

Userguest Case Study

How Userguest helped Yotel Hotel Group increase Direct Bookings and Revenue through RevMarketing Automation and Smart Technology.

About Yotel Hotel Group

Yotel Hotel Group is a global hotel chain that offers a unique and contemporary hotel experience to modern travelers.

With prime locations in major cities such as Amsterdam, Boston, London, San Francisco, and Singapore, Yotel aims to challenge the status quo by delivering a different kind of stay through smart design, and the creative use of technology.

Yotel offers a variety of accommodations – from hotels for travelers who need a place to rest during layovers, to prime location hotels for those seeking long-term stays.

Challenges

1. Communicate the best available price to all website visitors & **win direct bookings back from the OTAs**
2. Generate **bookings for low occupancy periods**
3. Improve website **user experience** and website **conversion rate**

“We found exactly what we were looking for in a hotel tech partner through Userguest. Increasing direct bookings from our hotel websites was the starting point, however when we learnt about RevMarketing Automation and saw how the tool automatically helped boost revenue and optimize occupancy, we knew this would be a key differentiator.”

Augustin Cacot, Vice President of Demand at YOTEL.

Solutions

Here is how the Yotel hotel group has leveraged Userguest's smart features to overcome these challenges:

1. With Userguest's **price comparison widget**, Yotel provided potential guests with the ability to compare hotel rates with those offered by OTAs directly on their website.

The widget provided real-time rates, making it easier for guests to see the **value proposition of booking directly** with the hotel.

By offering a transparent and easy-to-use tool, the hotels built trust with their guests and showcased the benefits of booking directly with them.

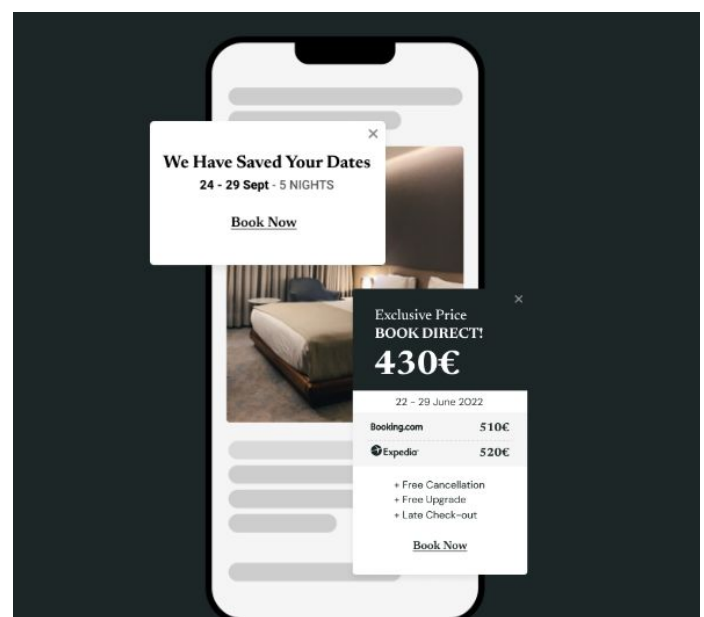
3. The hotel improved the website user experience with **smart features** such as the **No Availability notification** and the **Saved Search pop-up**.

By providing a **user-friendly interface** that simplifies the booking process and highlights the benefits of booking directly, the hotels regained control of their distribution channels, **reduced their reliance on OTAs**, and ultimately increased direct bookings.

2. Userguest's **Low Occupancy boosters** helped Yotel **increase bookings during low occupancy periods**.

With the help of RevMarketing Automation the platform helped the hotels fill empty rooms during slow periods.

By bringing revenue strategies to the forefront and directly on the hotel's website, RevMarketing Automation made it **easier for potential guests to book options that increase revenue**, ultimately helping the hotel to **maximize its profits** during low occupancy periods.



Results

Userguest's smart technology and RevMarketing Automation helped Yotel Hotel Group increase direct bookings and revenue, improve the website user experience, and reduce reliance on OTAs.

20%

**Userguest
bookings**

8%

**Increase in
occupancy for
slow periods**

328x

ROI

- 8% increase in bookings specifically for low occupancy periods for Yotel New York Times Square thanks to the Userguest low occupancy booster notification
- 5% more people choosing the brand website instead of the OTAs for Yotel Edinburgh thanks to the price comparison widget
- Over 20% of all website bookings coming through the Userguest notifications
- Better usability and improved overall conversion rates

Yotel continues to leverage Userguest's platform to improve its guest experience and stay ahead of the competition.