

lighthouse

The Home Hotel Zürich: How AI visibility and personalization lifted direct conversion and ABV

A Lighthouse Direct case study

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A hotel with strong demand, but a website most visitors left without booking

The Home Hotel Zürich, a Design Hotels member, is a new take on Zürich's creative spirit: modern luxury with artistic flair, a canvas for culture, design and gastronomy. A sophisticated urban retreat for design-minded leisure and business travelers.

Traffic on website and booking engine was growing, but like most hotel websites, around 98% of visitors left without booking. At the same time, a new channel was emerging fast: travelers asking AI assistants where to stay. **+194% YoY growth in AI visit share in travel** (Adobe Digital Insights, Q2 2026).

The Home Hotel Zürich leveraged Lighthouse Direct to convert more website visitors into direct bookers, and Connect AI to grow its visibility in AI assistants. Here's how they performed in the two months after going live.

THE GOAL



Get found by AI

Be found and recommended by AI assistants.



Get booked direct

Turn more visitors into direct bookers with personalized content and conversion tools.

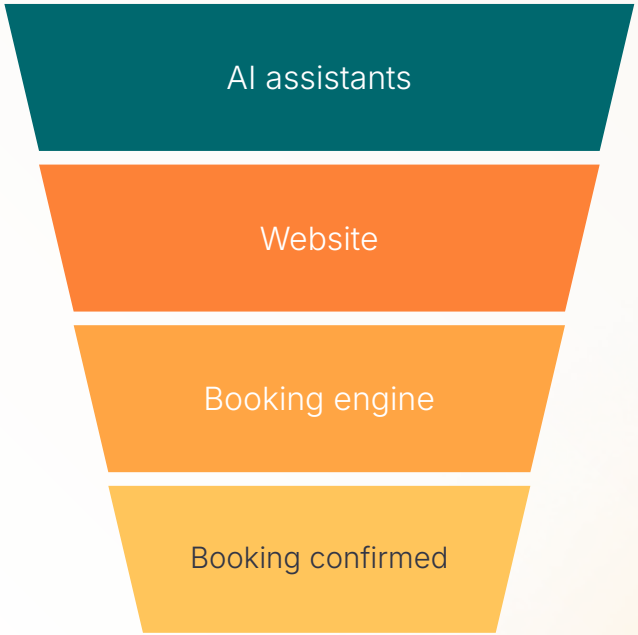


Protect and grow booking value

Discount only when necessary, upsell visitors who are ready.

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The right hotel, the right offer, the right price for every visitor



STEP 1

Get found by AI

Be recommended when travelers ask AI assistants where to stay, and understand, track and improve your own AI visibility.

STEP 2

Personalize the website

Show every visitor what is relevant to them, adapted to page, availability, stay dates, loyalty status and market data.

STEP 3

Show the right offer to the right guest

Prove the best price, let visitors save their search, and let predictive AI decide who gets an incentive and who gets an upgrade.

STEP 4

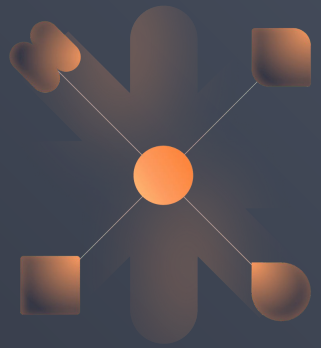
Sell beyond the room

Use the confirmation moment to cross-sell dinner, experiences and upgrades to guests who have just booked.

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STEP 1: AI ASSISTANTS

AI Visibility with Connect AI



Connect AI puts the hotel inside AI travel conversations across every AI platform, with a focus on ChatGPT, Gemini and Claude. It helps track and optimize how the hotel is recommended, and turns that visibility into real website traffic.

THE COMPONENTS OF CONNECT AI

AI Data Hub

MCP-based source of truth for the hotel's data, behind every other element

GEO

AI-ready content and setup: llms.txt, schema.org, knowledge pills AI can quote

AI Visibility Insights

Mention rate and ranking across ChatGPT, Gemini and Claude, and which sources AI uses

Native presence in AI platforms

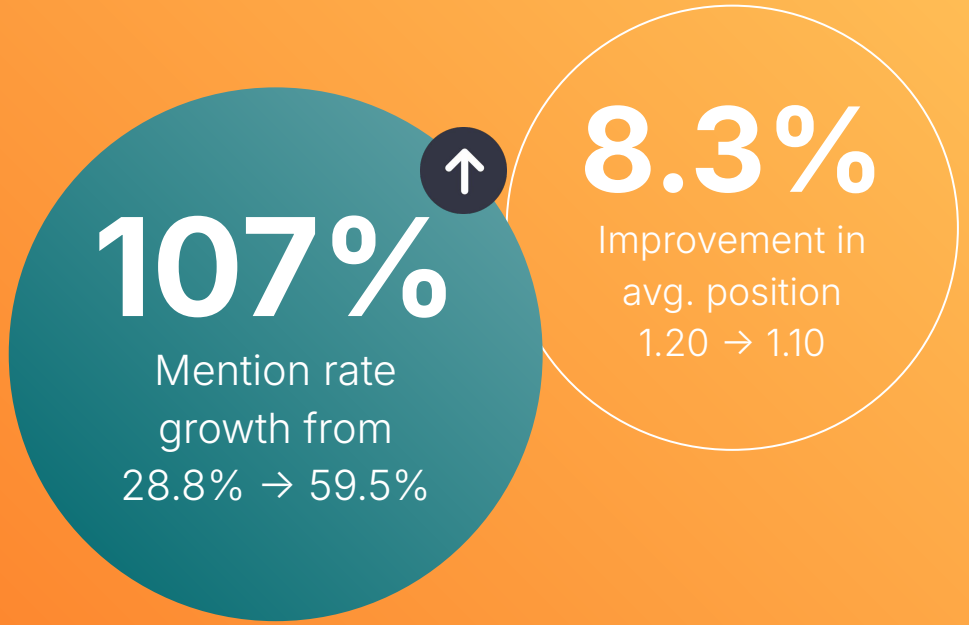
The Hotels Network ChatGPT app: verified content, live rates, path to book direct

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STEP 1: RESULTS

AI Visibility

Over a two-month period, The Home Hotel Zürich doubled their mention rate in AI platforms.



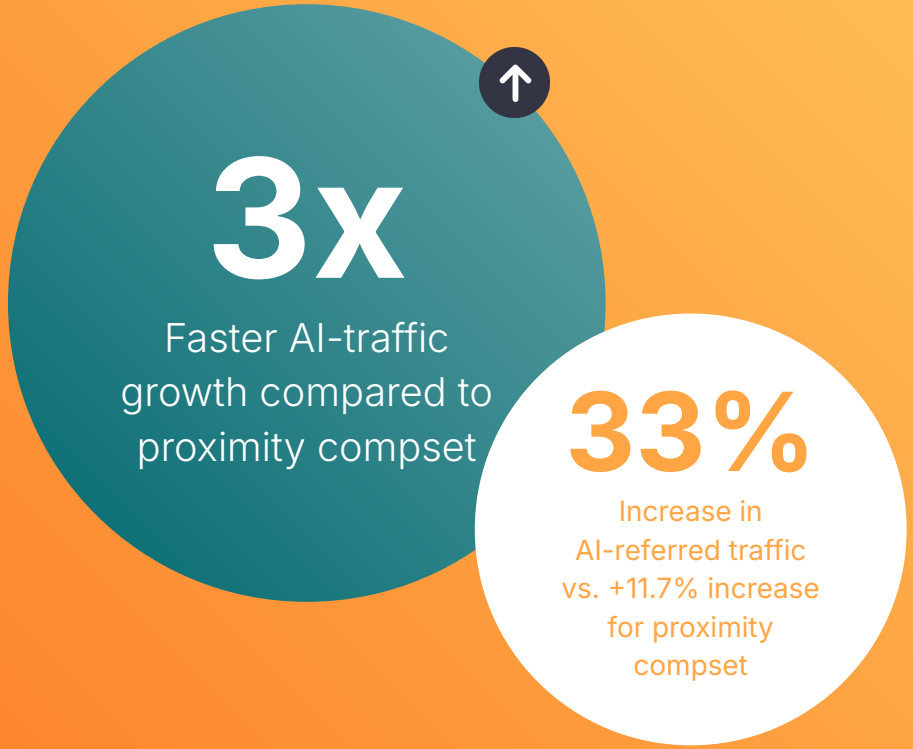
Two-month period. Results compare the test period with the period before.

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STEP 1: RESULTS

AI traffic

AI referrals are growing for hotels across the board. The Home Hotel captured that shift faster than its market, growing AI-referred website traffic 3x faster than their proximity compset.



Two-month period. Results compare the test period with the period before.

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STEP 2: WEBSITE

Engaging visitors at every stage

The Home Hotel engaged visitors with Welcome Layers personalized to first-time vs. returning visitors, and Exit Intent messages aiming at either re-engaging visitors at the moment they were about to leave or collecting valuable first-party data.

5.1% CTR from first-time visitors clicking the welcome message straight through to the booking engine

7.7% Of returning visitors who clicked the welcome back message completed their bookings

€6.5k Direct revenue generated from visitors who were about to abandon the website

Two-month period. Results compare the test period with the period before.

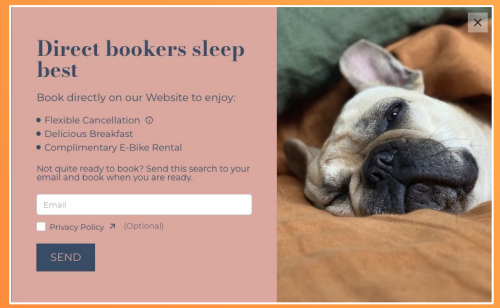
Welcome



Returning visitor



Exit intent



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STEP 3: BOOKING ENGINE

The right offer for every guest

Predictive AI reads every visitor's value, likelihood to book and flexibility in real time. Visitors who need a nudge get an incentive instead of a blanket discount, and those ready to book are offered an upgrade. Price comparison confirms the best rate, and saved search brings visitors back to finish their booking.

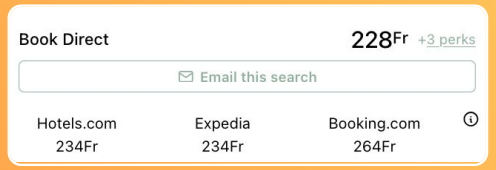
28% Higher conversion from the price comparison feature than the general booking engine

88% Increase in conversion between guests who engaged with the low-intent offer vs. website's general IBE conversion

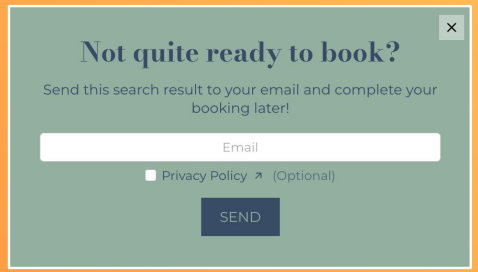
20.6% Difference in ABV between users who were upsold vs. users who received a discount

Two-month period. Results compare the test period with the period before.

Price comparison



Saved search



Predictive AI low intent



Predictive AI high intent



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STEP 4: BOOKING CONFIRMED

Sell beyond the room

The confirmation moment is used to cross-sell what the hotel offers beyond the room. For The Home, one message invited guests to reserve a table at the hotel's restaurant.

Guests who have just booked are the most receptive audience the hotel has. The confirmation layer uses that moment to sell the next thing: dinner, a tasting, an upgrade. Revenue per guest grows without touching the room rate.



3.6% CTR

Guests that clicked on the restaurant offer from their booking confirmation to reserve a table

Two-month period. Results compare the test period with the period before.

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Key achievements

Over a two-month period

+33%

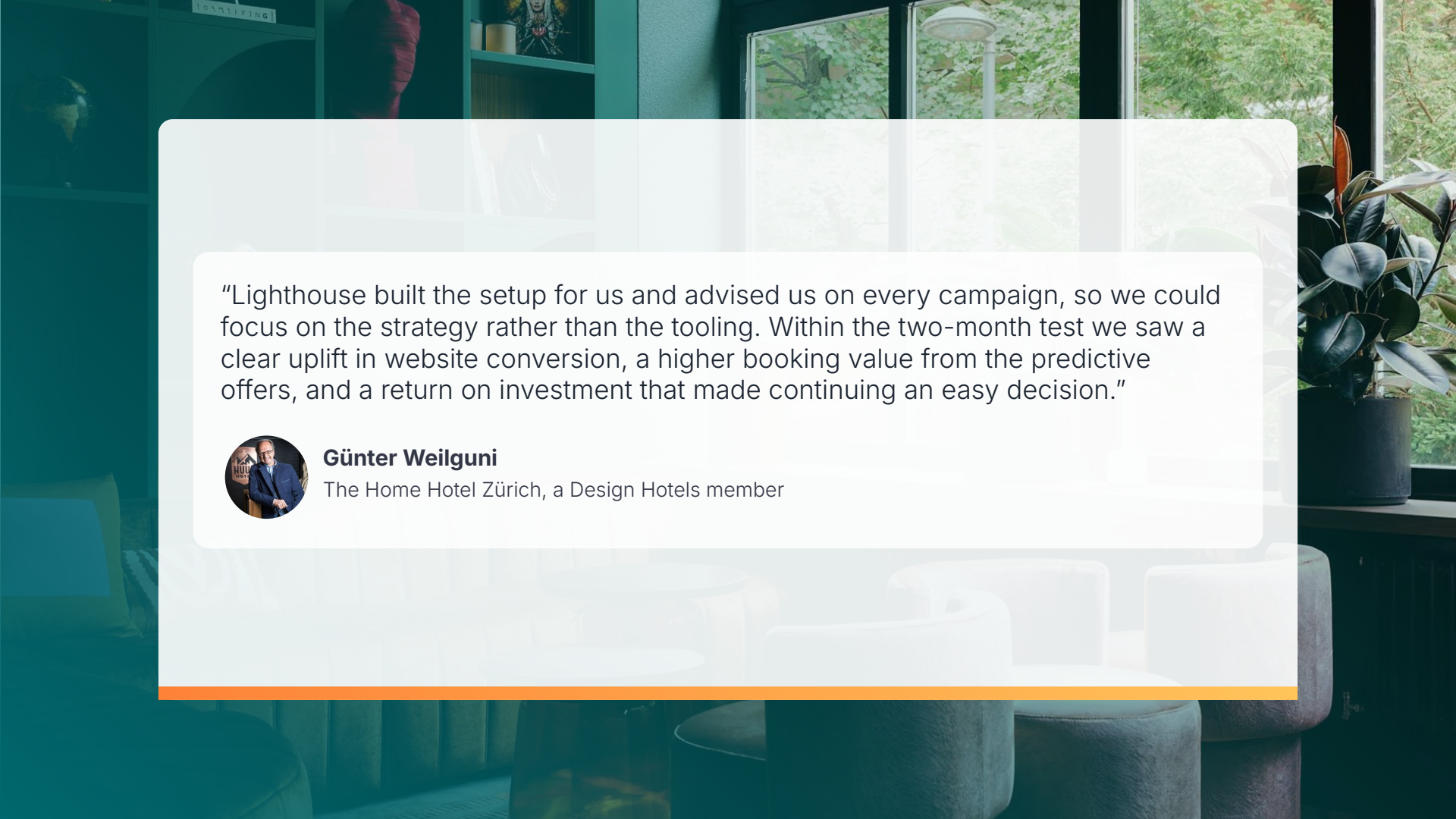
Increase in AI-referred traffic to the direct channel

+16.9%

Increase in total conversion since activating Lighthouse Direct

20.6%

Difference in ABV between users who were upsold vs. users with a discount



“Lighthouse built the setup for us and advised us on every campaign, so we could focus on the strategy rather than the tooling. Within the two-month test we saw a clear uplift in website conversion, a higher booking value from the predictive offers, and a return on investment that made continuing an easy decision.”

Günter Weilguni

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