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Digital Analytics Meetup

Analytics for Hotel Reservations

Welcome

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How do hotels make money?

- Accommodation
- Food & Beverage
- Wellness
- Extra Services

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What do we follow?

- Accommodation ⬅
- Food & Beverage
- Wellness
- Extra Services

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What do we follow?

- Accommodation ⟵
- Food & Beverage
- Wellness
- Extra Services

How do you evaluate a campaign for "SPA aficionados"?

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How do they sell accommodation?

- Booking Engine
- OTAs
- Tour Operators
- Direct

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What do we track?

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How do they sell accommodation?

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How do you deal with the ROPO effect?

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How to gather information.

- Property Management System (PMS)
- Web Analytics
- Google AdWords
- Facebook Insights
- Reservation Department

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The price of light is less than the cost of darkness - *Arthur C. Nielsen*

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Adwords & Facebook Campaigns

- E-Commerce Conversions are a small %.

Only a small percentage will book via the booking engine

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Only a small percentage will book via the booking engine

- Channel Attribution Not Accurate.

Guests will book after 4-5 visits on average

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Adwords & Facebook Campaigns

- E-Commerce Conversions are a small %.

Only a small percentage will book via the booking engine

- Channel Attribution Not Accurate.

Guests will book after 4-5 visits on average

- Engagement Rate: Bounce Rate on Steroids

You don't fail, you just find ways that won't work

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Excel is your friend

- Create a sheet for all campaigns based on CPA

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Excel is your friend

- Create a sheet for all campaigns based on CPA
- Create a sheet for all reservations

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Excel is your friend

- Create a sheet for all campaigns based on CPA
- Create a sheet for all reservations
- Create a sheet for all requests

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Thank You