

Handlery Union Square Hotel

Learn how this service-oriented, historic property drove new customer value and higher revenues with a focus on improving direct booking performance.

The Customer

The Handlery Union Square Hotel is a family-owned, service-oriented 377 room hotel that prides itself on treating guests like family located in the heart of San Francisco, California's historic Union Square.

The Challenge

- **How do you enhance book-direct strategies and elevate the value of Brand.com with existing solutions?**

As part of their new demand generation strategies, the Handlery Union Square Hotel was looking to drive ancillary revenue by selling an increased number of experiences and enhancements through their Brand.com website (<https://sf.handlery.com/>). One of the primary challenges with this strategy was to convert an increased number of website visitors into bookings, and then sell these experiences in the booking flow. Meanwhile, Handlery was experiencing rapid recovery from the COVID-19 crisis with greater than 80% occupancy, making exploring and implementing massive technology changes difficult.

“We wanted to focus on our online presence to enhance exposure for Brand.com and the many experiences and enhancements we had to offer, and we needed our existing technology to support this strategy.”

Kristy Doi
Reservations Manager,
Handlery Union Square Hotel

The Solution

- **Test a new type of integrated web and booking engine experience to drive direct conversions and ancillary revenue streams.**

Handlery's Amadeus Account Manager reached out to them with an interesting and timely proposition. Amadeus' iHotelier® was testing a new version of their industry-leading booking engine, which was being enhanced to deliver a more frictionless booking experience. Key new improvements included integrating website and booking engine together and using the latest and greatest hospitality-specific eCommerce best practices to improve direct conversion rates. Beta testing of this new integrated web and booking engine approach was commencing, with the opportunity for Handlery to test the impact on their new direct booking initiatives.

Handlery worked with Amadeus to Beta test this new solution by evenly dividing all website traffic between the existing and new iHotelier booking engines to evaluate any performance improvements.

“We were intrigued by Amadeus’ new integrated booking experience. Combined with some of the other new functionality we saw regarding promotions merchandising and user experience, we felt this might give us the lift we needed.”

Kristy Doi
Reservations Manager,
Handlery Union Square Hotel

The Results

Result #1: 25% increase in direct booking conversions

Beta testing of the new booking engine's impact exceeded the expectations of Handlery, with the new solution showing a 25% increase in direct booking conversions versus the existing iHotelier booking engine.

Result #2: 125% increase in ancillary revenue spend

The new iHotelier booking engine also showed a massive improvement in ancillary revenue, with the new solution delivering a 125% increase in ancillary revenue.

25%

increase in
direct conversion
rate

125%

increase in
ancillary revenue
spend

"We trust Amadeus to stand by us. Not only is the service and support excellent, but they're always exploring new things and breaking new ground. I can't wait to see what they're up to next."

Kristy Doi
Reservations Manager,
Handlery Union Square Hotel

THANK YOU