Userguest Case Study

How Userguest helped **JA Ocean View Hotel** increase their direct bookings and revenue through its smart technology and efficient recommendations.

About JA Ocean View Hotel

The JA Ocean View Hotel is a luxurious 5-star hotel in Dubai, situated just a

5-minute walk from Marina Beach,

6 km from Ibn Battuta Mall and 14 km from the indoor mountain sports center of Ski Dubai.

The hotel offers rooms with sea view balconies, enticing restaurants and bars, an infinity pool, gym, golf club, kid's play area, spa, and many other splendid leisure facilities in order to provide its guests with a deluxe experience.

Challenges

1. Winning direct bookings back from OTAs.
2. Extending the duration of guests' stays.
3. Retaining more return guests.
4. Increasing the conversion rate.

Solutions

Here are the actions that Userguest has implemented to face the hotel's challenges:

- Displaying the **exit pop-up** and the **Direct Booking Benefits notification** to inform guests that by booking through the hotel website, they will receive a better rate than on any other platform.

- Fluidifying the process for return guests to incentivize them to book by **displaying the saving dates pop-up** when they return to the website.

- Displaying a **promotion notification** *"Get up to 40% off luxury suites, with free breakfast included for stays of 2 nights or more"*, to extend the duration of guest's stays.

- Displaying the **Tonight's Rate notification** to incentivize last-minute domestic bookers to make a purchase.

- Displaying **social proof notifications** to add a sense of scarcity and urgency in order to push visitors to book.

- Capitalizing on **Userguest's dashboard** that provides relevant data, including an overview of guests' booking behavior, so the marketing manager knows which offers work best.

- Providing efficient **recommendations based on live data** so the hotel can make the right decisions at the right time to avoid missing out on opportunities.

Results

By applying these solutions, Userguest managed to generate the following results:

35%	46%	8.75%
Direct Bookings	Online Revenue	CTR – Saved Search Notification

This marks another clear win for both Userguest and the JA Ocean View Hotel, as the hotel increases direct bookings and revenue through smart decisions and technology.