It is marked as an "Ad" and includes the URL "www.booking.com/Ashford-Castle-Hotels". Below the URL is the text "Book Hotels near Ashford Castle. Save up to 50% on your reservation."

The third search result is for "Ashford Castle Hotel - FiveStarAlliance.com". It is marked as an "Ad" and includes the URL "www.fivestaralliance.com/". Below the URL is the text "Luxury Irish castle, with great rates and service."

A/B Testing on PPC

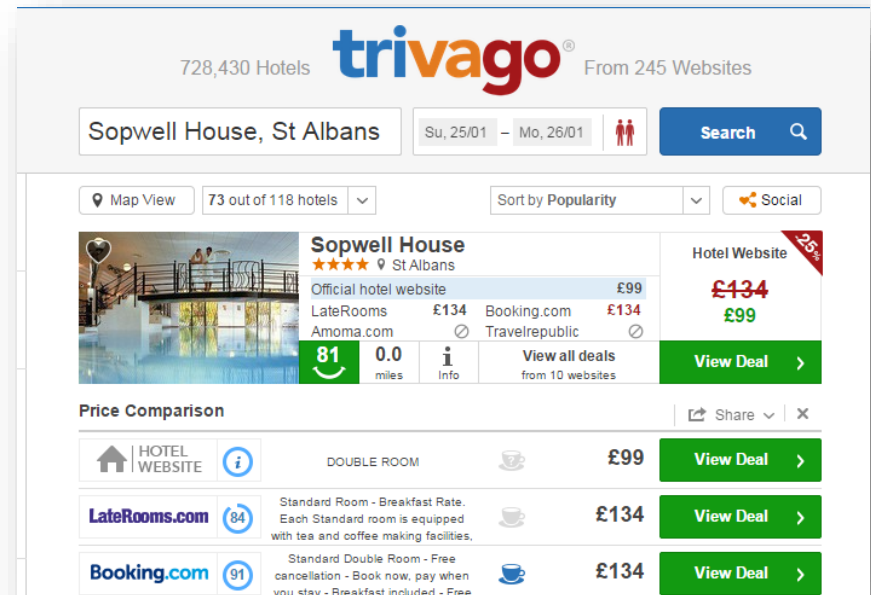
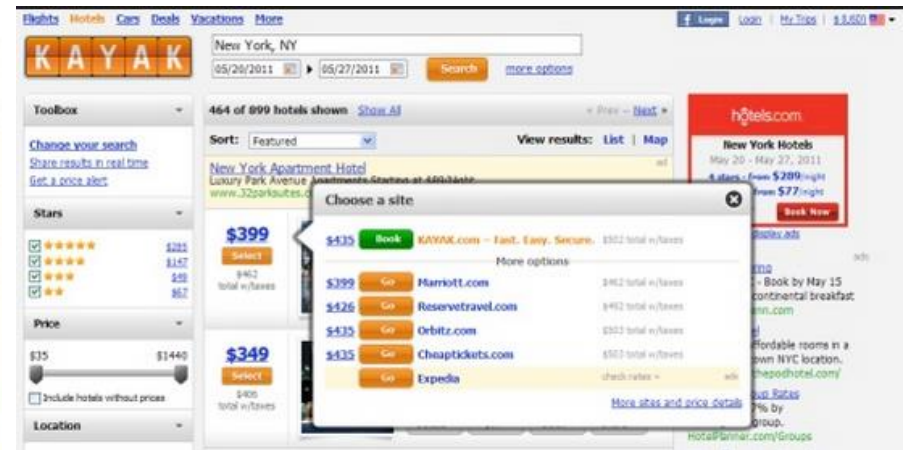
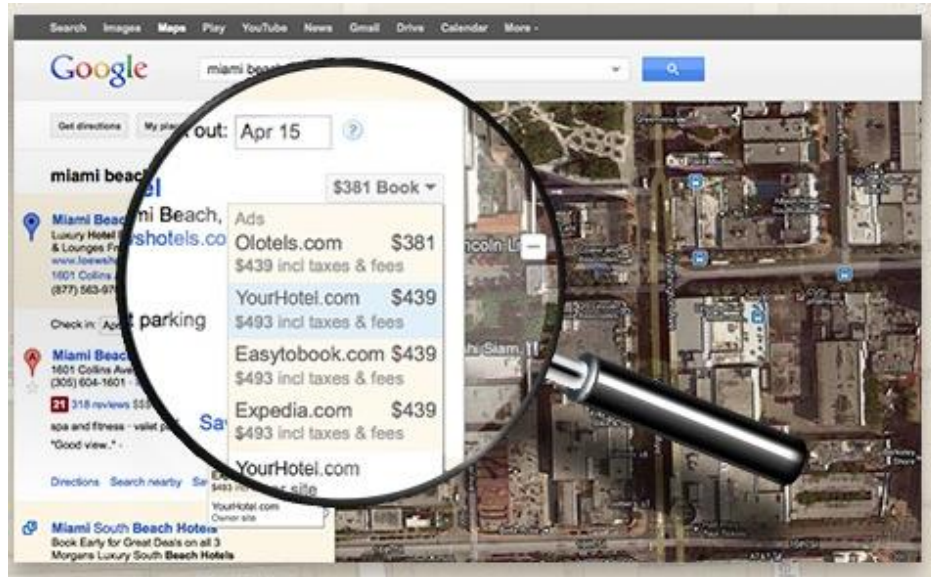


- Test ad copies
- Ads with rates v non rate ads
- Book Direct v Generic
- Exclusive offers v Generic



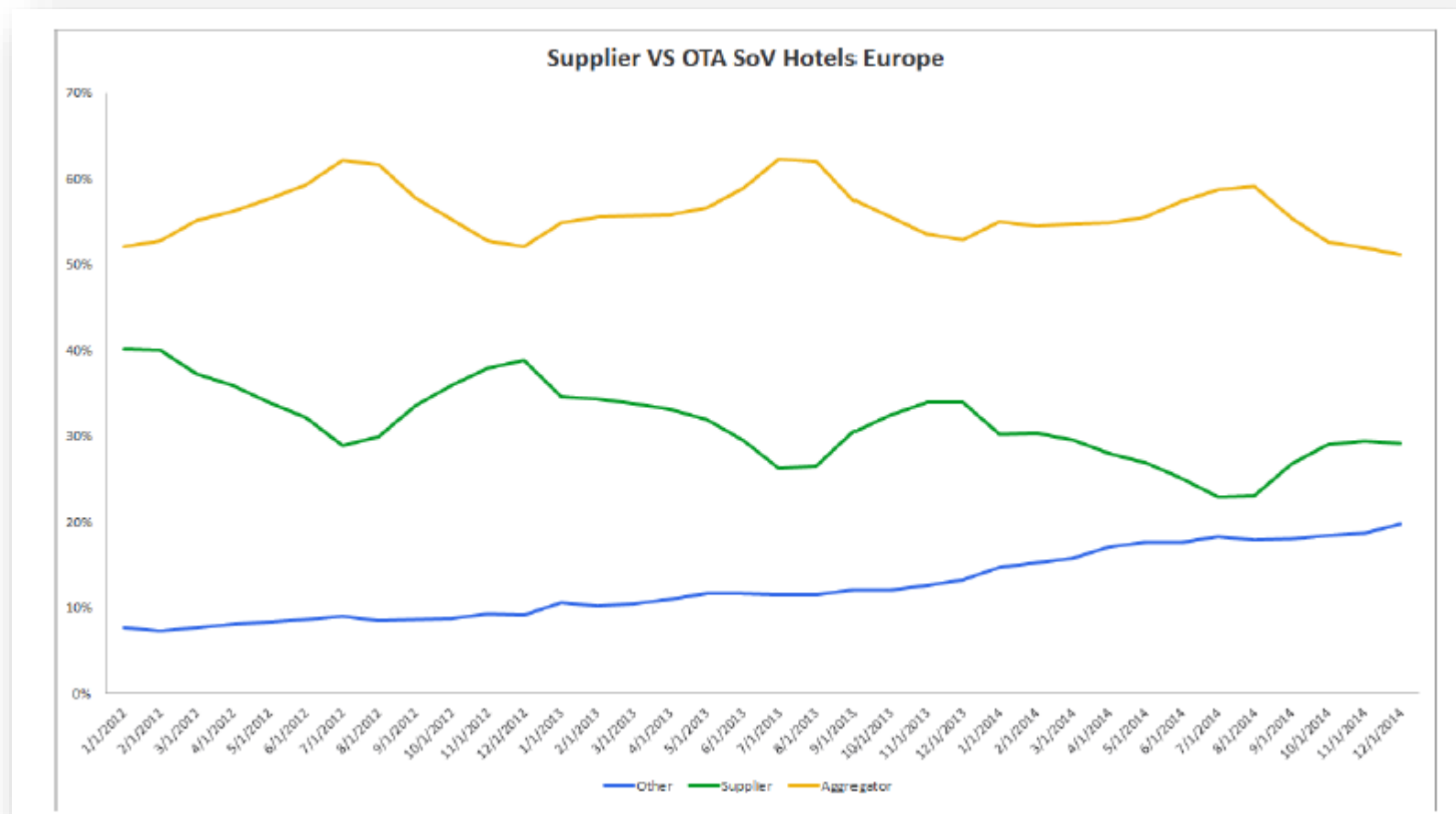
Ad	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ? ↓	Cost / conv. ?	Conv. rate ?	Total conv. value ?
Gresham Hotel Dublin City Excellent Location on O'Connell St. Best Rates Here On Official Site! gresham-hotels-dublin.com/BestRates	Approved (limited) ?	665	5,461	12.18%	€0.65	€433.10	1.8	21	€20.62	3.16%	4,570.9
Gresham Hotel Dublin City Exclusive 10% Off Room Rates! Book Online Now & Don't Miss It. Gresham-hotels-dublin.com/Discount	Approved (limited) ?	605	5,188	11.66%	€0.64	€388.58	2.1	21	€18.50	3.47%	5,695.0

Main Players in Europe



Metasearch Growth

Now 20% of the European Travel market



Metasearch

tripadvisor IRELAND Gresham Hotel Reviews, Dublin

JOIN LOGIN EUR

Dublin ▾ Hotels ▾ Flights ▾ Holiday Rentals ▾ Restaurants ▾ Things to Do ▾ Best of 2015 ▾ More ▾ Write a Review ▾ ¹⁺

Europe ▸ Ireland ▸ Province of Leinster ▸ County Dublin ▸ Dublin ▸ Dublin Hotels

Search for a city, hotel, etc.

Gresham Hotel

★★★★☆ 23 Upper O'Connell St., Dublin 1, Ireland

#34 of 175 Hotels in Dublin
●●●●○ 2,456 Reviews

Certificate of Excellence 2014

Best prices for your stay

20/03/2015 21/03/2015

Lowest price!	Official Hotel Site	€ 110* > € 25 taxes & fees
	Booking.com	€ 138* > € 12 taxes & fees
	Expedia	€ 138* > € 12 taxes & fees
LateRooms.com	€ 150*	LowCostHolid... € 123*
Travel Republic	€ 137*	3 more sites ▾

*Disclaimer

Luxury

Traveller photos 749

Professional photos

Browse nearby

Metasearch


728,430 Hotels


trivago[®]


From 245 Websites


Sopwell House, St Albans


Su, 25/01 – Mo, 26/01




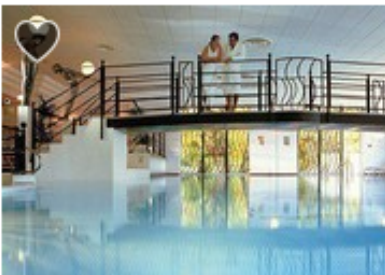
Search 




 Map View


73 out of 118 hotels 

Sort by Popularity 



 Social






Sopwell House
★★★★ St Albans
Official hotel website £99
LateRooms £134 Booking.com £134
Amoma.com  Travelrepublic 
81 **0.0**  **View all deals**
miles Info from 10 websites

Hotel Website **-25%**
~~£134~~
£99
View Deal 


Price Comparison


 Share 

 **HOTEL WEBSITE** 


DOUBLE ROOM 

£99


View Deal 


LateRooms.com 

Standard Room - Breakfast Rate.
Each Standard room is equipped
with tea and coffee making facilities,




£134


View Deal 

Booking.com 

Standard Double Room - Free
cancellation - Book now, pay when
you stay - Breakfast included - Free



£134

View Deal 

Metasearch

Majority work on a PPC basis

Metasearch Provider	Costings
Trivago	€0.70 CPC - Fixed
Tripadvisor	Bid Auction
Google HPA	Min €0.70 CPC
Kayak	Between €0.73 and €1.00 CPC

Metasearch

10% = Avg Cost of Meta Channel

bing Ads

15% of Google

You Tube

80,000 views = £300

1. Growing Website Traffic

2. The Science of Booking Conversion

3. Get Mobile Savvy

Hotel Basket
Abandonment

98%



Booking Abandonment

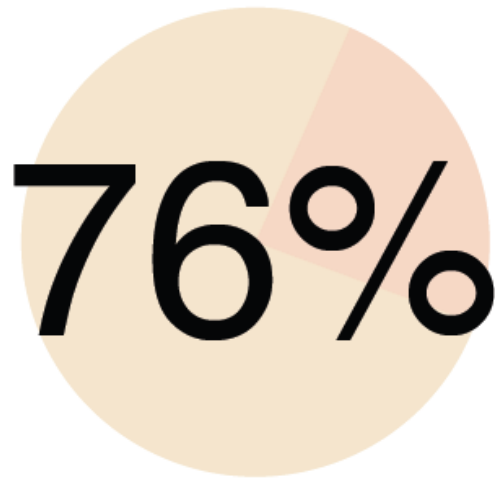
The top 2 reasons for Booking Abandonment

Price Comparison

&

Availability

Today's travel consumer




of bookers believe that OTAs are
cheaper than hotel websites*

* Google Survey

@AvvioTweets #ATM2015


Book Direct Benefits

[WELCOME](#) [GALLERY](#) [ROOMS](#) [OFFERS](#) [DINING](#) [BANQUETING](#) [WEDDINGS](#) [VOUCHERS](#) [CONFERENCES](#) [LOCATION](#) [CONTACT](#)



THE GRESHAM
DUBLIN


Book Direct on our Official Website and Win!





Arrive Nights


[BOOK NOW](#)


Corporate Login: [GO](#)


Best Rate Guarantee 


No Booking Fee 

Free Wifi 

Enter Promotional Code 


 **CONVENTION CENTRE DUBLIN**
8 MINUTES & TRAM

 **AIRCOACH**
RIGHT OUTSIDE, GRESHAM BUS STOP

 **CROKE PARK**
10 MINUTES WALK

BOOK DIRECT & WIN

- ✓ Weekly winner of a free stay
- ✓ Daily upgrade draws



Stay 2 Nights, Save 10%
Save 10% on a 2 Night Stay
From €89 per night

[BOOK NOW](#)

Disrupting Rate Shopping

[HOME](#)

● Search ——— ● Availability ——— ● Guests ——— ● Details ——— ● Finished

€ EUR EN

✓ Best Rate Guarantee ✓ No Deposit

🕒 Latest booking: 6 hours ago

Available options

Change dates ▼



Best Available Rate

Best Available Rate

2 options from
avg. per night

€101.00

Options ^

Mon 04 May	Tue 05 May	Wed 06 May	Thu 07 May	Fri 08 May	Sat 09 May	Sun 10 May
★ €101 per adult	€101 per adult	€101 per adult	€101 per adult	€101 per adult	€101 per adult	€101 per adult
€151	€151	€151	€151	€151	€151	€151



Family Room

👤 > 👤👤👤👤



Double room

👤 > 👤👤👤



Spa package

Breakfast included

< Order by rate type

Order by room type

€0 Price per night €500

Length of stay All

🔄 Price Check

Direct Price €123.00

Booking.com €483.00

Hotels.com €483.00

Expedia.com €483.00

[Learn more](#)

Powered by TRIPTEASE

Conversion Analytics



Client Daily Report

Generated: 01 Mar 2015 03:12 Period: 28 Feb 2015 to 28 Feb 2015






Management Dashboard Information



Website			
Total Revenue	GBP 2,249.80	Unique Visitors	200
Number of Bookings	8	Overall Conversion Rate	4%
Website Conversion Rate	26.77%	Booking Engine Conversion Rate	14.55%
Rate Effectiveness	11.81%	Total Room Nights	17
Availability Effectiveness	98.18%	Revenue per Room Night	GBP 132.34
Missed Opportunities	1	Potential Lost Revenue	GBP 388.30
Unique Browsers	190	Unique Shoppers	55
Unique Bookers	8		
Number of Searches	100	Avg. Searches per Shopper	1.82
Avg. Searches per Booker	1	Rooms per Booking*	1.05
Room Reservations per Day*	6.25		

Dealing with long LOS

Long LOS is the most difficult to fulfill

Deluxe Room												
Deluxe - Best Available Rate  Photos  Details	 Book	£370	232	232	248	327	Sold	232	232	232	232	248
Deluxe - Advance Purchase  Photos  Details	 Book	£370	217	217	233	312	Sold	217	217	217	217	233
Suites												
Junior Suite - Best Available...  Photos  Details	 Book	£420	262	262	Sold	377	278	262	262	262	262	298

Dealing with long LOS



Dealing with long LOS

Dynamic Room Substitution

Edit Dynamic Room Substitution Rules

03-Mar 09:36

Rules

Global Exclusions

Rate Control

? Dynamic Room Substitution Rules

LOS	Primary Room	Substituted Rooms	Max Nights	Exclusions		
1	Double	<div><div>1 SUPR</div><div>2 TWIN</div></div>	<input type="checkbox"/>			
2	Double & Single	<div><div>1 FAM</div></div>	<input type="checkbox"/>			
	Double	<div><div>1 SUPR</div><div>2 TWIN</div></div>	<input type="checkbox"/>			
3	Double & Single	<div><div>1 FAM</div></div>	<input type="checkbox"/>			
	Double	<div><div>1 SUPR</div><div>2 TWIN</div></div>	<input type="checkbox"/>			
4	Double & Single	<div><div>1 FAM</div></div>	<input type="checkbox"/>			
	Double	<div><div>1 SUPR</div><div>2 TWIN</div></div>	<input type="checkbox"/>			
5	Double	<div><div>1 SUPR</div><div>2 TWIN</div></div>	<input type="checkbox"/>			
6	Double	<div><div>1 SUPR</div><div>2 TWIN</div></div>	<input type="checkbox"/>			
7	Double	<div><div>1 SUPR</div><div>2 TWIN</div></div>	<input type="checkbox"/>			

add rule

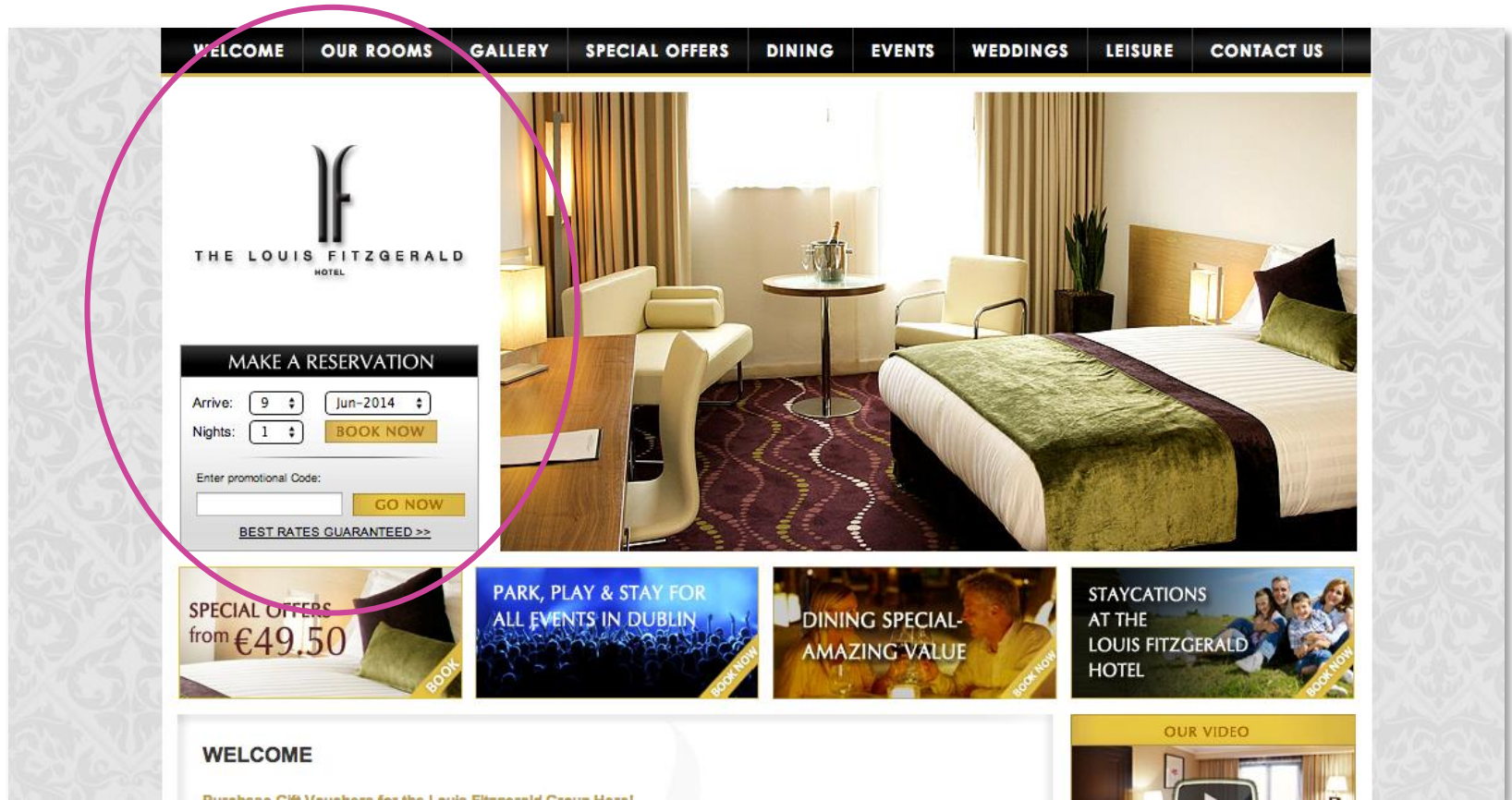
Converting Long LOS

Dynamic Room Substitution could add

up to **20%**

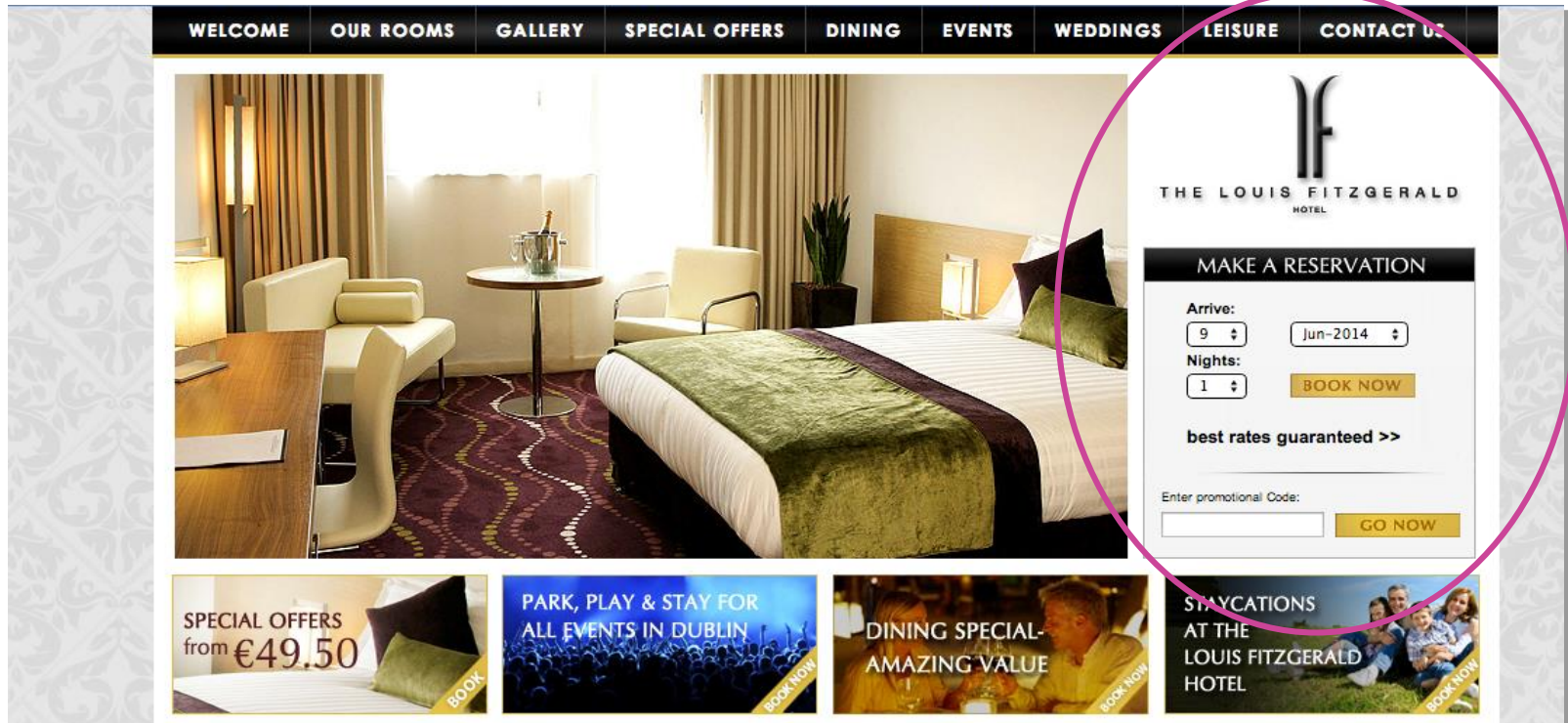
A/B Testing

Website QuickBook Test



A/B Testing

Website QuickBook Test



Effectiveness of + 44.14%

A/B Testing

IBE - Price Only



Best Available Rate Room Only FREE cancellation

Best Available Rate Room Only, includes complimentary WIFI in the public areas of the hotel.

[Hide Rooms -](#)



Classic Single



Classic Double



Superior Twin



Superior Double



Executive Double



Junior Suite



Titanic Suite

		< Prev Week						Next Week >	
		02 Jul Wed	03 Jul Thu	04 Jul Fri	05 Jul Sat	06 Jul Sun	07 Jul Mon	08 Jul Tue	
EUR	Classic Single	€99	€99	X	X	€99	€99	€99	
	Classic Double	€111	€111	X	X	€111	€111	€111	
	Superior Twin	€136	X	X	X	€136	€136	€136	
	Superior Double	€136	X	X	X	€136	€136	€136	
	Executive Double	€160	€160	€204	€222	€160	€160	€160	
	Junior Suite	€617	€617	€617	€617	€617	€617	€617	
	Titanic Suite	€925	€925	€925	€925	€925	€925	€925	

Approximate price. Bookings are processed in GBP.

A/B Testing

IBE - Price & Value



Best Available Rate Room Only FREE cancellation

Best Available Rate Room Only, includes complimentary WIFI in the public areas of the hotel.

[Hide Rooms -](#)

		< Prev Week							Next Week >	
		02 Jul Wed	03 Jul Thu	04 Jul Fri	05 Jul Sat	06 Jul Sun	07 Jul Mon	08 Jul Tue		
	<u>Classic Single</u> Save up to 47%	EUR €185 €99	€185 €99	X	X	€185 €99	€185 €99	€185 €99		
	<u>Classic Double</u> Save up to 50%	EUR €222 €111	€222 €111	X	X	€222 €111	€222 €111	€222 €111		
	<u>Superior Twin</u> Save up to 50%	EUR €274 €136	X	X	X	€274 €136	€274 €136	€274 €136		
	<u>Superior Double</u> Save up to 50%	EUR €274 €136	X	X	X	€274 €136	€274 €136	€274 €136		
	<u>Executive Double</u> Save up to 50%	EUR €324 €160	€324 €160	€324 €204	€324 €222	€324 €160	€324 €160	€324 €160		

Effectiveness of + 70.36%

1. Growing Website Traffic

2. The Science of Booking Conversion

3. Get Mobile Savvy

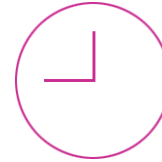
Mobile Breakdown – 2015 Q1



47%

Traffic coming from Mobile

Tablet traffic 30% higher
than Smartphone



9am - 5pm

4x more bookings
than **8pm-10pm**

pro-rata, overall traffic higher
in evenings driven by mobile



32days

Lead in on Mobile vs.
43 on desktop



78%

Conversion on
Tablet vs. **33%** on Mobile

compared to desktop conversion



87%

Email now opened on Mobile

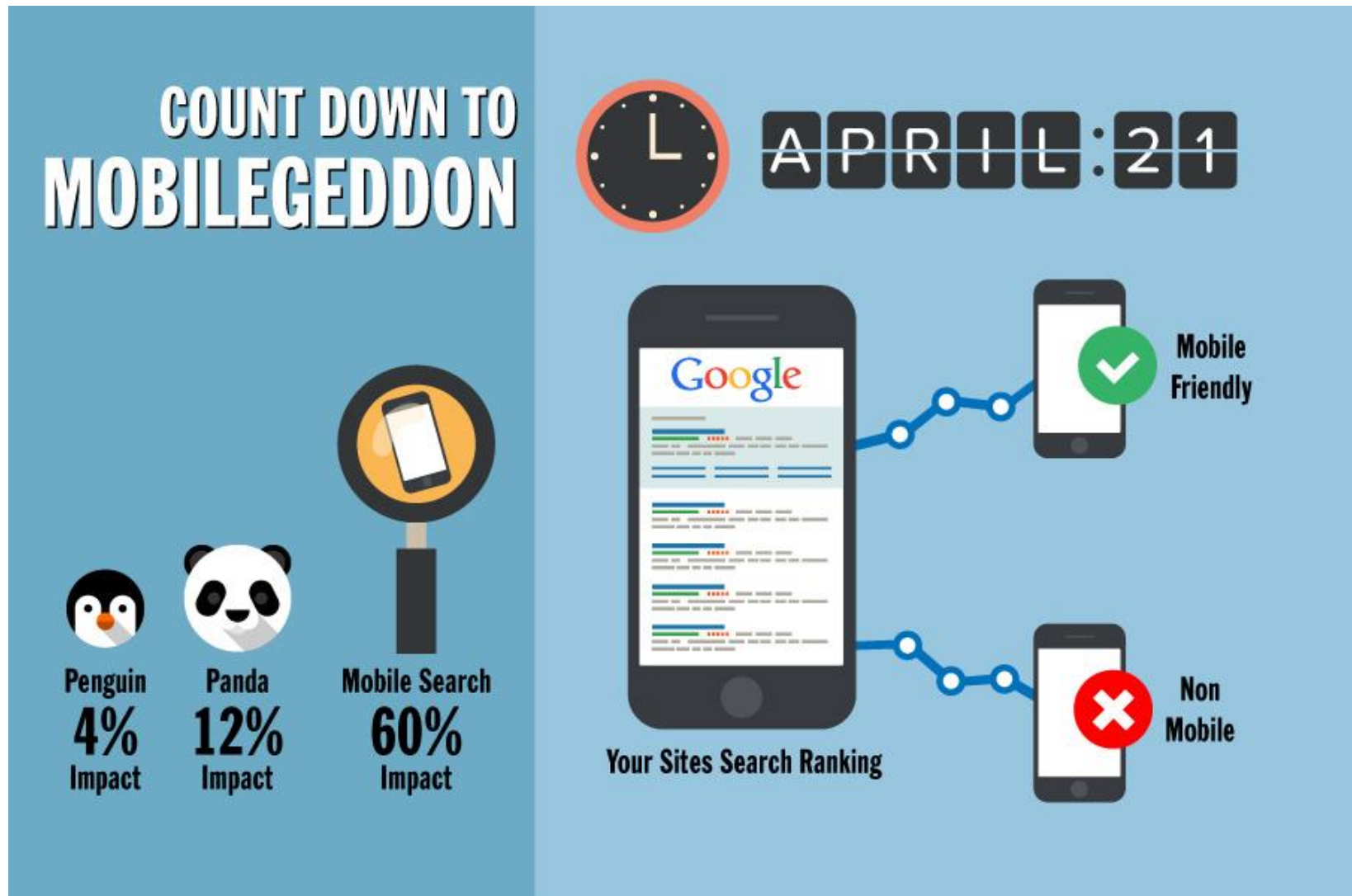
open rates are definitely dropping



Cross Platform

Mobile research influences purchase
decision

SEO for mobile



Responsive Website



Responsive Booking Engine



5 x Take-Aways

- Smart SEO & PPC (check out Bing and YouTube)
- MetaSearch is essential for 2015
- Book Direct (incl PPC)
- Conversion Metrics & A/B Testing
- The importance of Mobile (Design, SEO & PPC, IBE)

thank you

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