

Boston Harbor Hotel

Navigating a post travel-boom downturn:

How Boston Harbor Hotel increased direct bookings
with website personalization & strategic campaigns

The Hotels Network + GCommerce



Overview

As the waters of Boston Harbor give way to the city skyline, the iconic 60-foot stone archway of the Boston Harbor Hotel offers an iconic entrance to the city unlike any other. Your home away from home and Boston's only waterfront Forbes Five-Star and AAA Five-Diamond hotel is the essence of classic luxury, welcoming guests arriving by land or sea to historic Rowes Wharf.

While many properties were still experiencing a post-COVID boom decline, Boston Harbor Hotel leveraged bottom of the funnel marketing strategies to re-engage guests during a typically slower period for the Boston market in Q1 2024.



Property goals & results

In Q1 2024, Boston Harbor Hotel was focused on maintaining quality traffic to the website without sacrificing a \$10:1 ROI. Additionally, shifting share from the OTAs and boosting their overall direct revenue was an overarching goal for the property throughout 2024.

The Hotels Network and GCommerce worked closely with the hotel team to focus on strategies including engaging storytelling creatives through programmatic, personalized messaging through the website, and data-driven shifts through metasearch advertising to drive impression share and boost overall revenue generation.



Impact on overall direct bookings

The beginning of 2024 was a period of exceptional performance, marked by a distinguished increase in our direct bookings and revenue milestones during January and February 2024.

Direct bookings experienced a substantial lift, with an 88% increase in January and 26% in February, fueling revenue rises of 51% in January and 2.3% to in February.

Complementing these strong financial outcomes, refinements to the online experience resonated well with the hotel's discerning audience, evidenced by heightened engagement rates of 54% in January (up 3% YOY) and 55% in February (up 7% YOY).

Success metrics

2024 January highlights

88%

INCREASE DIRECT BOOKINGS

51%

INCREASE TOTAL REVENUE

54%

ONSITE ENGAGEMENT RATE

+12%

YOY INCREASE OF AVG. ENGAGEMENT
TIME PER SESSION

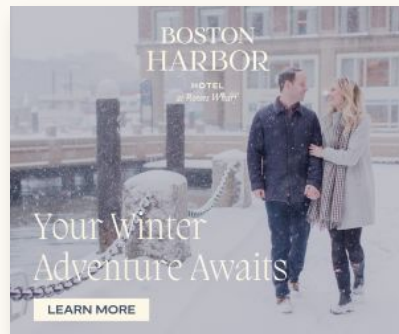


GCommerce programmatic display considerations

Along with strategic website personalization components from The Hotels Network, a number of optimizations and enhancements within GCommerce channels helped improve direct bookings during Q1 2024.

Programmatic display campaigns focused on winter messaging highlighting the magical elements of a traditionally harsh season paired with imagery evoking emotional responses. These efforts led to winning a Silver Adrian Award in the Innovation category.

- During the month of January and February, \$77,745 in revenue was produced with a \$12:1 ROAS, beating out the \$10:1 goal.




Paid search considerations

Working in tandem with our programmatic display campaigns, paid search also played a pivotal role in the success of driving high volumes of qualified traffic to the site during January and February 2024, leading to revenue growth.

- Despite decreased paid search traffic (Impressions -17.61% and Clicks -30.10%), lower CTR (-15.16%), and higher average CPC (+79.36%), we were still able to **increase transactions (+39.66%) and revenue (+72.78%)** on the channel.
- These results came from a significant increase to conversion rate **(+39.66%)**, caused by optimizations such as refinement of keyword targeting to the most profitable searches, implementation of bid adjustments to prioritize audiences with higher engagement metrics, and refreshed ad copy to better align with Boston Harbor Hotel's typical guest psychographics.

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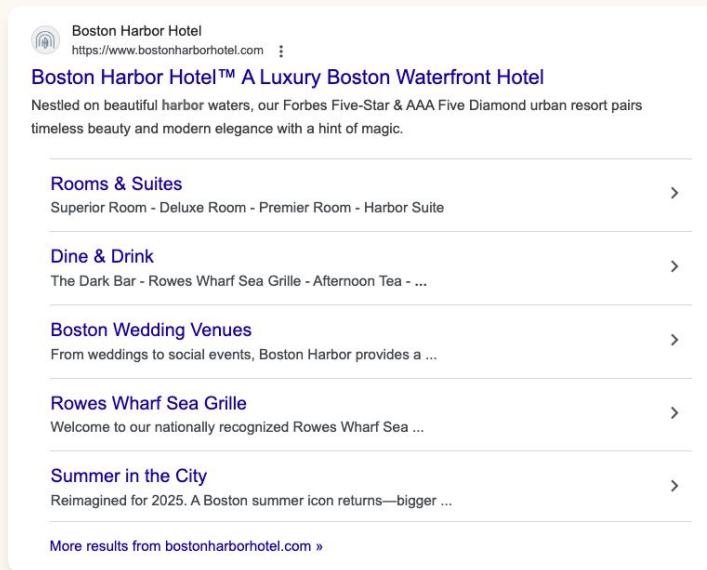
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Organic search considerations

Organic Search also contributed to helping the client achieve their revenue growth goals. By maintaining organic traffic and focusing on increasing quality and better engaging that traffic, the property was able to drive slight increases in revenue YOY.

- During January and February 2024, organic search traffic remained relatively flat YOY, with slight increases across purchase events and engagement rates.
- This suggests that the substantial YOY increases in performance overall were most influenced by paid media channels.



Metasearch advertising

A key component to driving increased direct bookings during this time period was metasearch advertising. By maximizing the property's visibility on this channel, we were able to increase direct revenue and fill need period weekend stays.

- During this period, Boston Harbor Hotel achieved an **impression share of 62%**, driving increased visibility across TripAdvisor and Google Hotel Ads
- **Metasearch accounted for 4.05% of all website revenue** during this period.
 - While Boston Harbor Hotel did not utilize metasearch campaigns for the duration of the previous year, these proportions increased significantly compared to the previous period.
 - Period over period, metasearch accounted for 1.03% higher percent of bookings and 1.75% higher percent of revenue, a 57.29% and 76.34% change respectively.
- Campaign strategy resulted in 65.03% decrease in missed impressions POP, a boost to metasearch visibility that increased the potential quantity of total direct bookings.
- Focus on weekend stay dates helped the hotel fill need period check-in days, with the most bookings drive for Thurs, Friday and Saturday night stays.
- Parity issues were easily elevated to the hotel via use of The Hotels Network price disparity monitoring tool, helping drive revenue management adjustments without having to sacrifice ADR by simply dropping rates.

Success metrics

2024 Q1 METRICS

4.05% OF TOTAL WEBSITE REVENUE

2.4% BOOKING RATE

1,622 CLICKS

1.59% CLICK THROUGH RATE

Boston Harbor Hotel

Overview

Prices

Reviews

Photos

About

Check-in

Mon, Apr 21

Check-out






Tue, Apr 22

2

Nightly price ▾

Free cancellation only ☐

Sponsored · Featured options

 Boston Harbor Hotel <small>Official Site</small>	\$1,007	Visit site
 City King Deluxe 1 king bed · 2 guests	\$1,007	Visit site
 City King Deluxe 1 king bed · Free cancellation until Apr 19 · 2 guests	\$1,127	Visit site
 Harbor King Superior 1 king bed · 2 guests	\$1,016	Visit site
 Harbor King Superior	\$1,136	Visit site

Focus on engagement & personalization (The Hotels Network)

Q1 2024 Metrics for THN Targeted Personalization Messages on the Boston Harbor Website & Booking Engine Pages:

- 16 Personalized, on-brand messages were actively displayed throughout this quarter, targeting unique visitor segments on both the homepage and booking engine pages.
- These 16 messages generated over \$382,908 In revenue, and exhibited a strong 6.75% average click through rate.
- THN's cart abandonment feature, "Save Your Search" was attached to more than \$24,000 in revenue over 18 bookings. This feature enables users to return at their convenience to complete their bookings, while also capturing valuable email addresses.
- 59 Email addresses were captured through combining Save Your Search and Email Capture strategies, helping grow the contact database.

Success metrics

2,473

TOTAL CLICKS

507

POST CLICK BOOKINGS

6.75%

CLICK THROUGH RATE

\$382,908

POST CLICK REVENUE



Focus on engagement & personalization (The Hotels Network)

1 of 4 top performing messages:

Layer - 'Meet Boston Winter Promotion' (Desktop + Mobile)



Success metrics

1,051

TOTAL CLICKS

105

POST CLICK BOOKINGS

8.5%

CLICK THROUGH RATE

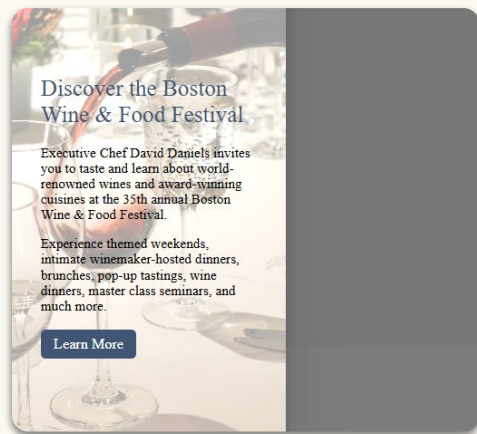
\$146,381

POST CLICK REVENUE

Focus on engagement & personalization (The Hotels Network)

2 of 4 top performing messages:

Layer - 'Discover the Boston Wine & Food Festival' (Desktop + Mobile)



Success metrics

481

TOTAL CLICKS

105

POST CLICK BOOKINGS

7.9%

CLICK THROUGH RATE

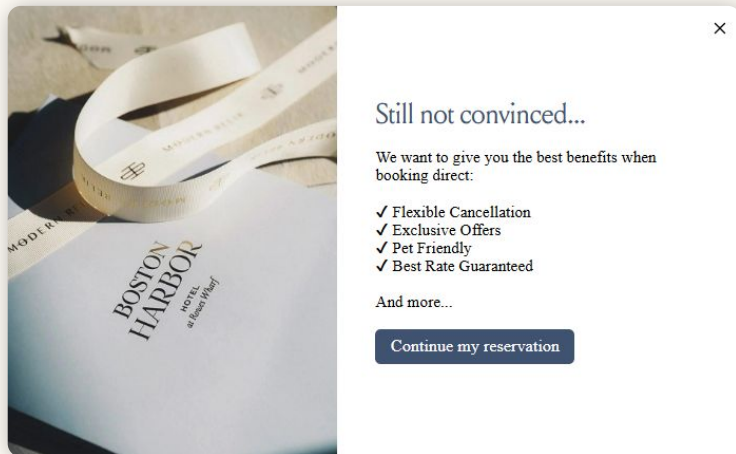
\$109,751

POST CLICK REVENUE

Focus on engagement & personalization (The Hotels Network)

3 of 4 top performing messages:

Exit - 'Still not convinced...' (Desktop Only)



Success metrics

196

TOTAL CLICKS

67

POST CLICK BOOKINGS

3.8%

CLICK THROUGH RATE

\$73,738

POST CLICK REVENUE

Focus on engagement & personalization (The Hotels Network)

4 of 4 top performing messages:

Layer - 'National Book Your Vacation Day Sale' (Mobile Only)



The advertisement features a photograph of a smiling man and a young child on a boat, with a city skyline in the background. The text is in a serif font, and there is a dark blue button at the bottom.

National Book Your Vacation Day Sale ×

Save up to **30% off stays** now through December 30th, 2024, when you book by Tuesday, January 30th at 11:59pm EST.

BOOK NOW

Success metrics

161

TOTAL CLICKS

38

POST CLICK BOOKINGS

9.9%

CLICK THROUGH RATE

\$44,940

POST CLICK REVENUE



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