

The Hotels Network

Conjunto de herramientas que se añaden a la web y el motor de reservas para incrementar las reservas directas del hotel y la conversión web.

Empresa con sede en Barcelona y San Francisco. Con presencia a nivel mundial con más de 1000 hoteles en más de 35 países.

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Incrementar ventas en la web

Comparador de Precios

The screenshot shows the Hotel Axis website's booking process. The header includes the hotel name and navigation links. The main content area is titled 'Select a Room' and features a 'Raffles Best Available Rates' section with a 'Deluxe Signature Room' priced at \$220/night. A 'Reservation Details' sidebar is visible, and a 'COMPARA PRECIOS' popup is overlaid on the right, comparing prices across different channels.

HOTEL AXIS

Home About Hotel Rooms & Suites Events Dining Spa Offers Photos

Step 1: Check Availability Step 2: **Select Room** Step 3: Enhance Step 4: Complete Details Step 5: Confirm

Select a Room

Click the symbol to view available room types

Sort by: Hotel Recommended Price Rate Type Room Type US Dollar

Raffles Best Available Rates From \$298.06

Deluxe

Signature Room
Rate Type: Raffles Best Available Rates
One King Bed, Luxurious 753 sq. ft / 70 Sqm, Private 115qm Balcony, AC, HSIA. **\$220/night**

SELECT & CONTINUE Room Rate Summary View Room

COMPARA PRECIOS

Reserva directa	\$220
+ Salida tardía ⓘ	
+ Botella de vino en la habitación	
+ WiFi gratis	
Expedia	\$231
Hotels.com	\$231
HOTEL INFO	\$312

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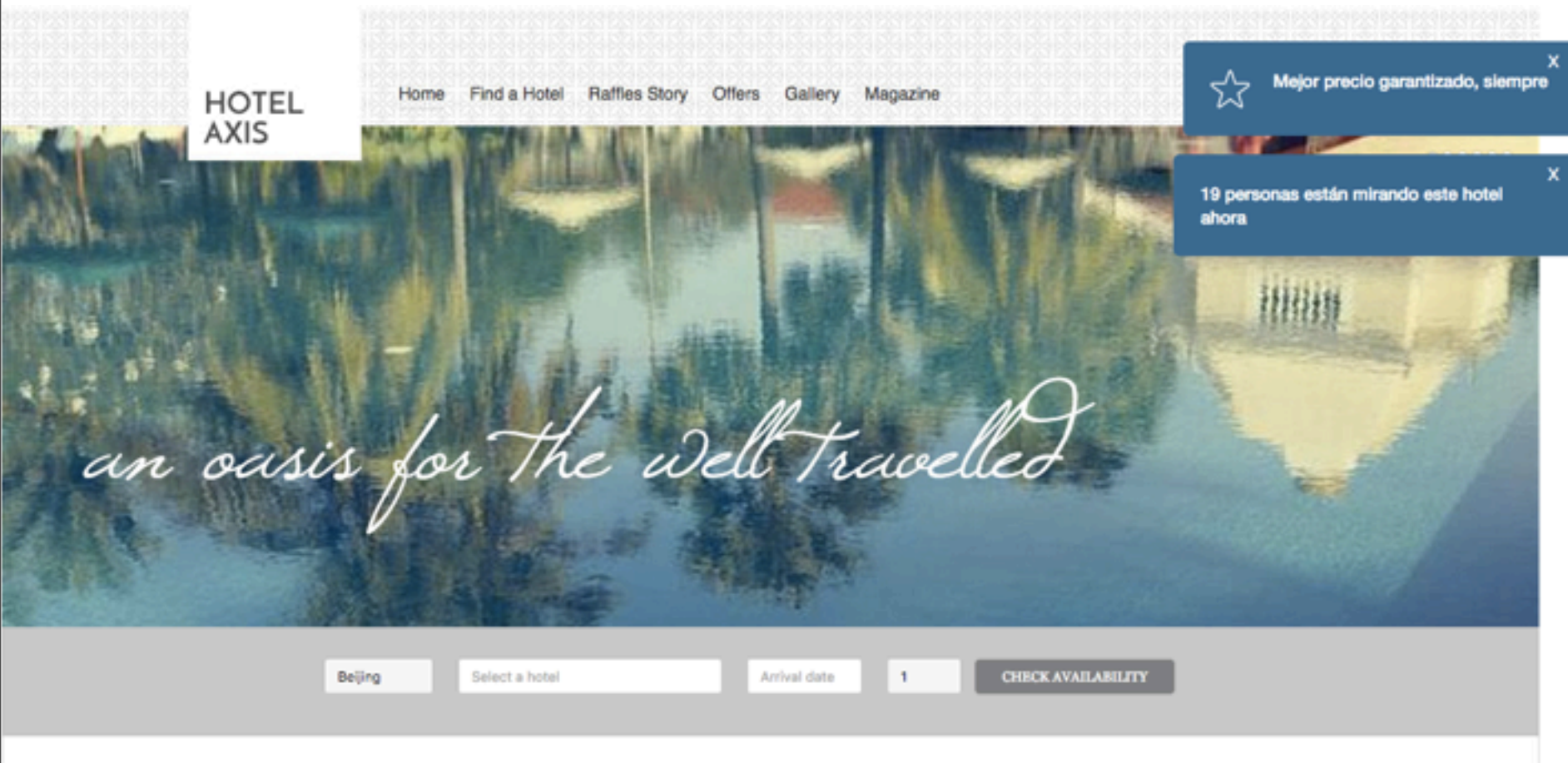
SHOWROOM

Price Monitor – OTA y Geolocalización



Incrementar ventas en la web

Smart Notes



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SHOWROOM

martes, 13 de diciembre de 16

Incrementar ventas en la web

Valoraciones

The screenshot shows the Hotel Axis website. The header includes the logo 'HOTEL AXIS' and navigation links: Home, Find a Hotel, Raffles Story, Offers, Gallery, Magazine, and Language. The main banner features a scenic view of a lake with the tagline 'an oasis for the well travelled'. Below the banner is a search bar with fields for 'Beijing', 'Select a hotel', 'Arrival date', and '1', followed by a 'CHECK AVAILABILITY' button. A review overlay on the right displays a 4.5/5 rating and a list of platform ratings.

RESUMEN DE OPINIONES	
4.5 /5	
Excelente	
TOP 10% Hoteles en Phnom Penh	
Facebook	4.9/5
TripAdvisor	4.5/5
Booking.com	8.5/10
Hotels.com	4.5/5
Expedia	4.6/5
Ver opiniones personalizadas >	



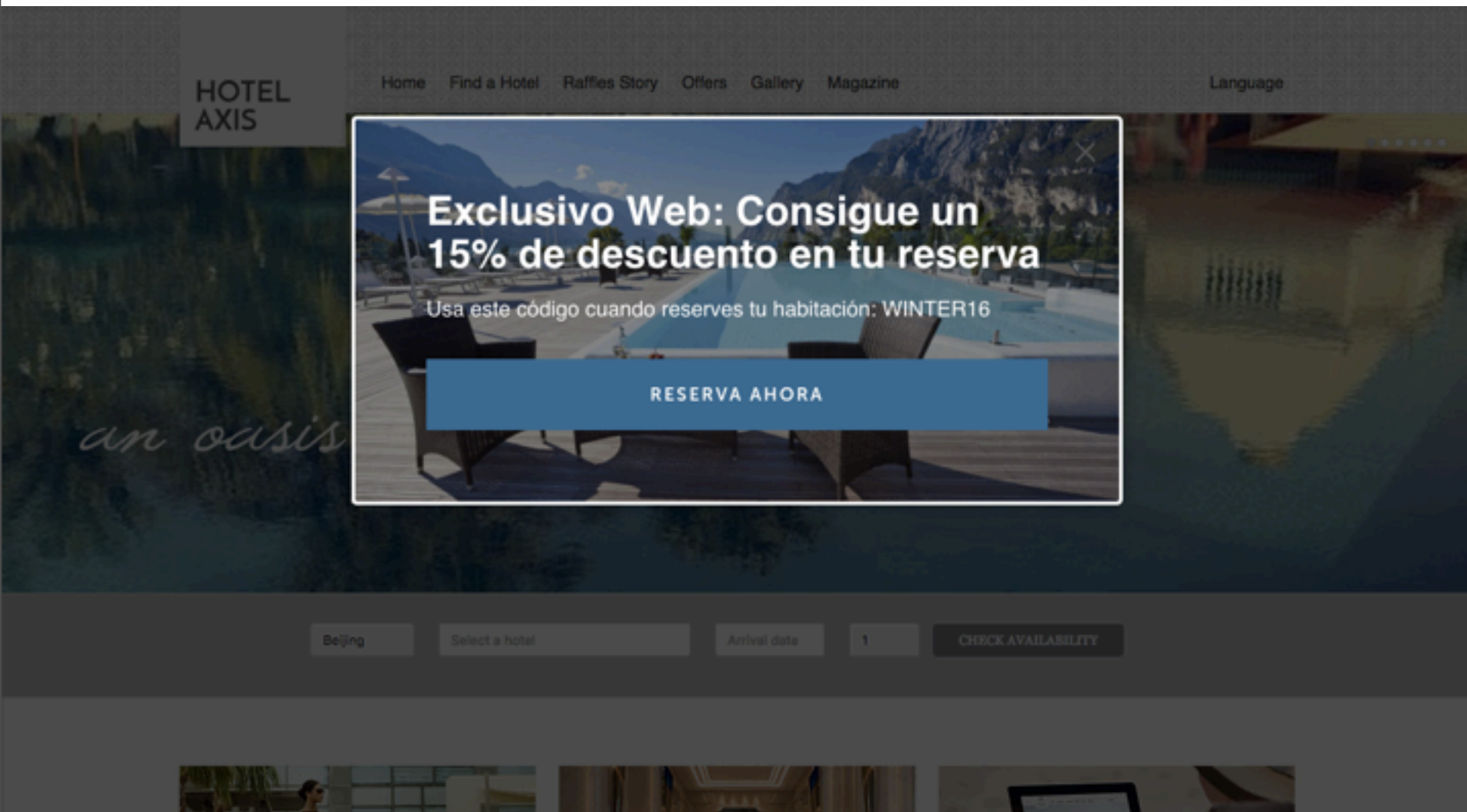
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Incrementar ventas en la web

Abandono / Exit



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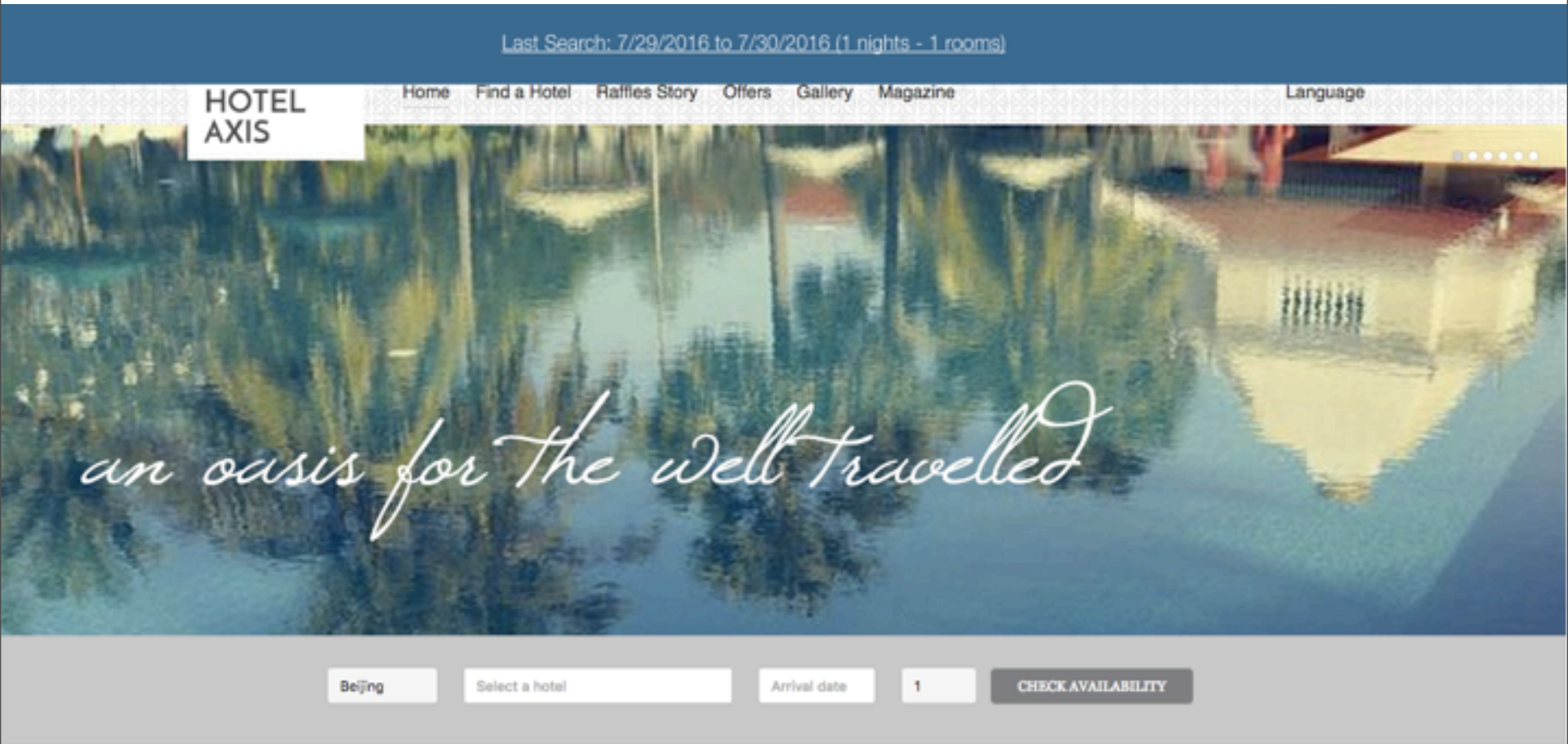
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martes, 13 de diciembre de 16

Incrementar ventas en la web

Retargeting in-web (cuando el usuario vuelve)



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Panel de Control

Mon, 08/17/2015 - Tue, 09/08/2015

9 **TOTAL EXTRA BOOKINGS** × \$789 **AVERAGE BOOKING VALUE** = \$7101 **TOTAL EXTRA REVENUE**



THE HOTELS NETWORK SUITE
45% Traffic

VS

CONTROL
55% Traffic

Visitors 295

Bookings **+4** 30

Revenue \$23674

Conversion Rate **44%** 10.2%

Visitors 364

Bookings 26

Revenue \$18980

Conversion Rate 7.1%

Test AB: + 44% Conversion Growth



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