June 2022 - December 2023

BenchDirect Insights Report

Direct channel performance for hotels in Italy

Anonymized data from hotels worldwide

THN recognizes user behavior independently of how a website is built or what technology it uses. Data is taken from BenchDirect Destinations using THN's global network of hotel clients as a basis. The analysis covers the main metrics related to an effective direct channel strategy:

| Website KPI's | Conversion rates | Disparities | Visitor profile |

For the report, we analyze the evolution from June 2022 until December 2023. These dates are based on Browsing Dates (the dates on which a user visited the hotel website, made a search or booked a room), not stay dates at the property.
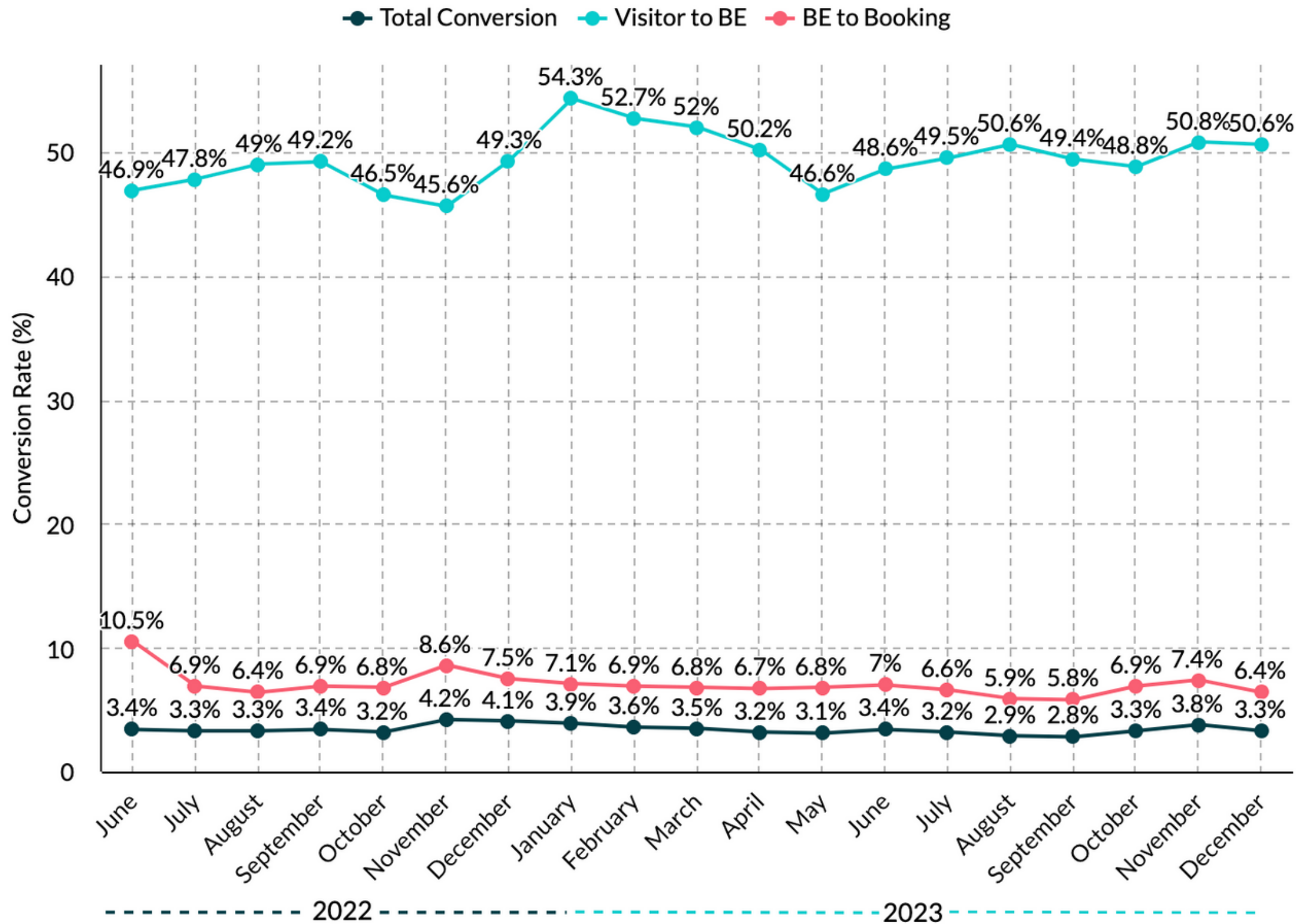
THE HOTELS NETWORK

03

Contents

THE
HOTELS
NETWORK

BenchDirect™

04

Italy

Legend: Total Conversion — Visitor to BE — BE to Booking

Visitor to BE (Visitor to Booking Engine):
- June: 46.9%
- July: 47.8%
- August: 49%
- September: 49.2%
- October: 46.5%
- November: 45.6%
- December: 49.3%
- January: 54.3%
- February: 52.7%
- March: 52%
- April: 50.2%
- May: 46.6%
- June: 48.6%
- July: 49.5%
- August: 50.6%
- September: 49.4%
- October: 48.8%
- November: 50.8%
- December: 50.6%

BE to Booking:
- June: 10.5%
- July: 6.9%
- August: 6.4%
- September: 6.9%
- October: 6.8%
- November: 8.6%
- December: 7.5%
- January: 7.1%
- February: 6.9%
- March: 6.8%
- April: 6.7%
- May: 6.8%
- June: 7%
- July: 6.6%
- August: 5.9%
- September: 5.8%
- October: 6.9%
- November: 7.4%
- December: 6.4%

Total Conversion:
- June: 3.4%
- July: 3.3%
- August: 3.3%
- September: 3.4%
- October: 3.2%
- November: 4.2%
- December: 4.1%
- January: 3.9%
- February: 3.6%
- March: 3.5%
- April: 3.2%
- May: 3.1%
- June: 3.4%
- July: 3.2%
- August: 2.9%
- September: 2.8%
- October: 3.3%
- November: 3.8%
- December: 3.3%

Y-axis: Conversion Rate (%)

2022 — 2023

Website Funnel Conversion Rate

Graph description
Comparison of three types of website conversion rate, analyzing the full booking funnel for hotels in Italy.

Total Conversion rate is the percentage of total unique website visitors who made a booking.
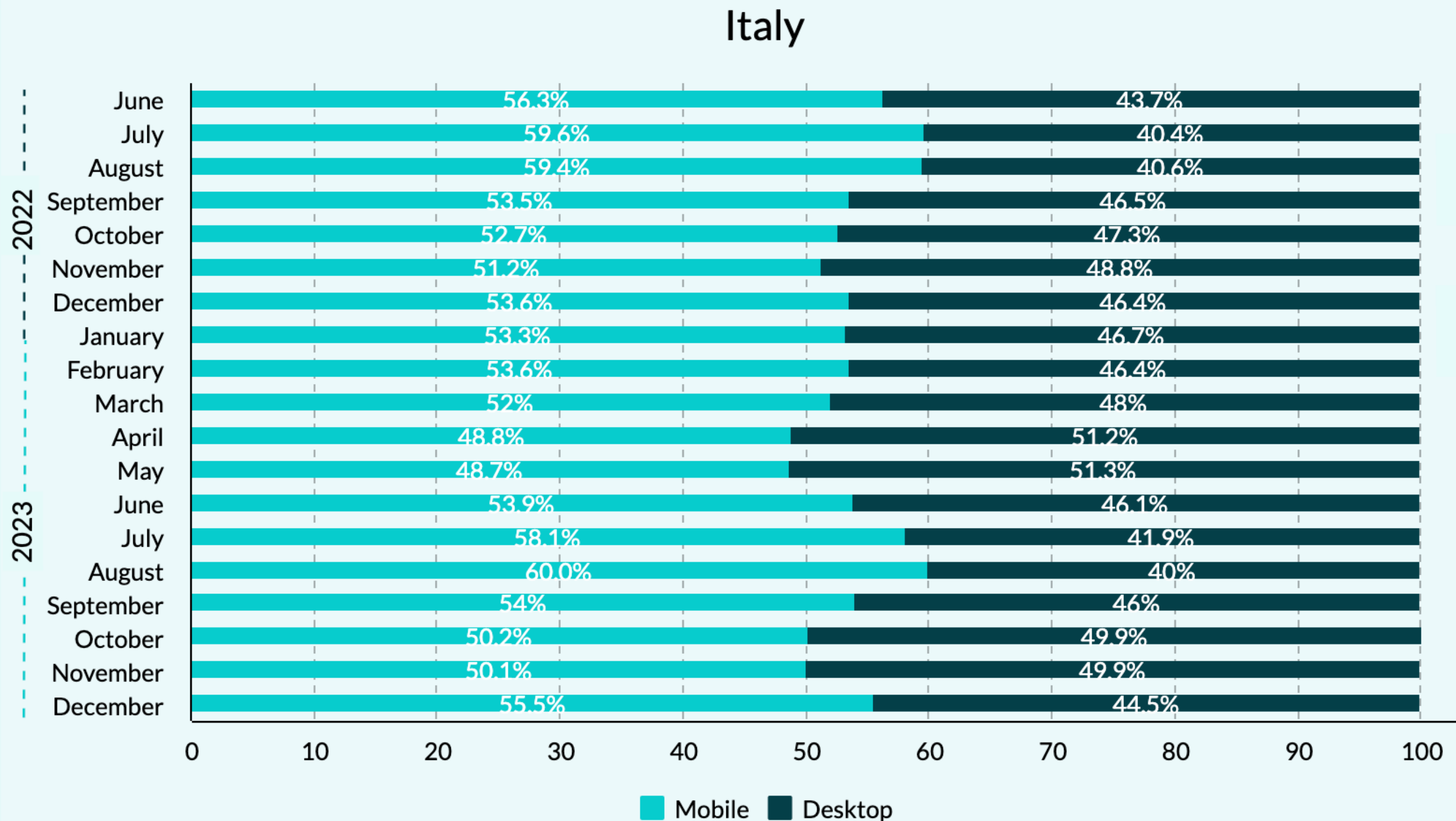Visitor to Booking Engine conversion is the % of unique visitors who made a search on the Booking Engine, while Booking Engine to Booking conversion is the % of those visitors who made a search on the Booking Engine who ended up booking.

THE HOTELS NETWORK

05 Visitors by Device

Graph description
Breakdown of Italy's hotel website traffic by device (Mobile, Desktop and Tablet).

Italy

	Mobile	Desktop
2022 June	56.3%	43.7%
July	59.6%	40.4%
August	59.4%	40.6%
September	53.5%	46.5%
October	52.7%	47.3%
November	51.2%	48.8%
December	53.6%	46.4%
2023 January	53.3%	46.7%
February	53.6%	46.4%
March	52%	48%
April	48.8%	51.2%
May	48.7%	51.3%
June	53.9%	46.1%
July	58.1%	41.9%
August	60.0%	40%
September	54%	46%
October	50.2%	49.9%
November	50.1%	49.9%
December	55.5%	44.5%

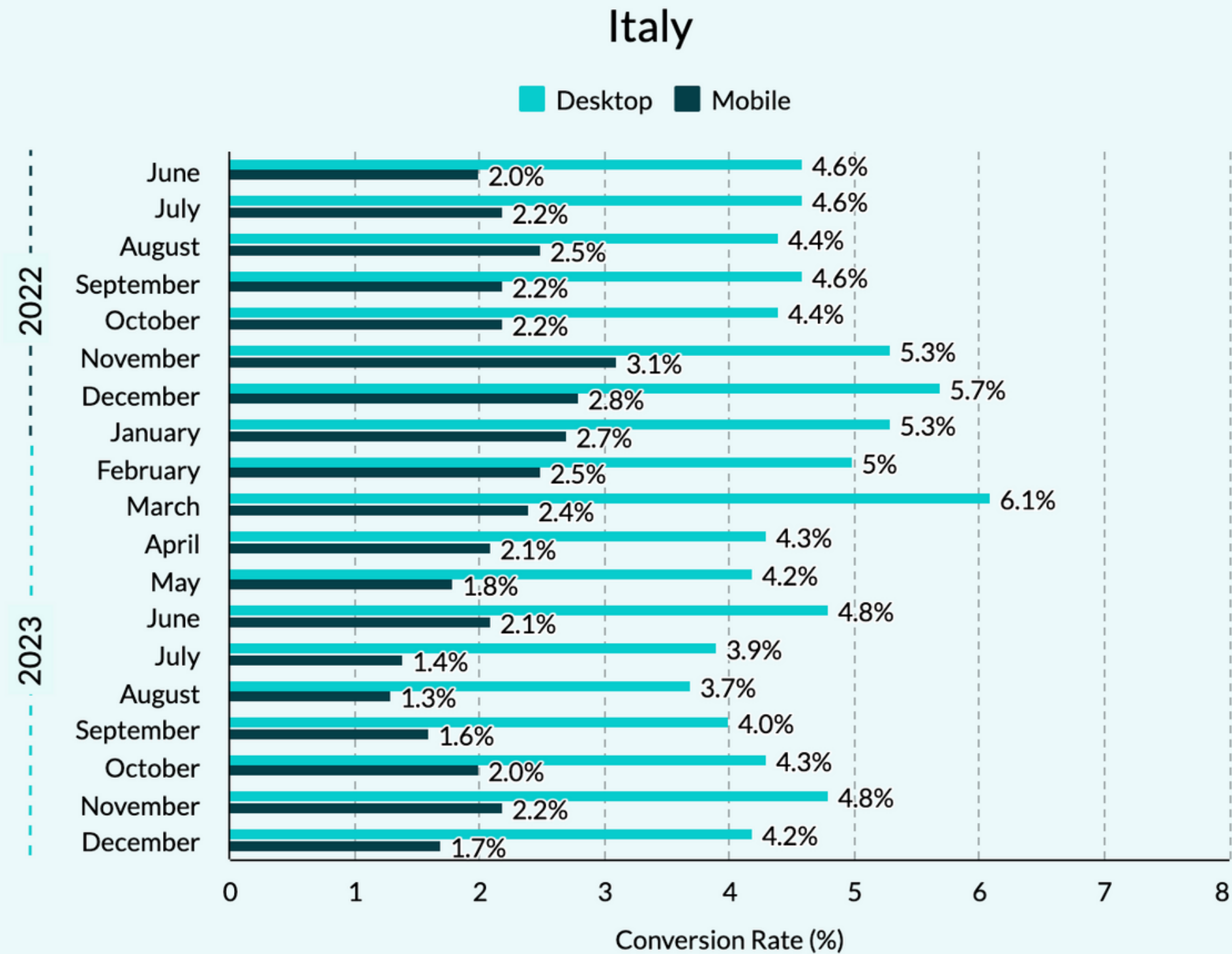■ Mobile ■ Desktop

THE HOTELS NETWORK
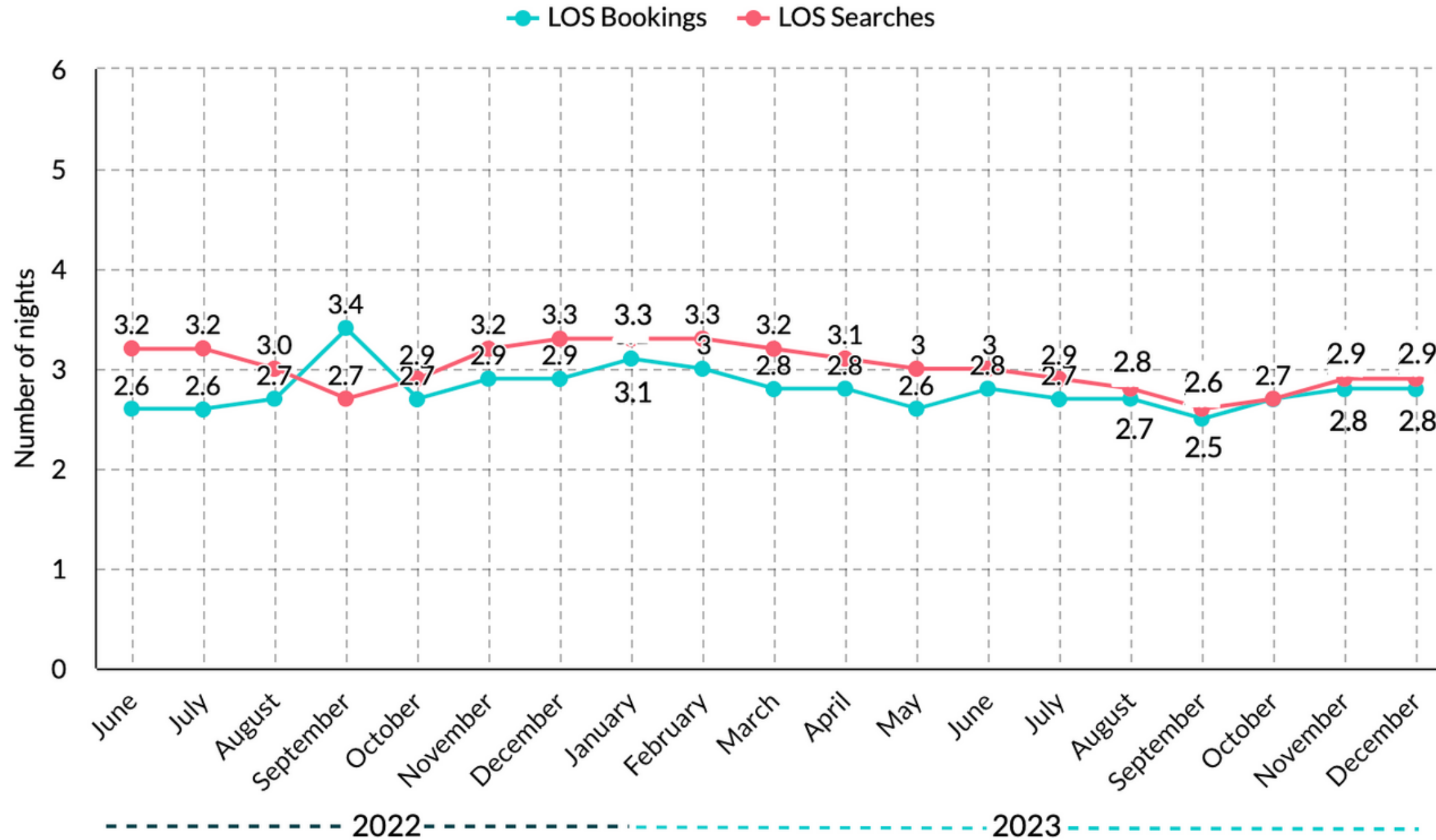
Conversion by Device

Graph description

Comparison of the average hotel website conversion rate by device
(Mobile, Desktop and Tablet) for hotels in Italy. Data is based on the
device on which the direct booking occurred.

Italy

■ Desktop ■ Mobile

2022

Month	Mobile	Desktop
June	2.0%	4.6%
July	2.2%	4.6%
August	2.5%	4.4%
September	2.2%	4.6%
October	2.2%	4.4%
November	3.1%	5.3%
December	2.8%	5.7%

2023

Month	Mobile	Desktop
January	2.7%	5.3%
February	2.5%	5%
March	2.4%	6.1%
April	2.1%	4.3%
May	1.8%	4.2%
June	2.1%	4.8%
July	1.4%	3.9%
August	1.3%	3.7%
September	1.6%	4.0%
October	2.0%	4.3%
November	2.2%	4.8%
December	1.7%	4.2%

Conversion Rate (%)

THE
HOTELS
NETWORK

Italy

- LOS Bookings
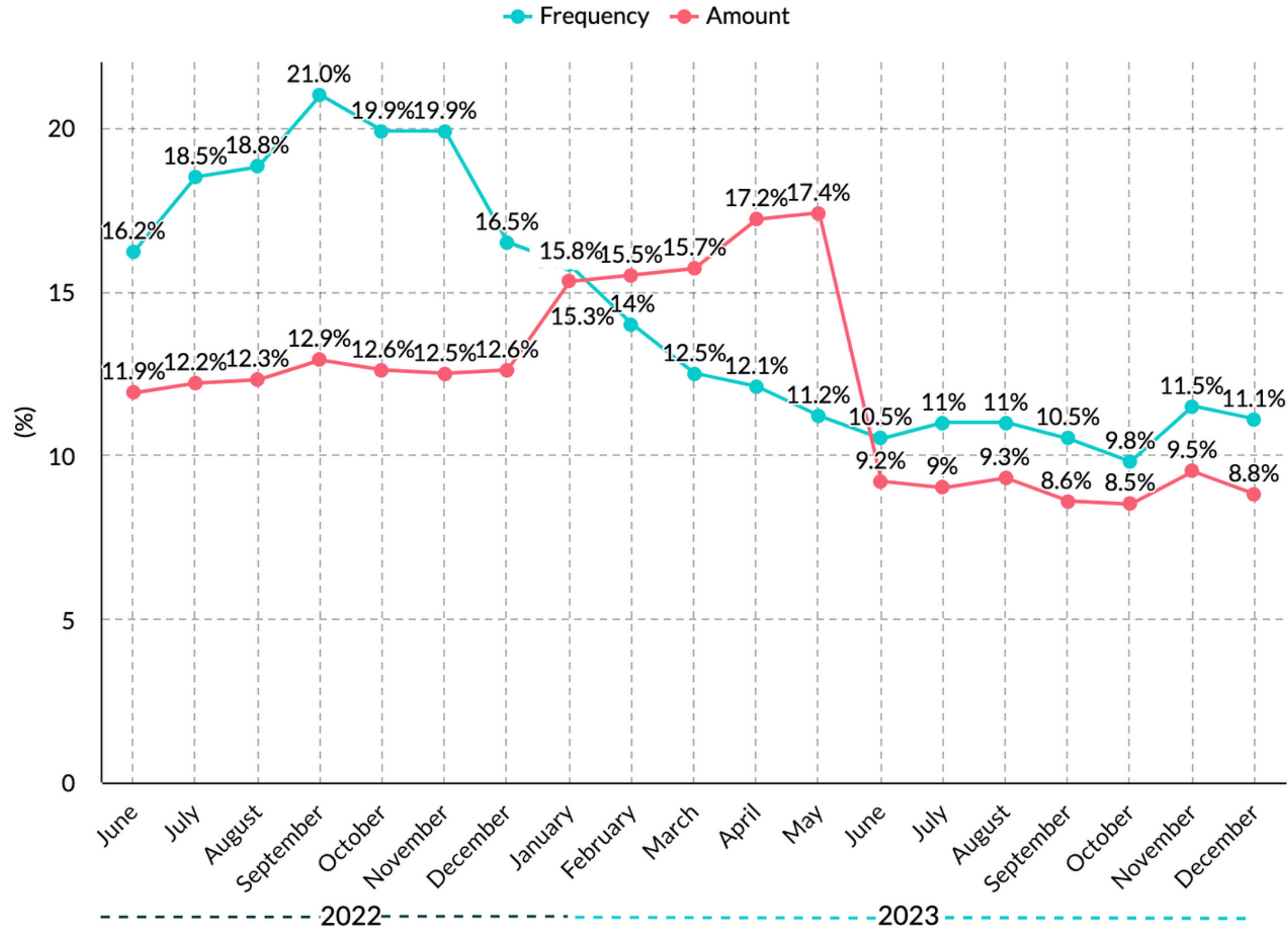- LOS Searches

Length of Stay

Graph description
Monthly breakdown of the Length of Stay for hotels in Italy.

o LOS search is the average number of nights for searches made on the hotel's Booking Engine, regardless of the number of unique visitors that made those searches.
o LOS booking is the average number of nights a booking was made for, regardless of when those bookings are due.

Italy

Legend: ● Frequency ● Amount

Frequency (%):
- June (2022): 16.2%
- July: 18.5%
- August: 18.8%
- September: 21.0%
- October: 19.9%
- November: 19.9%
- December: 16.5%
- January (2023): 15.3%
- February: 14%
- March: 12.5%
- April: 12.1%
- May: 11.2%
- June: 10.5%
- July: 11%
- August: 11%
- September: 10.5%
- October: 9.8%
- November: 11.5%
- December: 11.1%

Amount (%):
- June (2022): 11.9%
- July: 12.2%
- August: 12.3%
- September: 12.9%
- October: 12.6%
- November: 12.5%
- December: 12.6%
- January (2023): 15.8%
- February: 15.5%
- March: 15.7%
- April: 17.2%
- May: 17.4%
- June: 9.2%
- July: 9%
- August: 9.3%
- September: 8.6%
- October: 8.5%
- November: 9.5%
- December: 8.8%

(%)

2022 — 2023

OTA Disparities

Graph description
Average price disparities triggered by searches made on hotel websites in Italy.

Amount is the % of price difference between the hotel's rate and the OTA rate.

THE HOTELS NETWORK

BenchDirect ™

Understand your hotel brand's direct channel
like never before and avoid being left in the dark

Join the network for FREE

THE HOTELS NETWORK

www.thehotelsnetwork.com

Growth for your direct channel

Headquarters in Barcelona with a team around the world

Athens · Austin · Bangkok · Colombo · Barcelona · Frankfurt · Hong Kong · Istanbul

Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver