Userguest Case Study

How Userguest helped Amare Hotels boost direct reservations and generate +1,223,000 EUR incremental revenue (Oct-March)

About Amare Hotels

Amare Hotels is a brand that caters to adults-only vacations in some of the most vibrant and beautiful destinations in the Mediterranean. With hotels located in the center of Marbella and Cala de Bou, Sant Josep de sa Talaia (Ibiza), guests can enjoy beach holidays with the Mediterranean as the perfect backdrop.

At Amare Hotels, no detail has been overlooked to provide guests with the most enjoyable adults-only vacation imaginable. The brand's success in Marbella and the recent expansion to Ibiza demonstrate Amare Hotels' commitment to providing exceptional service and unforgettable experiences for guests.

Challenges

1. Need to personalize the navigation experience and improve the website UX
2. Need to improve the communication of booking incentives on the website.
3. Time consuming processes in integrating revenue and marketing strategy
4. High website bounce rate
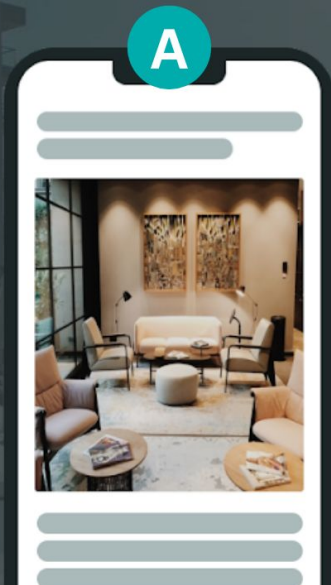5. Need to improve website conversion rates

"Userguest was simple to implement and the cost of implementation has been practically nil. The impact of the tool has been easily measurable, with immediate results!"
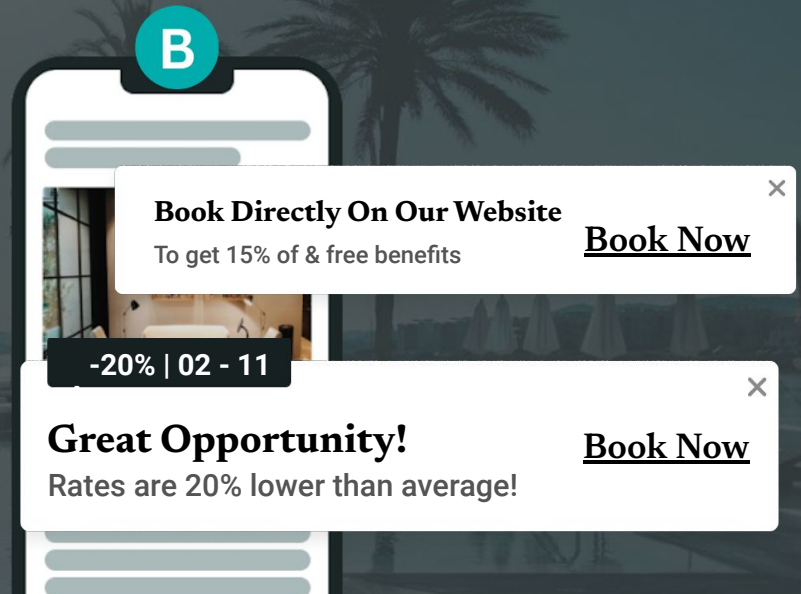
Martin Aleixandre
Commercial Director , Fuerte Group Hotels

How did Userguest help solve the hotels' challenges

Amare Hotels saw a significant boost in bookings during low occupancy periods thanks to **Userguest's RevMarketing automation boosters**. The platform's booster notifications helped fill empty rooms during slow periods by showcasing revenue-boosting strategies on the hotel's website. This resulted in not only **maximized profits for the hotel during low occupancy periods** but also an enhanced guest booking experience.

Userguest proved to be a game-changer for the marketing team, as it allowed them to **automate a multitude of processes** that previously required significant time and effort. Additionally, the automation helped the revenue team by **automatically identifying gaps in the hotel's occupancy.** With Userguest, the team was able to streamline their operations and enhance their revenue-generating capabilities, ultimately contributing to the hotel's overall success.

The promotion type of notifications helped the hotels to **efficiently display the current special offers** on their website. The personalized and timely notifications captured the users' attention and enticed them to book their stay. This strategy **improved the user experience** by making it easier and more convenient for users to access the most relevant and attractive offers.

Userguest helped create a more user-friendly experience by streamlining the booking process and **simplifying the user experience**. By making the booking process easier and more intuitive, the hotels **improved the website bounce rate** and **reduced the number of abandoned bookings.**

Results

With the aid of Userguest's intelligent technology and RevMarketing Automation, Amare Hotels were able to boost direct bookings and revenue, enhance the user experience on their website, and reduce dependence on OTAs.

+53% revenue **+7% ADR** **+30% rooms** **+9% LoS**

- Userguest automated many internal processes, improving the hotel's efficiency
- Userguest helped decrease costs associated with the website and direct booking channel
- Easier replication of marketing strategies across different markets
- Real-time analysis allowed the hotels to identify the success of their campaigns and adapt and customize offers accordingly
- The targeted notifications led to quicker bookings and a decrease in the website's bounce rate
- Increased revenue and ADR compared to the same period in the previous year
- Conversion rates improved despite a decrease in website traffic during the analyzed period
- More users made it to the booking engine
- Userguest's analytics allowed the hotels' team to align marketing and revenue strategy and the website of each hotel.
- Thanks to Userguest, Amare Hotels was able to optimize its revenue-generating capabilities while providing a seamless and efficient booking experience for guests.