



lighthouse

SMALL
LUXURY
HOTELS
OF THE WORLD

Small Luxury Hotels of the World: Guest centric personalization

A Lighthouse Direct case study

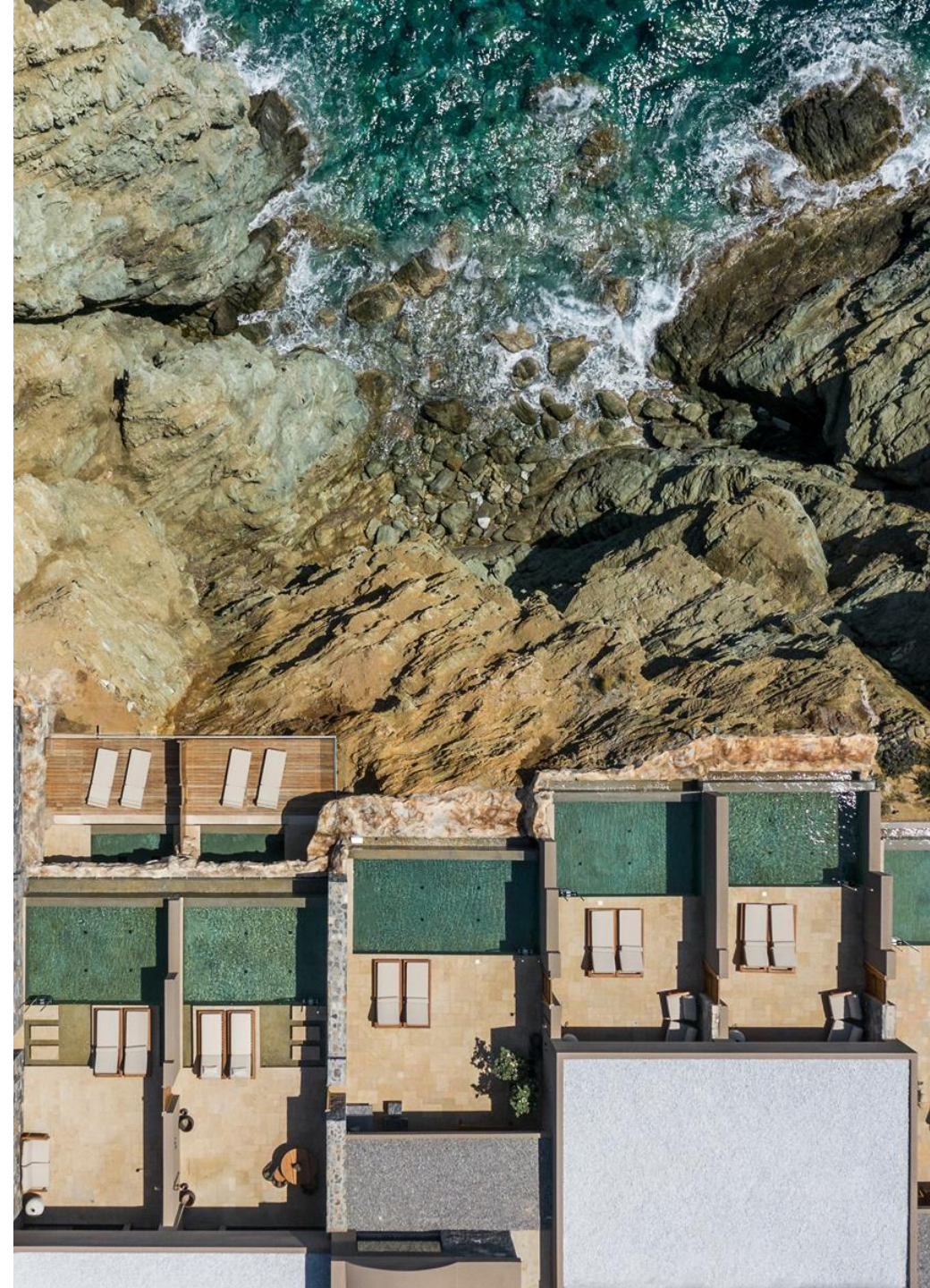


About Small Luxury Hotels of the World

Small Luxury Hotels of the World is the most desirable community of **independently minded travelers and independently spirited hotels** in the world. Each of the hotels in more than 90 countries have been personally visited, verified and vetted.

With just 50 rooms on average, Small Luxury Hotels of the World properties are able to offer secluded, discrete options with **the highest standards of luxury and guest wellbeing**.

Small Luxury Hotels of the World's team strives to **offer tailor-made experiences** through their properties, and recognize that this experience starts from the moment a visitor lands on the website.





The partnership with Lighthouse

Small Luxury Hotels of the World has been working with Lighthouse since March of 2022.

Inspired by Lighthouse's innovative and customer-focused approach, the team's primary objective through this partnership was to enhance conversion rates by improving the direct booking experience from the moment visitors land on the hotel website.

Leveraging various tools from Lighthouse Direct's extensive full-stack growth platform, including features such as Exit Messages, Price Comparison, and Predictive AI, helped them do just that. Let's dive into some success stories they experienced over the 15 week period...





Encouraging users to join their loyalty program

Small Luxury Hotels of the World encouraged users to join their loyalty program. They used various marketing messages to entice website visitors to sign up.

These layers showcased different incentives. For example, one message offered immediate benefits when booking on the website, while another addressed users who were leaving the site without logging in.

The bookings influenced by this campaign made up **2.1% of all reservations made, as well as 2.2% of the revenue.**



Immediate Benefits at More Than 500 Hotels

Join INVITED to get exclusive benefits from your very first stay such as a **10% member offer**, **late check-out**, **priority upgrades**, **reward vouchers** and more.

JOIN NOW

Leaving Again?

We notice you still haven't logged in.

Join INVITED to experience service excellence, flexibility & unique benefits like our 10% Member Exclusive Rate.

FIND OUT MORE ABOUT INVITED



Join INVITED to enjoy immediate benefits such as a **10% off**, **daily breakfast**, **room upgrades**, **reward vouchers** and more.

JOIN INVITED

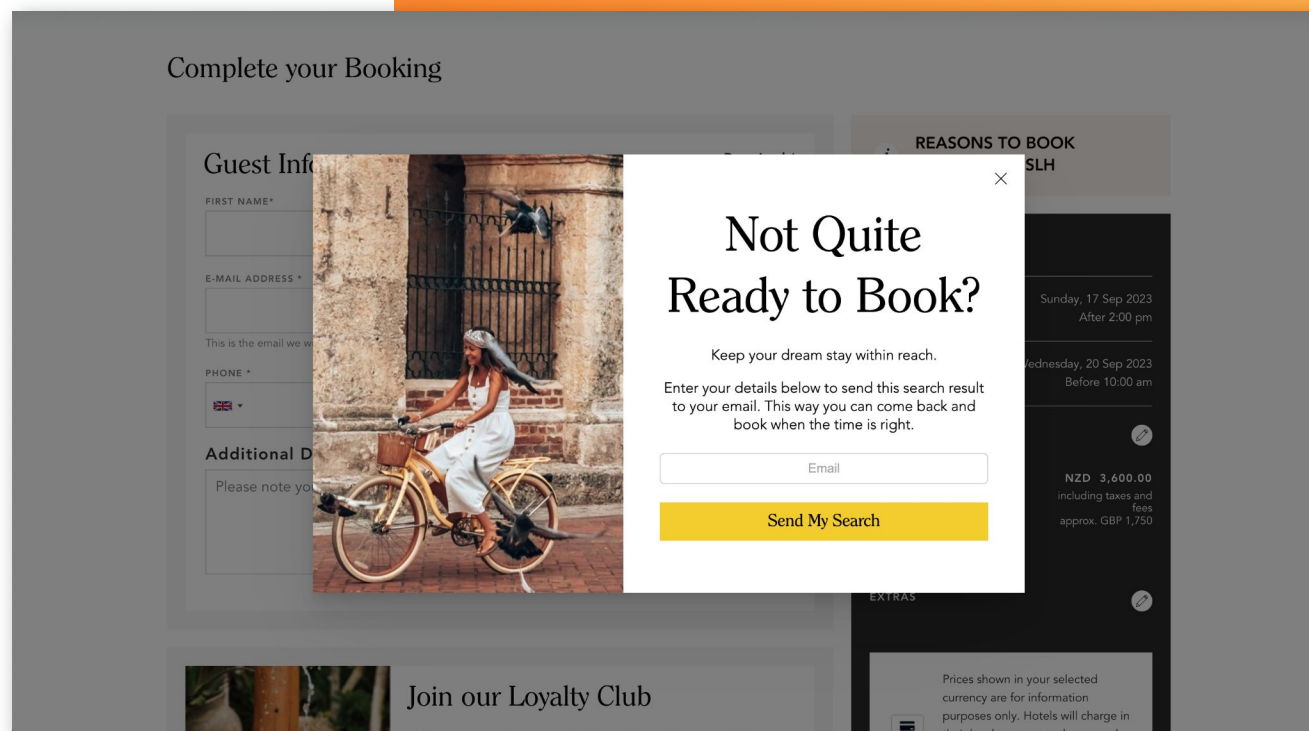


And for visitors who weren't quite ready to book...

Saved Search was introduced to users that weren't ready to complete their reservations. By empowering users with the flexibility to revisit their search at their convenience, the brand not only enhances the overall user experience but also successfully converts lookers into bookers.

21%

of users that saved their search returned to complete their booking.





Targeting users with high travel date flexibility

The "One Night on Us" campaign aimed to reach users detected to have high flexibility in the dates of their stay. An exclusive message was displayed to these visitors offering to add a complimentary night to any booking made for three nights or more.

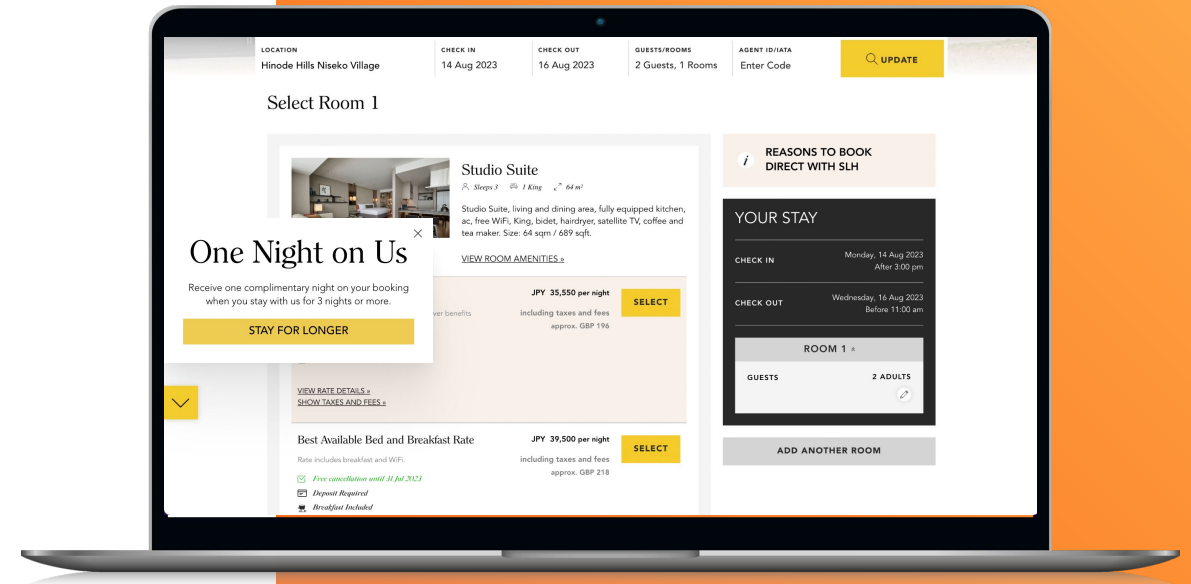
Compared to the same time period from the previous year, the brand experienced the following conversion increases...

- 3-night booking by **5.6%**
- 4-night booking by **18.2%**
- 6-night booking by **100%**
- 7-night booking by **22.2%**

One Night on Us ×

Receive one complimentary night on your booking when you stay with us for 3 nights or more.

STAY FOR LONGER





Targeting high-intent users with high spend

The "Suite Deal" campaign strategically targeted low-intent users with high spend potential. The results underscore the campaign's effectiveness in attracting high-value guests with a low likelihood of booking to drive revenue growth.

2x ABV

Users who interacted with this campaign spent twice as much as those in the control group.

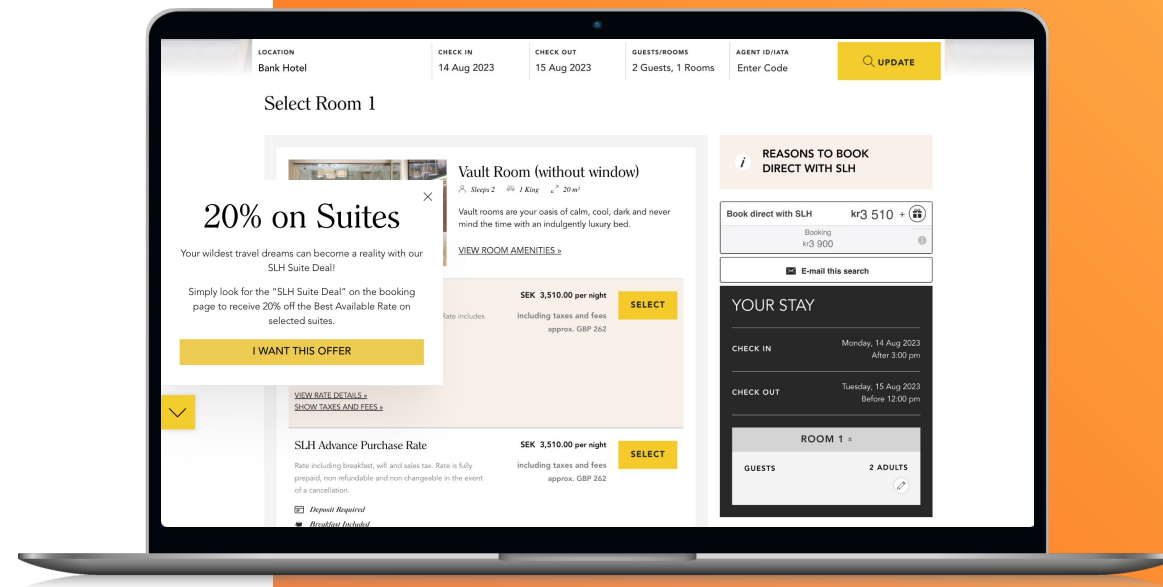
×

20% on Suites

Your wildest travel dreams can become a reality with our SLH Suite Deal!

Simply look for the "SLH Suite Deal" on the booking page to receive 20% off the Best Available Rate on selected suites.

I WANT THIS OFFER





Targeting low flexibility in booking dates

In order to boost their early bookings, a campaign targeting online visitors with limited flexibility in their travel dates was launched. The bookings influenced by this campaign made up 4.3% of all reservations made, as well as 4.3% of the revenue.

26%

of users clicked on the message to join.

11%

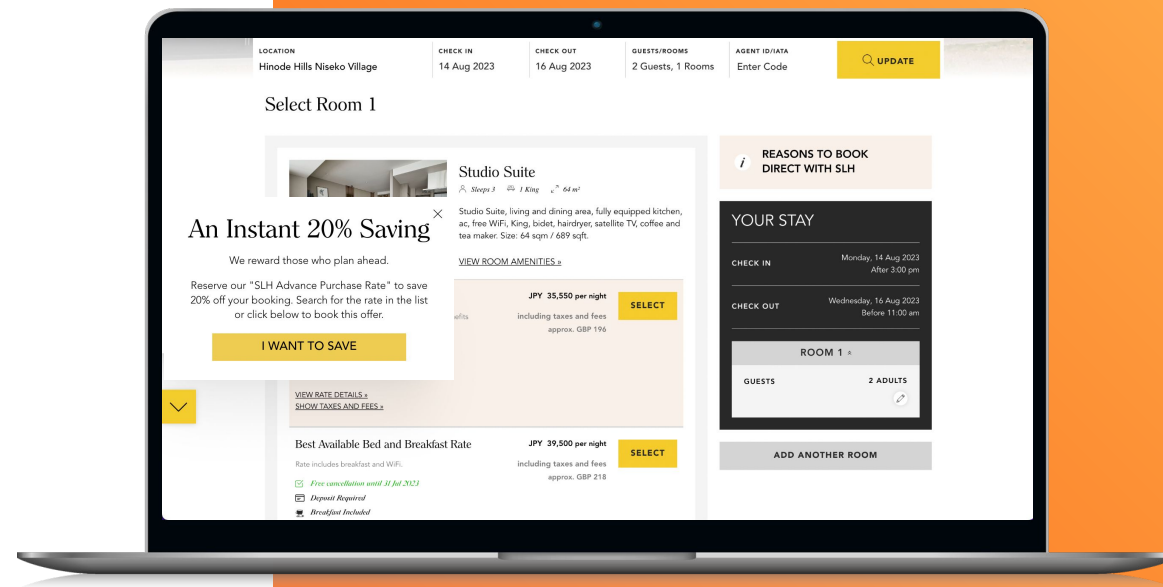
of these users ended up completing a reservation.

An Instant 20% Saving[×]

We reward those who plan ahead.

Reserve our "SLH Advance Purchase Rate" to save 20% off your booking. Search for the rate in the list or click below to book this offer.

[I WANT TO SAVE](#)





Targeting high-intent users with high spend

The "Spa" and "Gourmet" campaigns were crafted to capture the interest of guests inclined towards premium offerings, targeting website visitors with high intent to book and high spending potential. The strategy resulted in a much higher ABV (Average Booking Value).

3x ABV

Users who interacted with this campaign spent three times as much as those in the control group.

Gourmet Stay ×

Enhance your stay by adding a 3-course dinner.

Feeling hungry at the thought? Search for our "Gourmet by SLH" rate to add this gastronomic experience.

I WANT THIS OFFER

Rejuvenating Stay ×

Rest and rejuvenate with an enriching spa stay.

Just thinking about a relaxing massage puts you at ease, right? Just select our "Spa by SLH" rate to book this experience.

I WANT THIS OFFER



The results

After running the campaigns for three and a half months, the results showed that by using Lighthouse Direct, Small Luxury Hotels of the World increased conversion rates, bookings, ABV and revenue.

2x ABV

With "Suite Deal" campaign targeting low-intent users with high spend

3x ABV

"Spa" & "Gourmet" campaigns targeting high-intent users with high spend

21%

of users that saved their search returned to complete their booking

