



H Mark Hotels & Resorts

CASE STUDY

INTRODUCTION

H Hotels & Resorts Management has a collection of 4 hotels and resorts internationally including The H Hotel (Dubai), The H Resort (Seychelles), CentreVille Hotel & Experiences (Montenegro) and Villa Diyafa in (Morocco). With a diverse portfolio, the H Hotels & Resorts management team were looking for a partner to aid them with website re-design and development services for each property. During our initial conversations with the client, it soon became clear that the reason for this request was to address the issue that there distinct lack of results from search and PPC campaigns driven in the form of direct bookings and revenue generated through their websites.

The lack of results were compounded further by Online Travel Agencies (OTAs) such as Booking.com and Expedia who's share of room bookings for the group was increasing monthly. The revenue generated by these OTAs comes at a high cost with an average of 22% paid out in commissions for every booking generated through these websites. Rather than simply re-build each website, we recommended an alternate path to the group based on analysis of each website in the form of (a) user data, (b) user experience, (c) analysis of the booking engine environment and user experience on this platform, which was licensed by the Hotels from Synexis - a third party booking engine provider that ultimately held the keys to conversion, and (d) a search / SEO audit.

Finally, we suggested that analysis and data should only dictate whether they needed to rebuild each website at considerable cost - or simply amend their existing websites (to save both time and cost) to take into consideration the insights from the audit and user experience analysis above. The client agreed that this was a far more sensible approach with potential cost and time savings on offer and therefore, the objectives, scope of work and budgets were agreed as per the following.

01

OBJECTIVES

Overarching Objective:

Lessen the dependency on OTA by each hotel and reduce OTA commissions for each of their properties and to create a blueprint for future properties added to the group.

Other Key Objectives

- Increasing website UX
- Increasing organic traffic and decreasing bounce rate
- Increasing conversion rates
- Increasing conversion volume

02

THE PROCESS

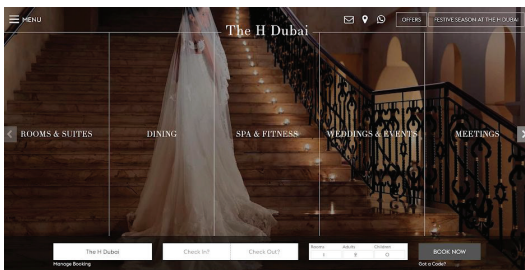
- 1. Installation of tracking tools** (heat-mapping, session recordings, analysis tools) on websites
- 2. Validation/fixing on tracking / revenue data** within Google Analytics to create accurate benchmarks
- 3. In-depth analysis** of current website behaviour focusing on website structure / flow, user experience and website content to identify;
 - a. Traffic and data validation
 - b. Conversion obstacles
 - c. User behaviour (by geography / language)
 - d. Content weaknesses / gaps
 - e. Website strengths & opportunities
 - f. Lead generation possibilities
- 4. Redesign and optimisation of websites** on existing framework with the above data and insights in mind
- 5. Comparison of performance and data**
- 6. Improve and optimise**



RESULTS: DUBAI

A total of **63 issues** were identified that impacted conversion and a number of updates were made to the site both structurally and aesthetically to address issues that include but are not limited to the following;

- Confused and over-extended user journey
- Disjointed conversion path
- Difficult to understand content
- Booking engine challenges
 - Alternative stay options
 - Incorrect error messaging



WELCOME

Located at #1 Sheikh Zayed Road, The H Dubai, is a gateway to the Middle East's most dynamic city. Renowned for its eclectic and award-winning selection of dining and nightlife experiences, the award-winning Mondrès Spa, a world class collection of 236 rooms and suites, a residential tower, an office tower and a dynamic events centre - it's truly a destination of life and style.



Festive at The H Dubai



THE H'MARK JOURNEY

H'Mark is the hospitality arm of Abu Dhabi Capital Group and is currently the fastest growing concern in the hospitality market. Moving under its corporate to its portfolio in the next 18 months, H'Mark plans to expand to over 20 properties worldwide by 2020.

H'Mark works closely with its partners to design and create Hotels & Resorts through its brand collection of H'Hotels & Resorts, Dubai & Seychelles, Canineville (Montenegro) and White Label Hotels (Maldives, Croatia, Monaco) and the Budget Concept as well as developing restaurant concepts through its gastronomy division and pop-up experiences.

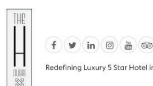
Over the coming 18 months, the brands will further expand into Dubai, Abu Dhabi and Sri Lanka.

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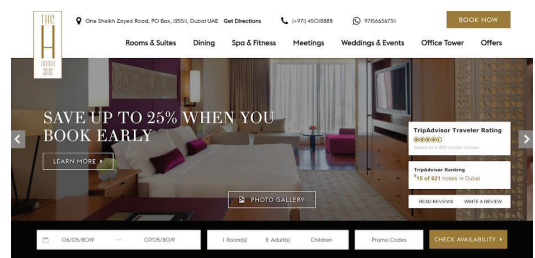
About The H Dubai	Weddings & Events	Dining	Terms of Use
Residences	Meetings	Spa & Fitness	Privacy Policy
Restaurants and Bars	What's on	Careers	Cancellation Policy
Office Tower	Contact Us	Contact Us	FAQ
Neighbourhood	Rooms & Suites	Site Map	

H'MARK Hosts **Dubai** Seychelles Podgorica Rabat New Journeys



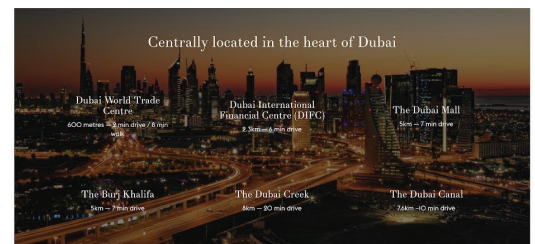
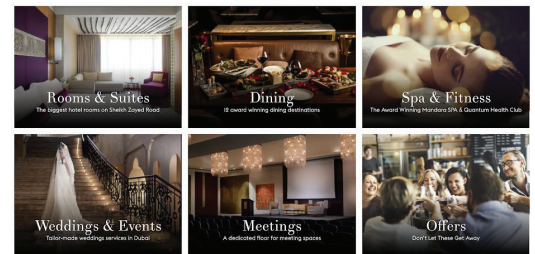
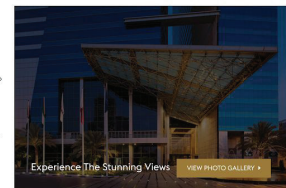
Redefining Luxury 5 Star Hotel in Dubai

© 2018 H'Hotels and Resorts Management LLC. Website developed by 20000.



Welcome to THE H DUBAI

Located at #1 Sheikh Zayed Road, The H Dubai, is a gateway to the Middle East's most dynamic city. Renowned for its eclectic and vibrant selection of dining and nightlife experiences, the award-winning Mondrès Spa, a world class collection of 236 rooms and suites, a residential tower, an office tower and a dynamic events centre - it's truly a destination of life and style.



The H Dubai on Social Media



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H'MARK Hosts **Dubai** Seychelles Podgorica Rabat

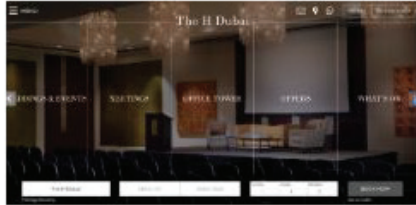
Web design in Dubai by Nava

© 2018 H'Hotels and Resorts Management LLC

04

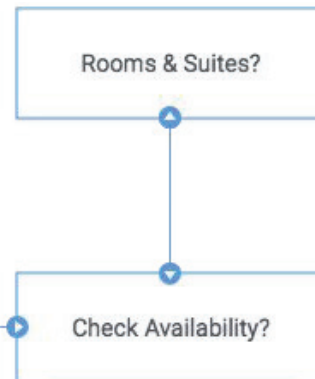
HYPOTHESIS & CHALLENGE CONVENTION

Current Scenario



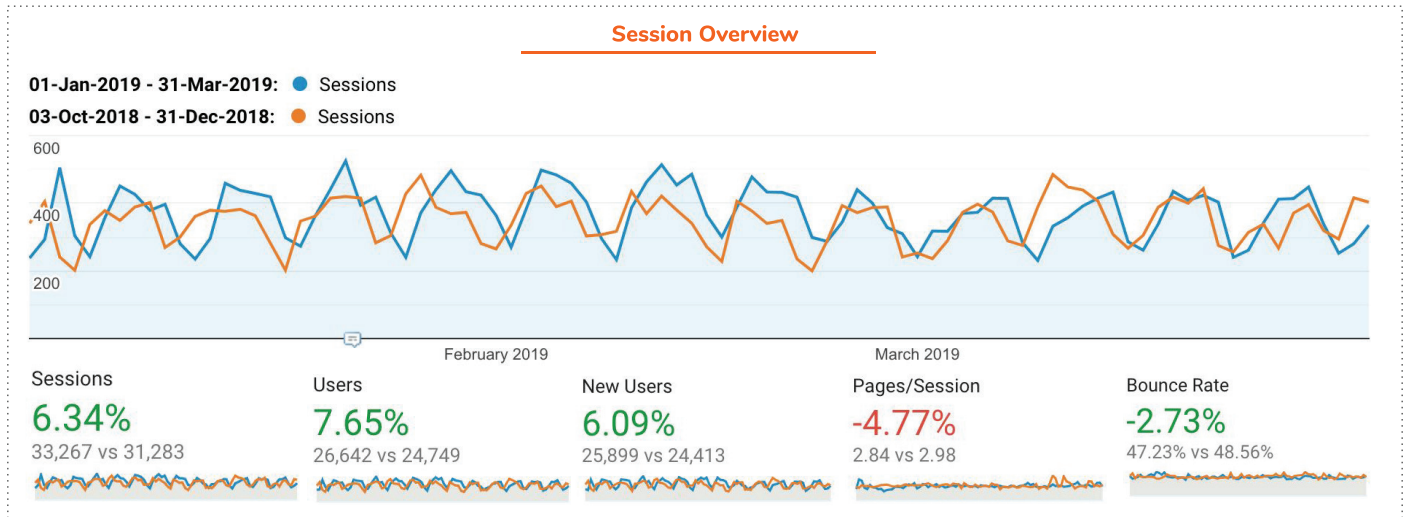
VS.

Ideal Scenario



With **57%** of website traffic typically from visitors who have visited an OTA site previously, we recommended shortening the conversion path and instead educate visitors why they should book direct and then show them the prices / benefits of doing so.

Reduction in pages per session was a result of visitors finding more relevant information faster.



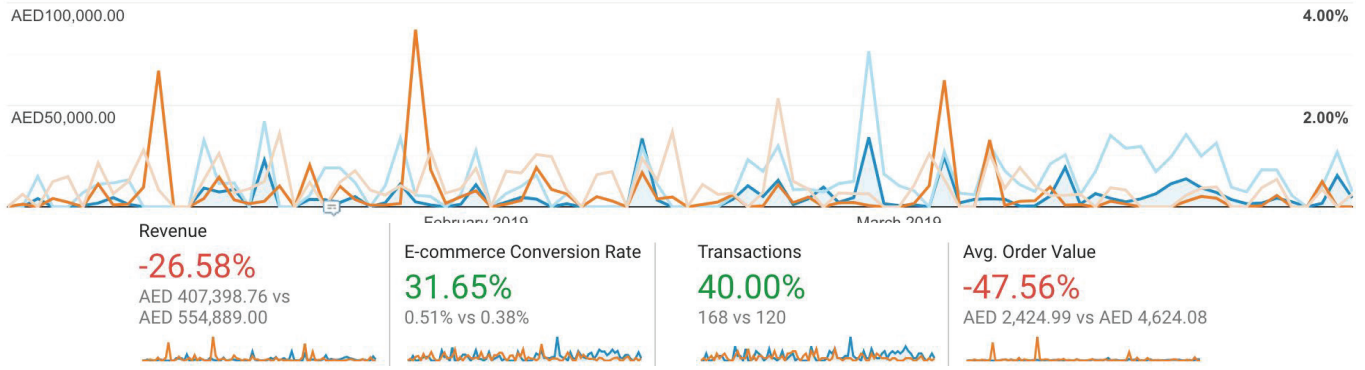
Overview by Source

Default Channel Grouping	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	7.65% <small>26,642 vs 24,749</small>	6.05% <small>25,922 vs 24,444</small>	6.34% <small>33,267 vs 31,283</small>	2.73% <small>47.23% vs 48.56%</small>	4.77% <small>2.84 vs 2.98</small>	21.64% <small>00:02:31 vs 00:02:34</small>
1. Organic Search						
01-Jan-2019 - 31-Mar-2019	18,400 (68.57%)	17,600 (67.90%)	23,011 (69.17%)	45.71%	2.92	00:02:05
03-Oct-2018 - 31-Dec-2018	17,861 (70.85%)	17,254 (70.59%)	22,385 (71.56%)	44.12%	3.06	00:02:29
% Change	3.02%	2.01%	2.80%	3.60%	-4.63%	-15.69%
2. Direct						
01-Jan-2019 - 31-Mar-2019	7,268 (27.09%)	7,307 (28.19%)	8,625 (25.93%)	50.14%	2.50	00:01:36
03-Oct-2018 - 31-Dec-2018	6,062 (24.05%)	6,033 (24.68%)	7,244 (23.16%)	61.80%	2.47	00:02:19
% Change	19.89%	21.12%	19.06%	-18.86%	0.95%	-31.08%
3. Referral						
01-Jan-2019 - 31-Mar-2019	615 (2.29%)	537 (2.07%)	930 (2.80%)	46.02%	4.16	00:04:21
03-Oct-2018 - 31-Dec-2018	779 (3.09%)	675 (2.76%)	1,099 (3.51%)	41.77%	5.06	00:06:53
% Change	-21.05%	-20.44%	-15.38%	10.19%	-17.82%	-36.85%
4. Social						
01-Jan-2019 - 31-Mar-2019	387 (1.44%)	360 (1.39%)	416 (1.25%)	64.66%	2.13	00:00:52
03-Oct-2018 - 31-Dec-2018	471 (1.87%)	449 (1.84%)	510 (1.63%)	67.25%	2.03	00:01:04
% Change	-17.83%	-19.82%	-18.43%	-3.85%	4.85%	-19.01%
5. (Other)						
01-Jan-2019 - 31-Mar-2019	163 (0.61%)	118 (0.46%)	285 (0.86%)	60.35%	3.00	00:02:54
03-Oct-2018 - 31-Dec-2018	37 (0.15%)	33 (0.14%)	45 (0.14%)	77.78%	2.38	00:03:02
% Change	340.54%	257.58%	533.33%	-22.41%	26.17%	-3.97%

During the redevelopment stage, Nexa optimised the website structure and website content for SEO purposes, which had an instant impact.

E-Commerce Conversions

01-Jan-2019 - 31-Mar-2019: ● Revenue ● E-commerce Conversion Rate
03-Oct-2018 - 31-Dec-2018: ● Revenue ● E-commerce Conversion Rate



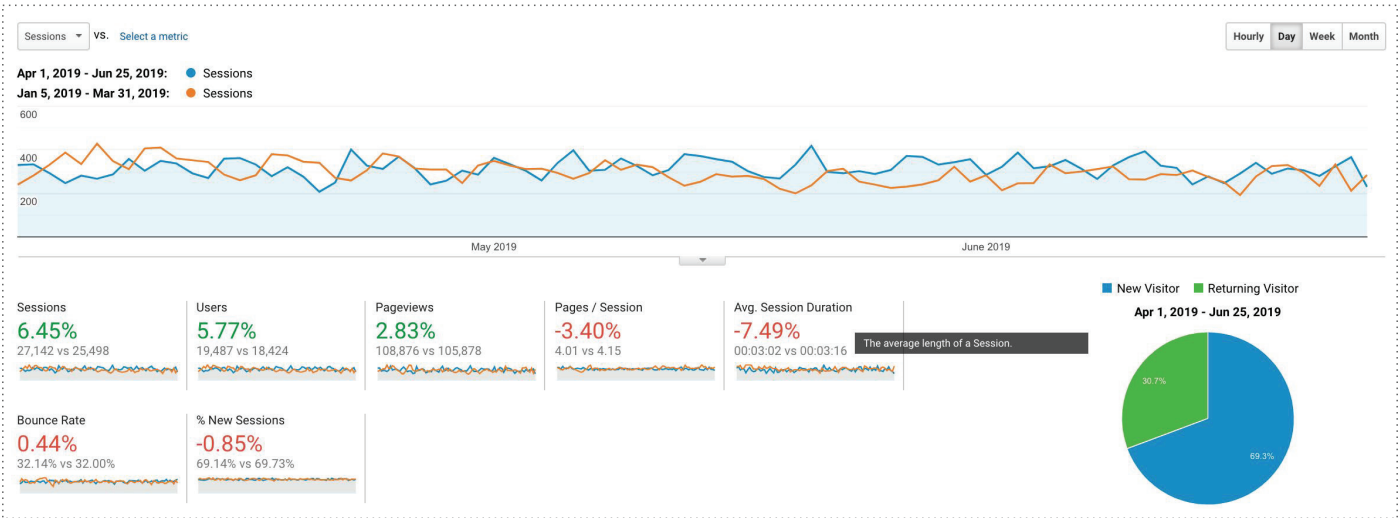
KPIs = Increase in Conversion Rates and Increase in Transaction Volumes

Revenue and Average Order Value are market dependent and outside of Nexa's area of impact.





RESULTS: SEYCHELLES



PO Box 188, Bel Ombre Road, Mahé Seychelles | Get Directions | +348 4387000 | 2488605301 | BOOK NOW

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WHY BOOK DIRECT?

LEARN MORE

PHOTO GALLERY

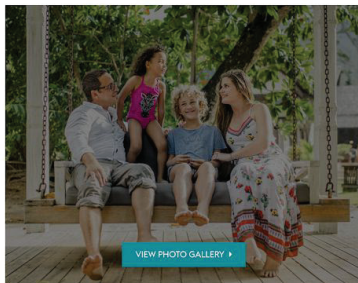
01 04/04/2019 | 02/04/2019 | 1 Room(s) | 2 Adults | Children | Promo Codes | CHECK AVAILABILITY

Welcome to H Resort

Located in Beau Vallon Beach one of the most luxurious neighbourhoods in the picturesque island of Mahé and only 10 min from Victoria (the capital), 5 min to Morne Seychelles National Park and 20 to Seychelles International Airport. Beau Vallon Beach has 3km of white sand beach and turquoise water and it's the only swimmable beach in Mahé all year round.

Our Boutique Resort has a natural reef that you can reach swimming 50m directly from the beach. Create memories worth sharing amid the luxury surroundings of our 5* Boutique Resort. Tranquil, sustainable green certified and culturally connected, not only by its Creole colonial architecture but also by seychellois.

Renowned for its azure turquoise oceans, crystal white beaches and half emerald greenery – expect nothing but undisturbed views, charming creole hospitality and a new height of indulgence at this paradise resort.



Suites & Villas

Unparalleled collection of opulence appointed villas and suites

Dining

Top Ranked Restaurants in TripAdvisor

Spa & Wellness

Balinese spa - The Gym - Leisure Activities

Weddings & Events

Once in a lifetime

Vascos Restaurant

The bright and contemporary main restaurant

Offers

Exclusive packages for your desired journey

Create Memories in the Seychelles

Market St

Built in 1840 and renovated in 1999, it remains the bustling heart of the capital and the best place to buy fresh fruits, fish, vegetables and spices.

Kenwyn House

Built in 1855, Kenwyn House, an elegant example of French colonial architecture and is one of the Seychelles' most visited Monuments.

St. Paul's Cathedral

St. Paul's Cathedral is dedicated to St. Paul the Apostle and was consecrated in 1859. The Cathedral was then rebuilt in 2001.

Cathedral of our Lady of Immaculate Conception

One of the first in the Seychelles and the Mother Church of the Catholic Diocese. It was constructed in March 1857 and was dedicated to the Virgin of Immaculate Conception.

National Museum of History

The National Museum of History was established in 1964. The museum is charged with the acquisition, preservation and exhibition of historical artifacts for the public benefit including one of the oldest maps dated 1517.

Morne Seychellois National Park

The largest national park in Seychelles spans more than 200 of Mahé. It offers trails that can be explored either by half or full day Excursions.

The H Resort on Social Media



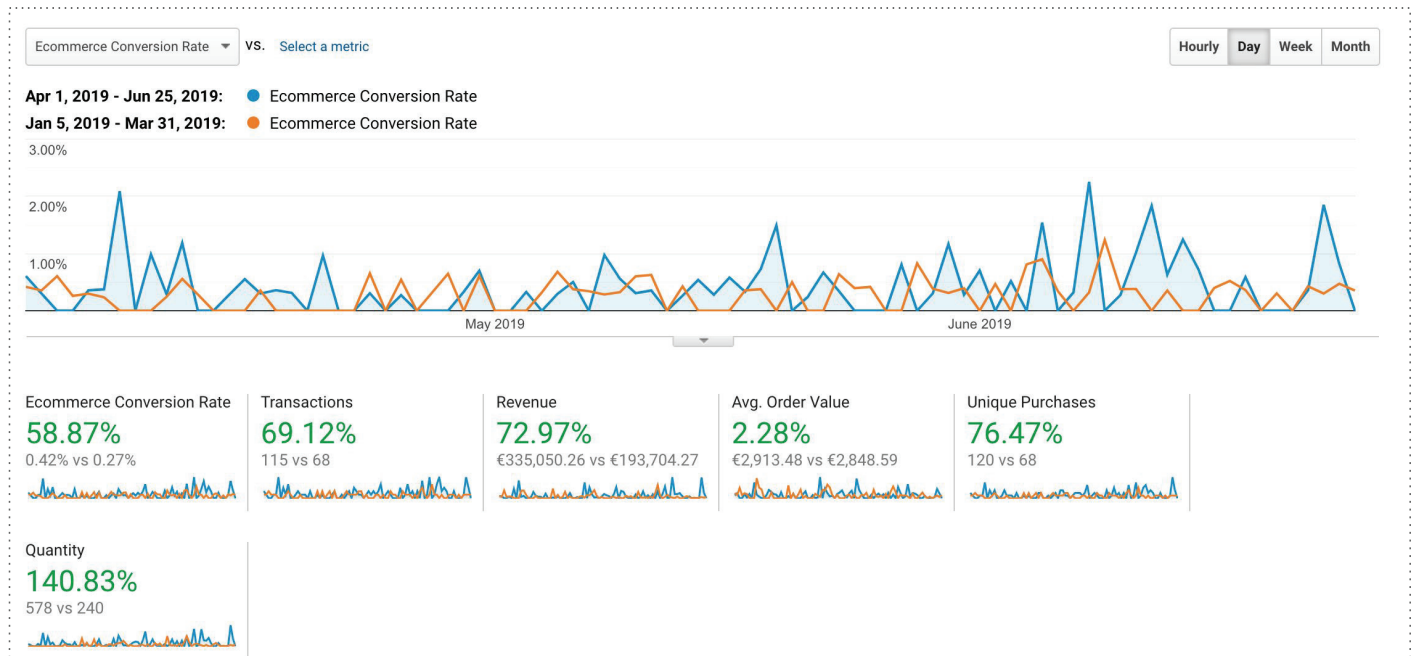
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H'MARK Hosts | Dubai | Seychelles | Podgorica | Rabat



KPIs = Increase in Conversion Rates and Increase in Transaction Volumes plus Revenue and Average Order Value increases

07 THE H HOTEL SEYCHELLES

3 MONTH COMPARISON

During the redevelopment stage, Nexa optimised the website structure and website content for SEO purposes, which had an instant impact



Overview by Source

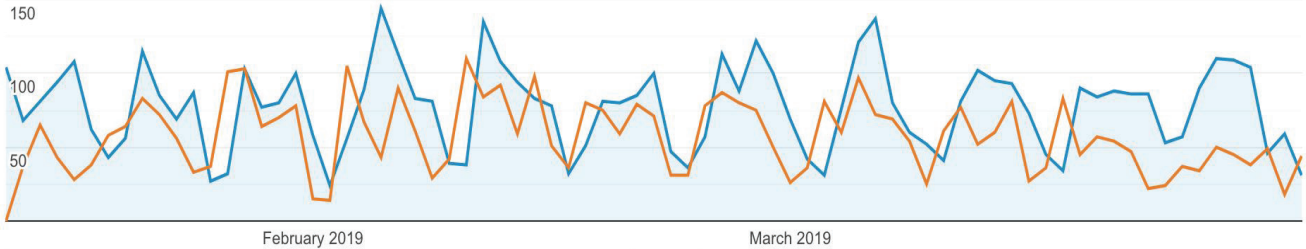
Default Channel Grouping	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
	33.47% 26,568 vs 19,906	1.41% 69.98% vs 69.01%	35.35% 18,593 vs 13,737	12.61% 32.03% vs 36.65%	8.40% 4.16 vs 3.83	9.81% 00:03:19 vs 00:03:40
1. Organic Search						
01-Jan-2019 - 31-Mar-2019	18,563 (69.87%)	66.49%	12,342 (66.38%)	30.00%	4.49	00:03:43
03-Oct-2018 - 31-Dec-2018	14,919 (74.95%)	66.21%	9,878 (71.91%)	31.03%	4.23	00:04:08
% Change	24.43%	0.42%	24.94%	-3.31%	6.27%	-10.17%
2. Direct						
01-Jan-2019 - 31-Mar-2019	6,047 (22.76%)	80.57%	4,872 (26.20%)	35.79%	3.34	00:02:20
03-Oct-2018 - 31-Dec-2018	3,487 (17.52%)	77.46%	2,701 (19.66%)	54.23%	2.66	00:02:13
% Change	73.42%	4.01%	80.38%	-34.01%	25.53%	5.41%
4. Social						
01-Jan-2019 - 31-Mar-2019	916 (3.45%)	86.79%	795 (4.28%)	40.39%	3.11	00:01:47
03-Oct-2018 - 31-Dec-2018	782 (3.93%)	81.71%	639 (4.65%)	53.45%	2.31	00:01:50
% Change	17.14%	6.21%	24.41%	-24.43%	34.34%	-2.58%
5. (Other)						
01-Jan-2019 - 31-Mar-2019	15 (0.06%)	60.00%	9 (0.05%)	33.33%	2.73	00:02:55
03-Oct-2018 - 31-Dec-2018	1 (0.01%)	100.00%	1 (0.01%)	0.00%	5.00	00:04:51
% Change	1,400.00%	-40.00%	800.00%	∞%	-45.33%	-39.86%



RESULTS: MONTENEGRO

Website Sessions

14-Jan-2019 - 31-Mar-2019: ● Users
16-Oct-2018 - 31-Dec-2018: ● Users



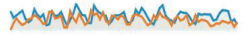
Sessions

40.74%
6,633 vs 4,713



Users

31.70%
4,990 vs 3,789



New Users

28.53%
4,857 vs 3,779



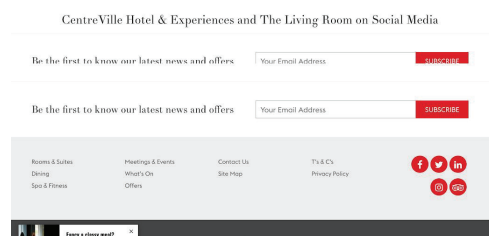
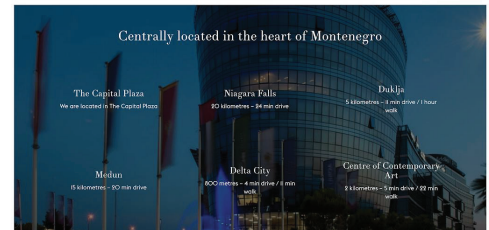
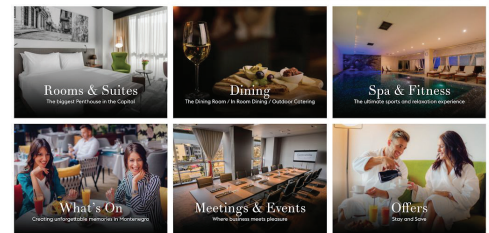
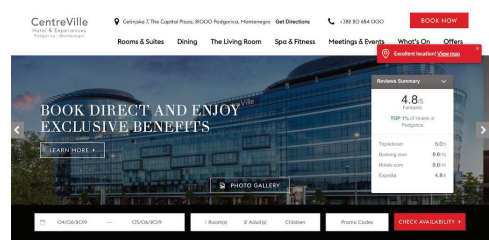
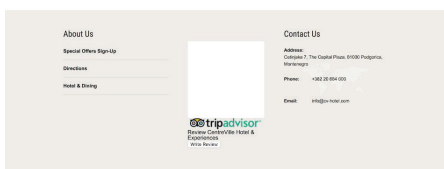
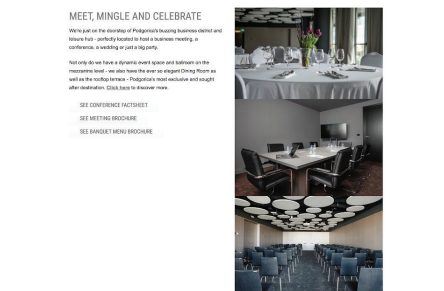
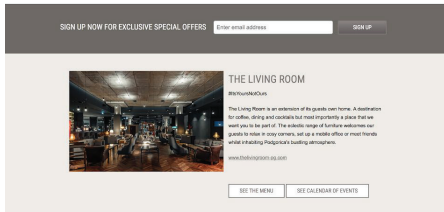
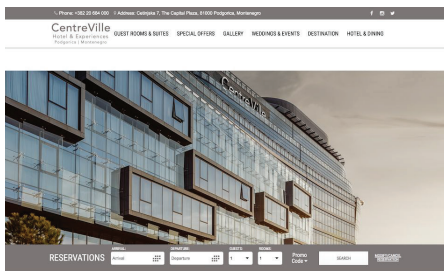
Pages/Session

45.05%
2.83 vs 1.95



Bounce Rate

-19.07%
52.75% vs 65.18%



During the redevelopment stage, Nexa optimised the website structure and website content for SEO purposes, which had an instant impact.

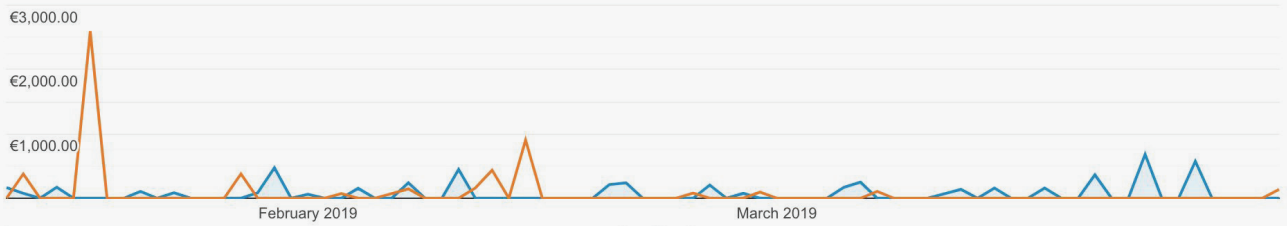


Overview by Source

Default Channel Grouping	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	31.70% <small>4,990 vs 3,789</small>	28.54% <small>4,860 vs 3,781</small>	40.74% <small>6,633 vs 4,713</small>	19.07% <small>52.75% vs 65.18%</small>	45.05% <small>2.83 vs 1.95</small>	23.92% <small>00:01:59 vs 00:01:36</small>
1. Organic Search						
14-Jan-2019 - 31-Mar-2019	2,306 (45.27%)	2,168 (44.61%)	3,114 (46.95%)	42.13%	3.05	00:02:04
16-Oct-2018 - 31-Dec-2018	1,869 (48.67%)	1,846 (48.82%)	2,378 (50.46%)	53.36%	2.27	00:01:58
% Change	23.38%	17.44%	30.95%	-21.05%	34.57%	4.66%
2. Direct						
14-Jan-2019 - 31-Mar-2019	2,073 (40.69%)	2,044 (42.06%)	2,452 (36.97%)	63.83%	2.47	00:01:38
16-Oct-2018 - 31-Dec-2018	1,583 (41.22%)	1,579 (41.76%)	1,858 (39.42%)	79.12%	1.59	00:01:08
% Change	30.95%	29.45%	31.97%	-19.33%	55.27%	44.20%
3. Referral						
14-Jan-2019 - 31-Mar-2019	438 (8.60%)	383 (7.88%)	771 (11.62%)	56.16%	3.25	00:03:12
16-Oct-2018 - 31-Dec-2018	238 (6.20%)	211 (5.58%)	295 (6.26%)	67.46%	1.90	00:01:41
% Change	84.03%	81.52%	161.36%	-16.75%	70.99%	90.98%
4. Social						
14-Jan-2019 - 31-Mar-2019	271 (5.32%)	261 (5.37%)	285 (4.30%)	65.61%	2.32	00:00:42
16-Oct-2018 - 31-Dec-2018	149 (3.88%)	145 (3.83%)	181 (3.84%)	74.03%	1.53	00:01:16
% Change	81.88%	80.00%	57.46%	-11.37%	51.32%	-44.33%
5. (Other)						
14-Jan-2019 - 31-Mar-2019	6 (0.12%)	4 (0.08%)	11 (0.17%)	18.18%	3.09	00:00:50
16-Oct-2018 - 31-Dec-2018	1 (0.03%)	0 (0.00%)	1 (0.02%)	0.00%	4.00	00:03:04
% Change	500.00%	∞%	1,000.00%	∞%	-22.73%	-72.68%

E-Commerce Conversions

14-Jan-2019 - 31-Mar-2019: ● Revenue
16-Oct-2018 - 31-Dec-2018: ● Revenue



E-commerce Conversion Rate

35.34%

0.60% vs 0.45%



Transactions

90.48%

40 vs 21



Revenue

-3.43%

€5,368.20 vs €5,558.60



Avg. Order Value

-49.30%

€134.20 vs €264.70



KPIs = Increase in Conversion Rates and Increase in Transaction Volumes
Revenue and Average Order Value are market dependent and outside of Nexa's area of impact.



RESULTS: MOROCCO

10

VILLA DIYAFA OVERVIEW

Website Sessions

19-Jan-2019 - 31-Mar-2019: ● Sessions

16-Oct-2018 - 26-Dec-2018: ● Sessions



Sessions

15.05%

3,134 vs 2,724



Users

9.01%

2,408 vs 2,209



New Users

7.38%

2,342 vs 2,181



Pages/Session

6.92%

3.14 vs 2.94




Bounce Rate

10.30%

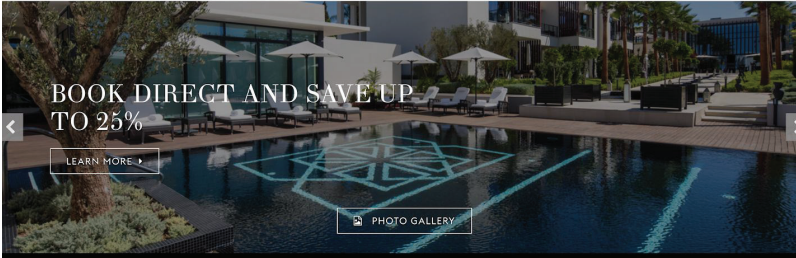
43.65% vs 39.57%





Quartier les Ambassadeurs, 10220 Rabat, Morocco [Get Directions](#) [+912538050800](#) [BOOK NOW](#)

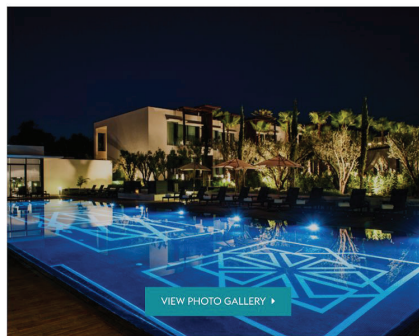
[The Suites & The Villa](#) [Dining](#) [Spa & Wellness](#) [Meetings & Events](#) [Offers](#)




06/06/2019 - 07/06/2019
1 Room(s) 2 Adult(s) Children
Promo Codes
[CHECK AVAILABILITY](#)


Welcome Villa Diyafa Hotel

Villa Diyafa is a boutique luxury hotel located in the embassy district of Rabat. True to the name Diyafa, which is derived from the Arabic word hospitality, the team ensures that every experience and interaction is truly a memorable one. Inspired by the life and art of historic influencer Zyriab, the interiors at Villa Diyafa are breathtaking and pay tribute to his beautiful vision. His influence is obvious in every space within the hotel mixing contemporary moroccan architecture with andalusian touch and has been heralded internationally for its spectacular design concept. Renowned for its tailor made unmatched style of service, its thoughtfully designed interiors and generous spacious accommodation. The Villa Diyafa offers a peaceful experience of unparalleled luxury in Morocco for those genuine discreet travellers. It boasts 10 beautifully appointed suites and a distinguished private villa as well as an intimate selection of dining experiences. The leisure facilities at Villa Diyafa include a traditional Moroccan spa and hammam, a state-of-the-art fitness facility and a 25 metre swimming pool surrounded by lush sculptured gardens and water features. It's a perfect place for hosting small corporate meetings, retreats and eclectic events.






The Suites & Villa
Biggest and luxurious 80sqm Suites



Dining
Restaurant - Bar - In room dining



Spa & Wellness
Hammam - Beauty Salon - Fitness Room

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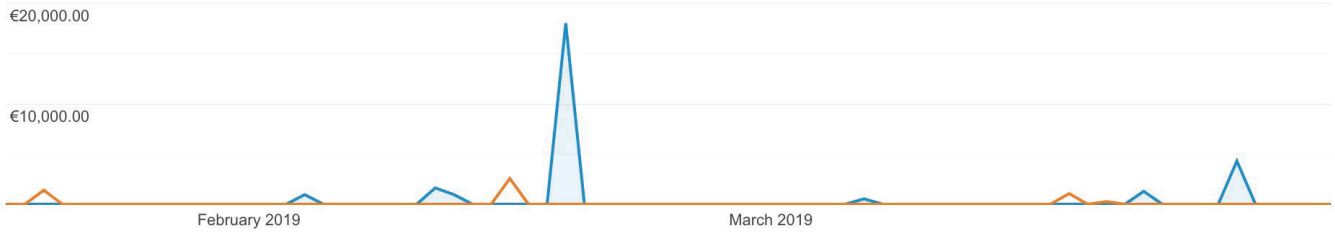
VILLA DIYafa

3 MONTH COMPARISON

E-Commerce Conversions

19-Jan-2019 - 31-Mar-2019: ● Revenue

16-Oct-2018 - 26-Dec-2018: ● Revenue



E-commerce Conversion Rate

49.00%

0.38% vs 0.26%



Transactions

71.43%

12 vs 7



Revenue

422.43%

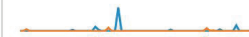
€27,647.00 vs €5,292.00



Avg. Order Value

204.75%

€2,303.92 vs €756.00



The following recommendations are now in progress:

Lessen the dependency on OTA by each hotel and reduce OTA commissions for each of their properties and to create a blueprint for future properties added to the group.

Other Key Objectives:

- Additional language pages based on traffic and conversion data
- Marketing Automation assessment to convert more visitors into direct bookings
- Content creation, area / regional guides for data collection and to support future marketing automation activities





Looking for help?

Nexa has worked with independent hotels, small groups and global chains since 2005, helping them with digital marketing in the form of website design and development, direct booking strategies, social media marketing and performance marketing.

With offices in **New York, Manchester and Dubai** our team can help any hotel across the world grow better using tried and tested tactics created to drive return on investment.

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