USER ⬤ GUEST

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.

ℹ️ About the 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

- ✔ Winning direct bookings back from OTAs – the major challenge.

- ✔ Increasing the number of return guests.

- ✔ Extending the duration of guests' stays.

- ✔ Boosting the hotel's conversion rate..

- ✔ Boosting online revenue.

Solutions

Userguest 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 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 s**ocial 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 Userguest 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

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

Userguest'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