

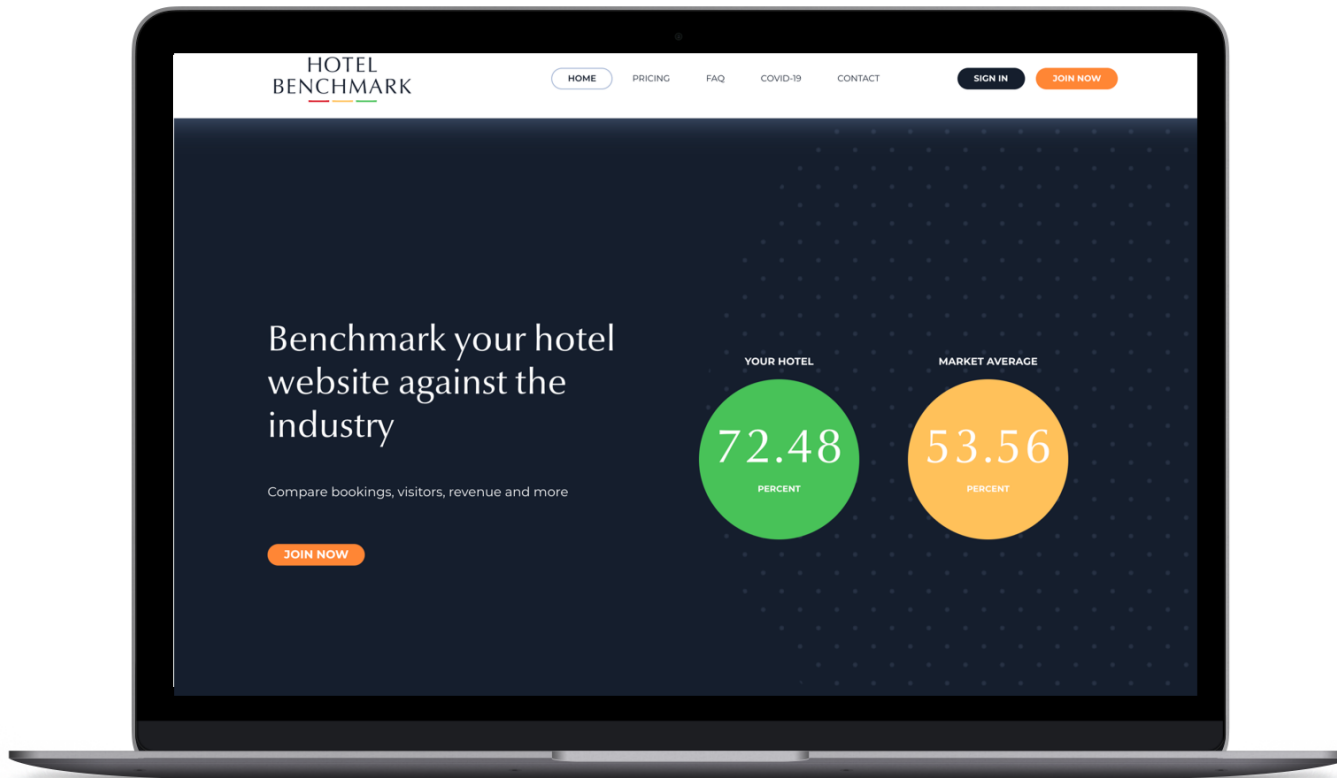
HOTEL BENCHMARK



COMPARE YOUR WEB METRICS

Hotel Benchmark

A specialised hospitality tool for measuring a hotel's website and digital marketing performance against the market and their competition



Features

- Key Metrics covering traffic, conversion & revenue
- Historical performance index
- Monthly reporting

How does your website and digital marketing performance stack up?

Comparable data you can trust

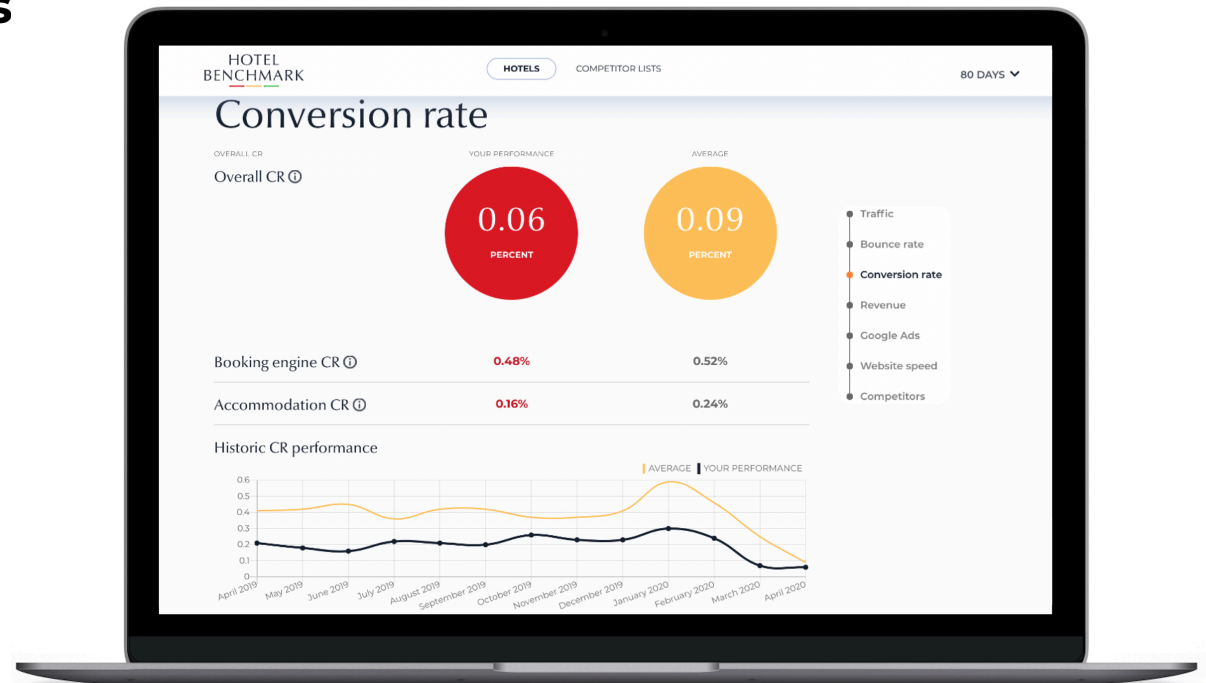
Google Analytics data collated monthly from 550+ hotels in 50+ countries including leading hospitality brands

Gain clarity, know where to focus

Identify opportunity and correct areas of weakness

Easy comparison

Against the industry and your competitors



UK v Europe

European Hotel Performance

| | | | |
|--|------------------------|---------------------------|-------------------------|
| | Avg. sessions | Avg. revenue | Avg. transactions |
| Year to date per day vs last year | 628 ↓ -25.5% | £2,190 ↓ -39.4% | 4.44 ↓ -24.7% |

| | | | |
|--|-----------------------|---------------------------|-----------------------|
| | Avg. sessions | Avg. revenue | Avg. transactions |
| Last 30 days per day vs last year | 835 ↓ -1.1% | £2,611 ↓ -23.0% | 5.40 ↑ 0.0% |

| | | | |
|---|----------------------|---------------------------|------------------------|
| | Avg. sessions | Avg. revenue | Avg. transactions |
| Last 7 days per day vs last year | 849 ↑ 0.9% | £2,915 ↓ -15.7% | 6.16 ↑ 10.9% |

UK v Europe

UK Hotel Performance

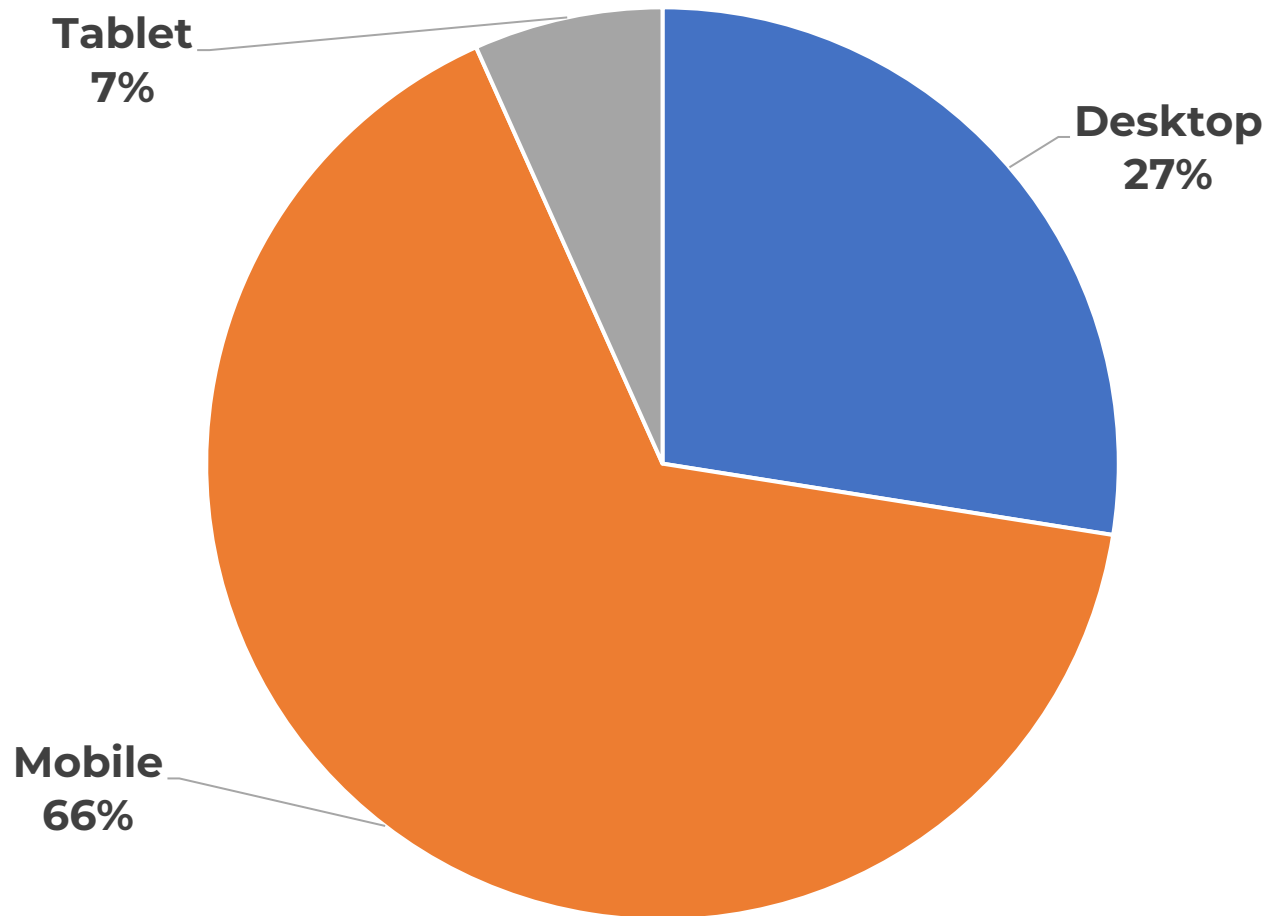
| | | | |
|---|------------------------|---------------------------|-------------------------|
| Year to date per day vs last year | Avg. sessions | Avg. revenue | Avg. transactions |
| | 772 ↓ -24.6% | £2,242 ↓ -38.2% | 4.06 ↓ -31.3% |

| | | | |
|---|-------------------------|--------------------------|------------------------|
| Last 30 days per day vs last year | Avg. sessions | Avg. revenue | Avg. transactions |
| | 1,176 ↑ 14.0% | £3,286 ↓ -1.6% | 6.08 ↑ 12.4% |

| | | | |
|--|-------------------------|--------------------------|------------------------|
| Last 7 days per day vs last year | Avg. sessions | Avg. revenue | Avg. transactions |
| | 1,135 ↑ 10.6% | £3,580 ↓ -2.9% | 6.72 ↑ 21.2% |

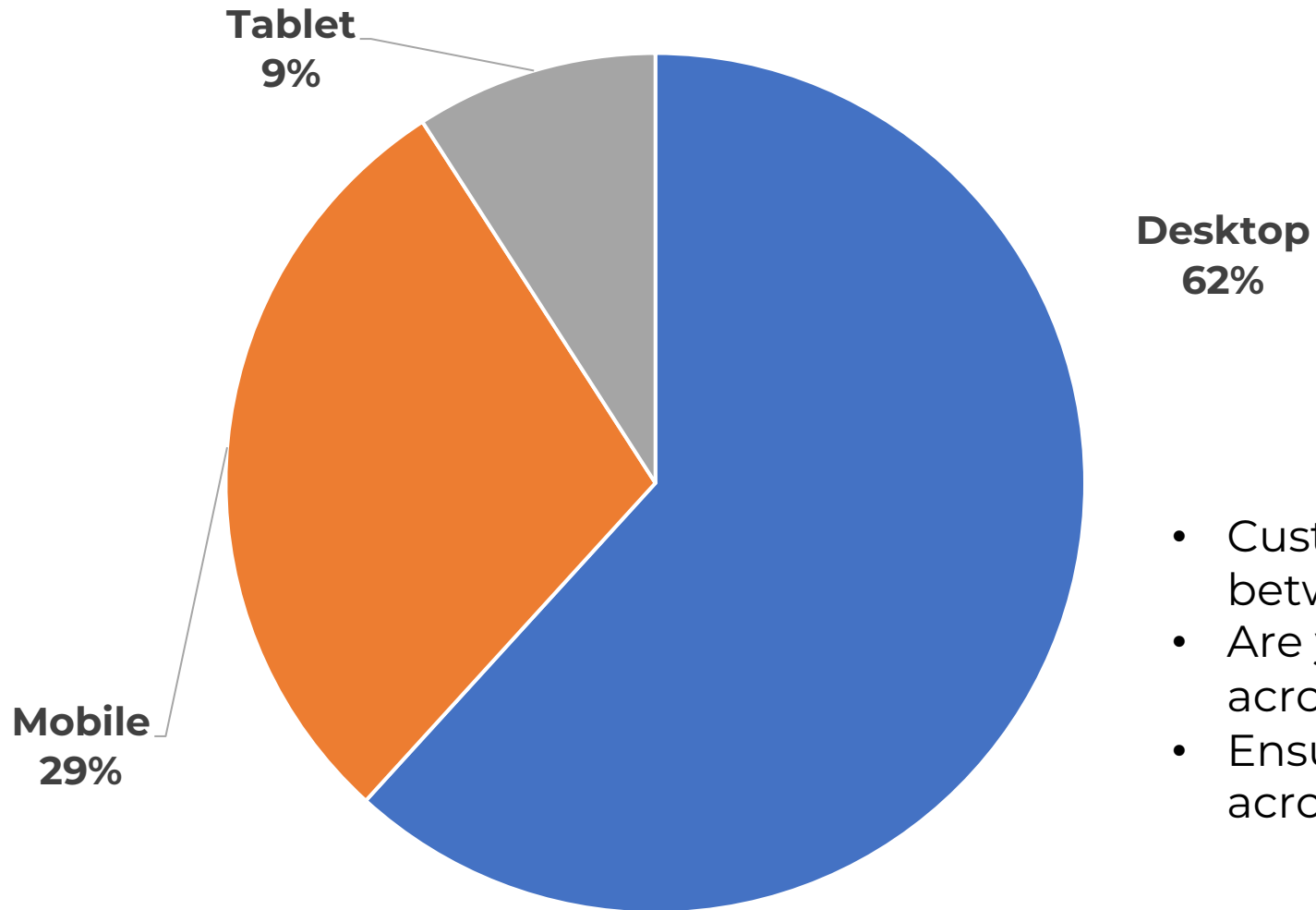
UK Data - Traffic

Sessions by Device



UK Data - Conversion

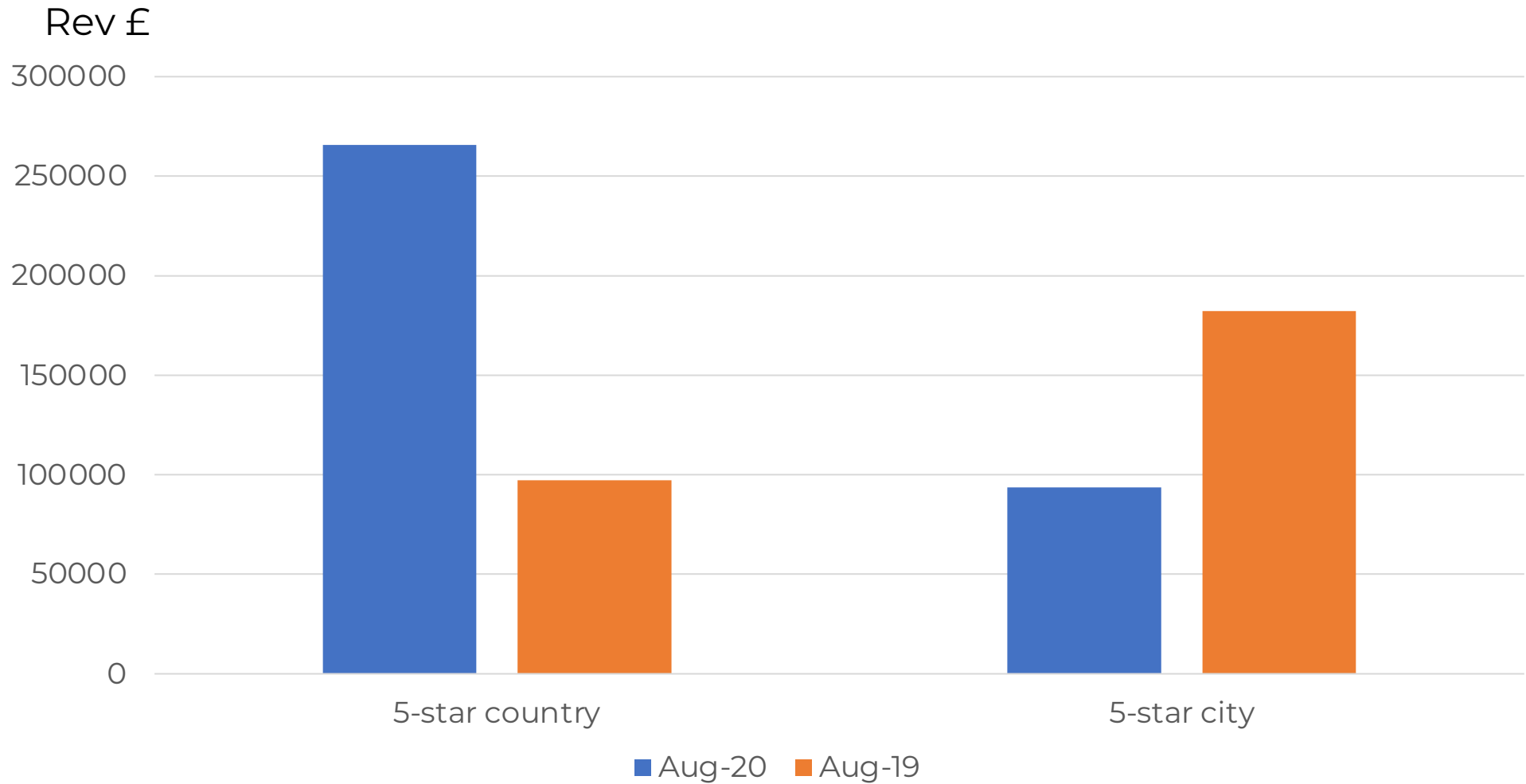
Transactions by device



- Customers are switching between devices
- Are you marketing across devices?
- Ensure consistency across devices

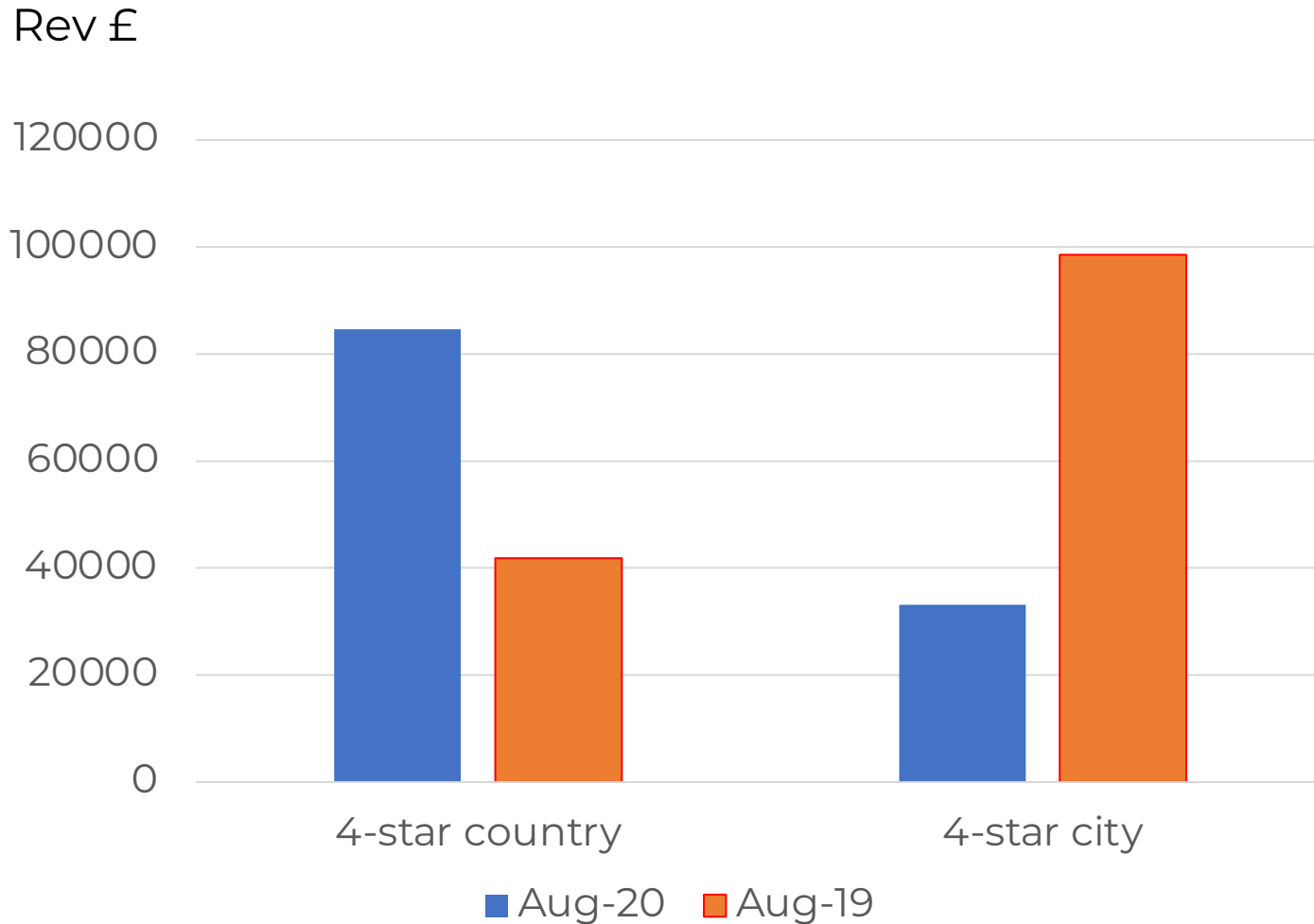
UK Data - Revenue

5-star Country Hotels V City Hotels



UK Data - Revenue

4-star Country Hotels V City Hotels



Domestic tourists have driven recovery for country hotels opting for the security of luxury brands and rural locations over city stays

UK Data – AdWords ROI

| | City Hotels | Country Hotels |
|--------|-------------|----------------|
| 4-star | 10.63 | 20.5 |
| 5-star | 15.56 | 35.33 |



England v Scotland



| | England | Scotland |
|------------------------|----------------|-----------------|
| Sessions | 33,257 | 44,042 |
| Conversion Rate | 0.67% | 0.55% |
| Revenue | £89,512 | £149,849 |
| Average Order Value | £540 | £579 |
| Average Daily Rate | £311 | £255 |
| AdWords ROI | 19.49 | 26.91 |
| Average Page Load Time | 4.09 | 3.78 |

FREE TRIAL FOR PREMIUM

Sign up at www.hotelbenchmarking.com

- Set up your hotel within the platform
- Go to your profile, click on 'Purchase subscription'
- Click on 'Have a trial code? Use it here'
- Paste in your trial code **FIRSTMONTHFREE**

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