# Hilton Adobe Analytics Challenge

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# About the project

Hilton has been a leading global hospitality company. Abode analytics competition helps bridge data from web services of Hilton and guest experiences. Our project tries to link guest online behaviour and conversion rates while enhancing the overall booking and stay experience.
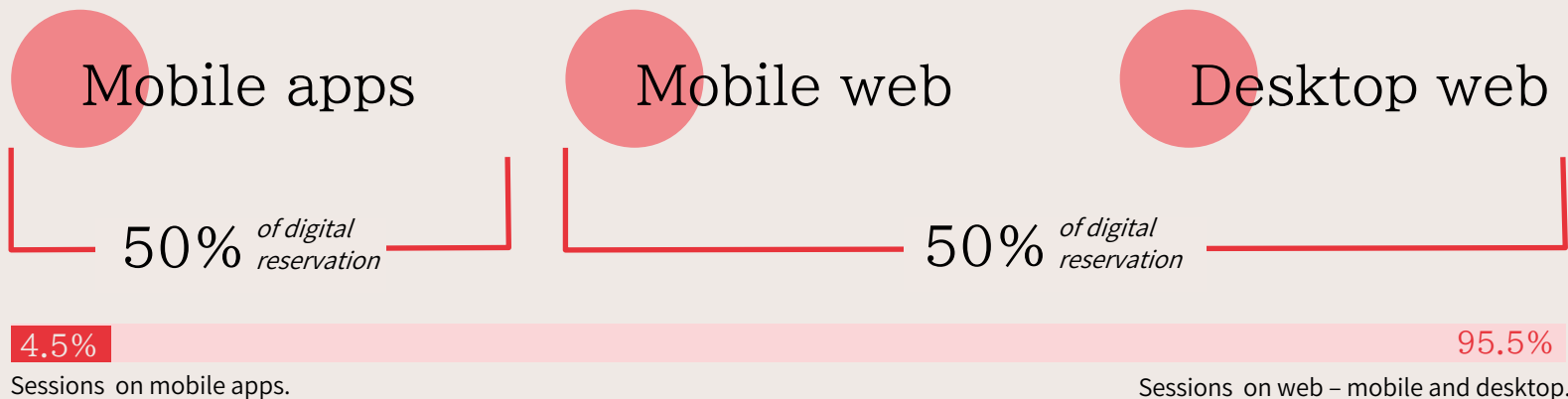
For The Stay

# Agenda

**01** Guests, Internet and Hilton

**02** Business or Leisure

**03** Hilton and OAT

# Guests, Internet and Hilton

**91 %** of users use search engines while considering to book a hotel to stay. Guests use primary these 3 digital experiences for interacting and availing services.

Mobile apps

Mobile web

Desktop web

50% *of digital reservation*

50% *of digital reservation*

4.5%

95.5%

Sessions on mobile apps.

Sessions on web – mobile and desktop.

# Guests, Internet and Hilton

Website screenshot of Hilton.com

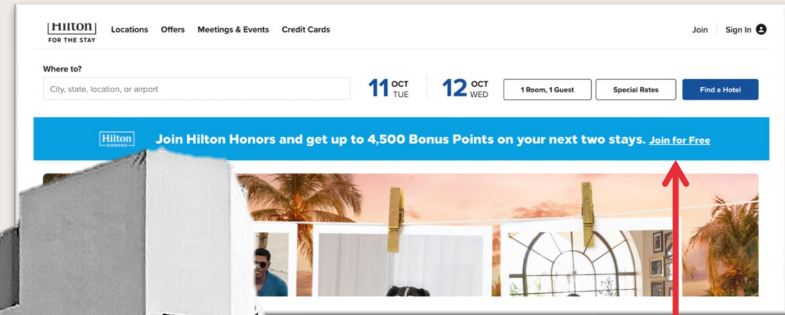Of all the digital reservations were honours members.

# 53%

**Why Hilton Honours helps?**

Consumer retention

App installation in devices

Consumers with apps twice as likely to make reservation.

"Join for free" is **NOT** a CTA button, research shows a non CTA buttons converts in less conversion rates. Suggesting to make it a **solid button.**

"Join for free" ⟶ Join for free

# Guests, Internet and Hilton

The conversion rate is **2%** (world average is 2.2%)

Mobile/ tablet Apps are responsible for **50 %** of digital reservation

**99%** of users uses mobile devices for digital experiences with Hilton.
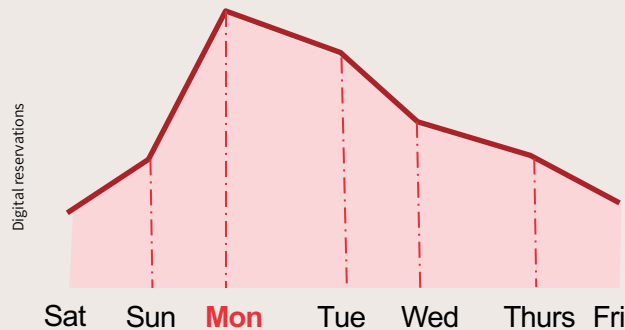
# 77%

## Consumer Loyalty

Strong consumer retention. With **30%** of reservation coming from Diamond (D) members.

# 53%

## Occupancy Rate

**414** new hotels added to Hilton in 2021 and a growth of 7%.

Digital reservations

Sat    Sun    **Mon**    Tue    Wed    Thurs    Fri

**Monday** accounts for maximum number of digital reservation. Page view remains constant throughout. Suggesting to implement purchase intention nudges and offers on Monday 7PM.

# Guests, Internet and Hilton

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**The 1% are potential guests, how?**

**Division of conversion rates (of new sessions) in different device types ( mobile – tablet – desktop)**

|  | Mobile | Tablet | Desktop |
|---|---|---|---|
| Feb-March | 13% | 14% | 0.2%** |
| April-May | 12% | 13% | 17% |
| Jun-July | 11% | 12% | 20% |
| Aug-Sept | 11% | 12% | 22% |

*Increase*

**Inference?**

As covid restriction eases, guests explore hotel options. Although web searches are mostly on mobiles, a increase in conversion rates of desktop visitors means **new guests are twice as likely to book on desktop**.

## 0.001%
Of the total Digital reservations

## 0.01%
Of the total digital visitors (**desktop**)

## 3
Sessions per person on **desktop** *(compared to mobile is 1.2. )*

# Guests, Internet and Hilton

The conversion rate is **2%** (world average is 2.2%)

Mobile/ tablet Apps are responsible for **50 %** of digital reservation

**99%** of users uses mobile devices for digital experiences with Hilton.

## Modifying desktop web experience.

We have established that past Hilton guests **prefer mobile ( app and web )**

**Mobile app** are responsible for half of the digital reservations to Hilton.

Desktop web experience has to be **tailored for new consumers.**

## Nudges to influence (new) consumers purchase  behaviour.

1. Responsive website ( *exists*).
2. High quality images ( *exists*)
3. Website flow ( *needs improvement*)
4. Automated suggestion ( *required* )
5. Transparent membership process ( exists)
6. Guest reviews (*required*)
7. **Commitment to causes ( sustainability / Gender equity)**

# Business or Leisure?

**How to determine if the stay was for business or leisure?**

There are some parameters that defines if the booking is for leisure or business. Almost all of them are established after the user has been through the digital experience, this allows little or no time to personalise content for our consumers.

**Data that predicts the consumer behaviour**

1 **Number of days booked**

2 **Number of people booked**

3 **Time spend on device**

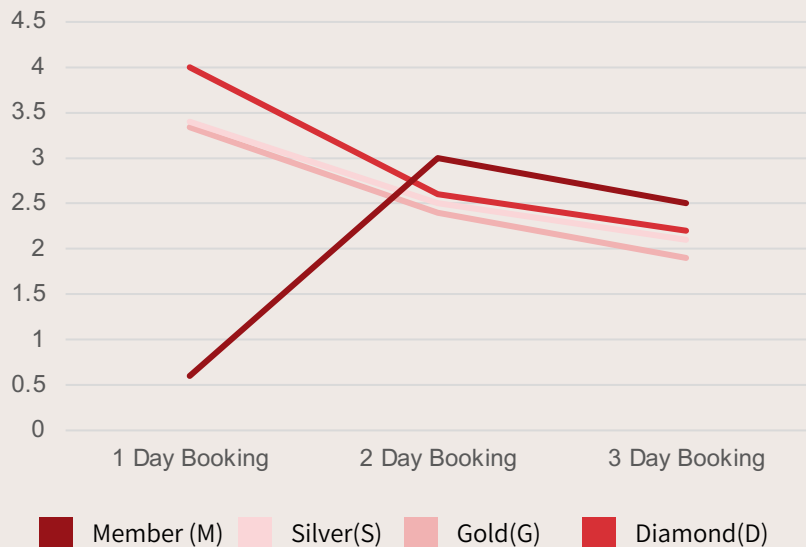Past data from these metrics indicate predictable consumer behaviour

# Business or Leisure?

Number of
days booked

Number of
people booked

Time spend
on devices

## Relation of Hilton Honors and days booked



4.5
4
3.5
3
2.5
2
1.5
1
0.5
0

1 Day Booking          2 Day Booking          3 Day Booking

Member (M)     Silver(S)     Gold(G)     Diamond(D)

# Inference?

**M** **Member** makes least 1 day reservation

**D** **Diamond** makes most 1 day reservation

**G** **Gold and Silver** follows linear decrease in reservation

**(Per reservation for Hilton)

**Diamond (D), Silver (S), Gold(G)** honor tier is most likely for business stay.

**+**

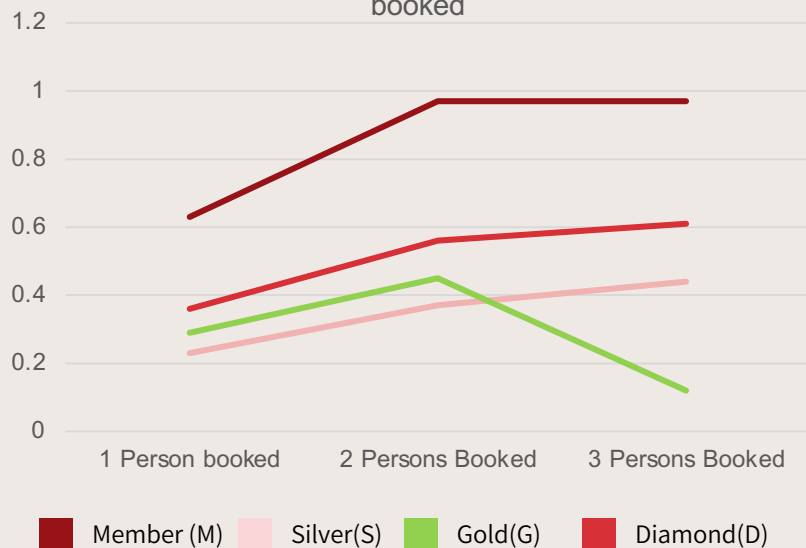**Member (M)** honor tier is very likely for leisure stay.

# Business or Leisure?

Number of
days booked

Number of
people booked

Time spend
on devices

## Relation of Hilton Honors and number of people booked



| | | |
|---|---|---|
| 1.2 | | |
| 1 | | |
| 0.8 | | |
| 0.6 | | |
| 0.4 | | |
| 0.2 | | |
| 0 | | |
| | 1 Person booked | 2 Persons Booked | 3 Persons Booked |

Member (M)    Silver(S)    Gold(G)    Diamond(D)

## Inference?

**Member (M)** are booking rooms for 3 or more greater than other tiers, regarding these stays are family and leisure oriented.

**Diamond (D)** honor tier has both leisure and business booking intention.

**Silver(S) and Gold(G)** shows differentiating behaviour here, A Gold(G) member is more likely booking for business purpose in comparison to Silver(S)
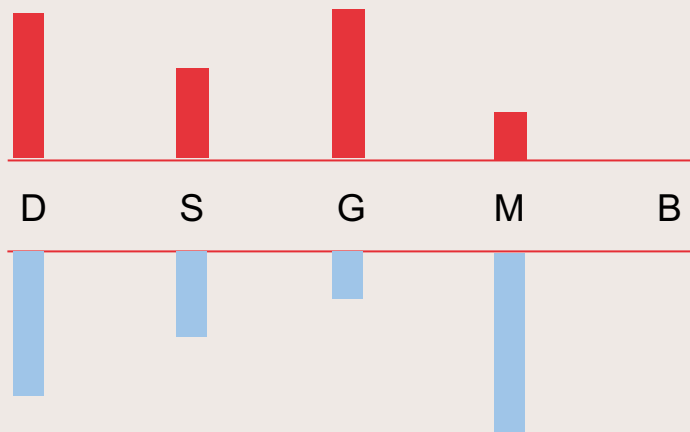
*Gold means business*

# Business or Leisure?

Number of
days booked

Number of
people booked

Time spend
on devices

Business

Inference drawn from time
spend on digital
experience.

D    S    G    M    B

Leisure

## Inference?

There is a pattern in
guests with honor
tiers and preference
for business or
leisure stay at
Hilton.

**Gold (G)** honor tier is more
likely to stay for **business** ,
and **Member (M)** tier twice
as likely for **leisure**.

Both **Diamond (D) and Silver (S)** honor tier guests are
(almost) **equally likely** to have business and leisure
booking.

# Business or Leisure?

**Roadmap to digital experiences**

Home page    Search for          Dates of stay    Rooms and people    Payments
             location/ hotel                      information

**Scope for enhancing consumer experience

We know of the consumer behaviour of different tiers of guests, **we can personalise the app/web services aligning to the interests.**

**Images** used in the digital spaces being either for business or leisure or a commination of both depending on user honor tier.
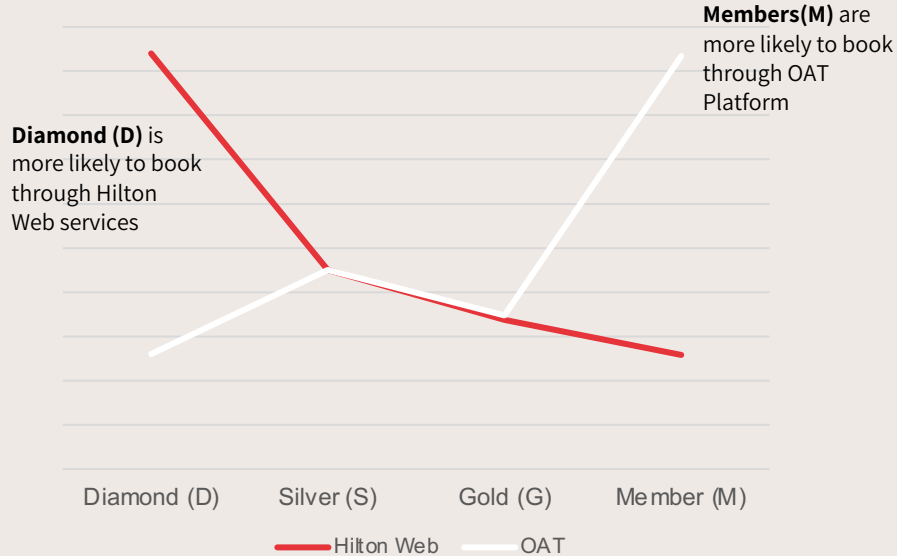
**Intelligent pre-saved business booking template** for tiers more inclined to book for business stays, likewise for leisure.

**Location recommendation** close to airports or resorts based on tier observation, enhances user experience (UX)
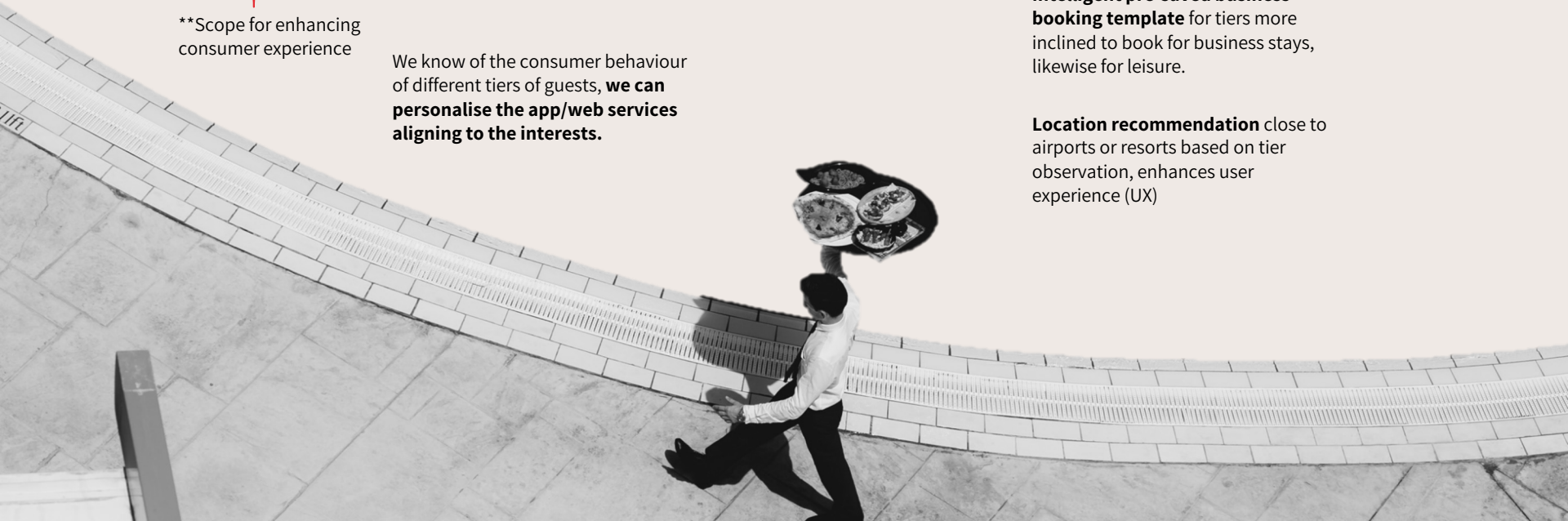
# Hilton and OTA

Guests at Hilton comes from various digital and physical spaces. Here we see **stark difference** in honor tier digital behaviour on Hilton web services and OAT

**Members(M)** are more likely to book through OAT Platform

**Diamond (D)** is more likely to book through Hilton Web services



Diamond (D)    Silver (S)    Gold (G)    Member (M)

— Hilton Web    — OAT

# Hilton and OTA

All other features and consumer behaviours are also aligned with guests booking their stay through OAT.

**Diamond (D)** makes most digital reservations

**Members(M) and Gold (G)** are business focused stays.

Guests irrespective of OAT or Hilton web serves prefers mobile for device.

Time spent (*follows similar pattern as last graph*) is more for members and less for diamond on OAT.

Recurring guests understand the benefits of Hilton Honours.

## Action Needed?

Different consumers avail digital services differently, we cannot entirely equate dynamic benefits or ease/familiarity provided by OATs with honor benefits.

However we can easily nudge (through links on tickets) them to visit Hilton web services and acknowledge them about booking benefits.

# Thank You!