

# Userguest Case Study

How Userguest used its smart notifications and dashboard's relevant data to help the **Nant Ddu Lodge Hotel** secure more qualified guests and increase their revenue.

## About Nant Ddu Lodge Hotel

The Nant Ddu Lodge Hotel & Spa is located in the gorgeous Brecon Beacons National Park, surrounded by the beauty of South Wales in the U.K.

The Nant Ddu Lodge offers 33 beautiful rooms with a view of the park's scenic landscapes.

It also has a dedicated spa for visitors seeking wellness and relaxation.

## Challenges

1. Winning direct bookings back from OTAs – the major challenge.
2. Increasing the number of return guests.
3. Extending the duration of guests' stays.
4. Boosting the hotel's conversion rate.
5. Boosting online revenue.

# Solutions

Userquest met these challenges by implementing the following solutions:

- Displaying a **direct-booking promotion notification** and an **exit pop-up** to inform guests that by booking through the hotel website, they will receive a better rate than on any other platform.
- Displaying a **loyalty notification** to improve the booking experience by offering loyal members an additional 10% cumulative savings.
- Displaying a **flash offer notification** with a 25% promotion for 72 hours to create a sense of urgency and scarcity, so visitors will book more quickly in order not to miss out on a deal.
- Displaying the **stay longer notification**, offering guests extra nights for free to incentivize them to extend their stay.
- Displaying **social proof notifications** that inform guests how many other visitors are currently browsing the website and booking rooms, in order to increase trust and credibility, and push visitors to book.
- Providing access to **relevant data via the Userquest dashboard** so the hotel can better understand their guests' booking behavior, and identify the source of issues (e.g. their website vs. the booking engine).
- Providing **efficient recommendations** to help hotels make the right marketing and revenue decisions, based on real data.

## Results

Userquest has successfully helped the Nant Ddu Lodge to secure more qualified guests and increase their revenue.

Userquest's Hotel Website Revenue Booster managed to generate 28% of the Lodge's direct bookings, boosting their online revenue by 35% and resulting in an ROI of 25:1.

**28%**

Direct Bookings

**35%**

Online Revenue

**+25:1**

ROI