

HOTEL BENCHMARK



UK Hotels

01 Jun 2021 - 30 Jun 2021

Premium report

Website traffic

OVERALL VISITS

Overall visits

YOUR PERFORMANCE



AVERAGE



Traffic to booking engine

19.26%

28.87%

Traffic to accommodation

45.69%

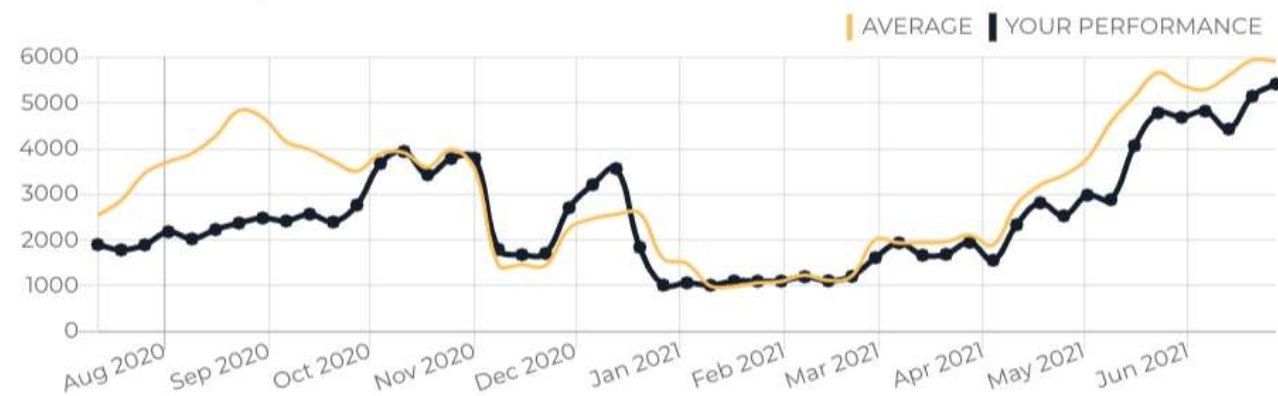
48.46%

Traffic to food & beverage

41.58%

23.15%

Historic traffic performance



Bookings

OVERALL BOOKINGS

Overall bookings

YOUR PERFORMANCE



AVERAGE



Desktop contribution

42.22%

61.67%

Mobile contribution

5.56%

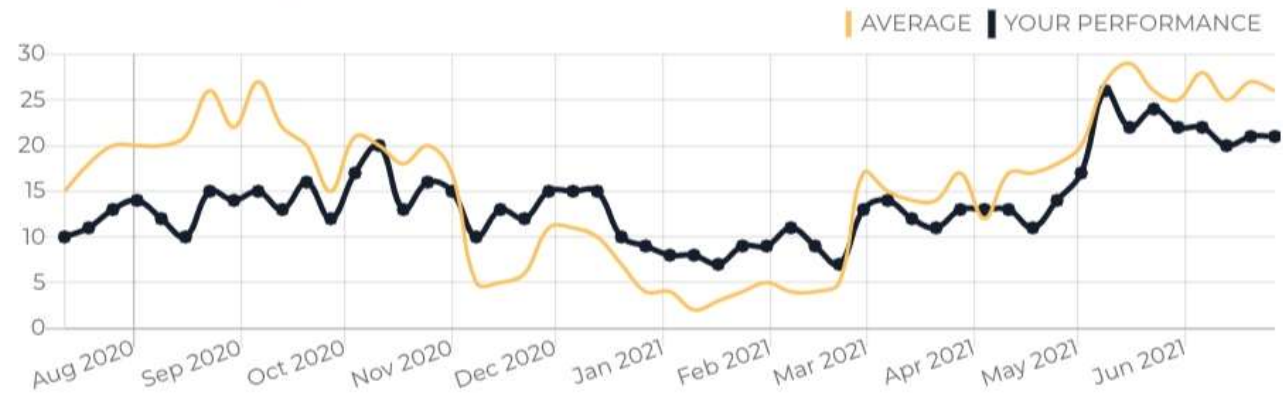
33.02%

Tablet contribution

0.00%

4.51%

Historic booking performance



Revenue

OVERALL REVENUE

Overall revenue

YOUR PERFORMANCE



AVERAGE



Desktop contribution

75.37%

63.25%

Mobile contribution

20.12%

30.76%

Tablet contribution

4.51%

4.37%

Average order value

1.03 k GBP

458.22 GBP

Conversion rate

OVERALL CR

Overall CR

YOUR PERFORMANCE



AVERAGE



Booking engine CR

2.17%

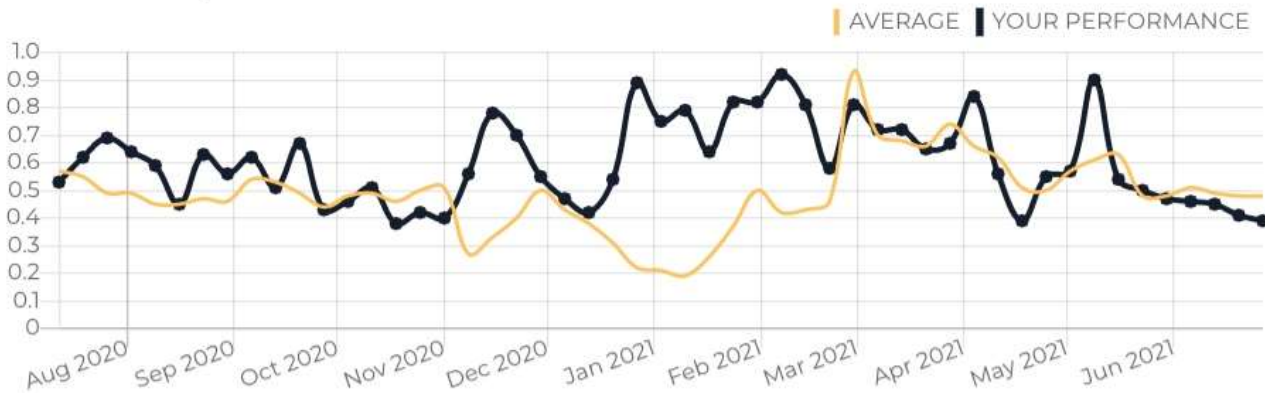
1.79%

Accommodation CR

0.91%

1.05%

Historic CR performance



Bounce rate

OVERALL BOUNCE RATE

Overall bounce rate

YOUR PERFORMANCE



AVERAGE



Desktop bounce rate

26.41%

28.64%

Mobile bounce rate

37.36%

37.15%

Tablet bounce rate

37.50%

31.52%

Google Ads

GOOGLE ADS SPEND

Google Ads spend

YOUR PERFORMANCE



AVERAGE



Google Ads ROI

16.33 : 1

12.67 : 1

Google Ads traffic
contribution

13.97%

17.39%

Website speed

AVERAGE PAGE SPEED

Average page speed

YOUR PERFORMANCE



AVERAGE



Desktop page speed

4.48 s

3.26 s

Mobile page speed

4.20 s

3.32 s

Tablet page speed

N/A

4.60 s

Organic channel

ORGANIC TRAFFIC CONTRIBUTION

Organic traffic contribution

YOUR PERFORMANCE



AVERAGE



Organic booking %

22.22%

34.21%

Organic revenue %

11.21%

34.56%

Organic bounce rate

27.60%

29.06%

Other channels

EMAIL TRAFFIC CONTRIBUTION

YOUR PERFORMANCE

AVERAGE

Email traffic contribution



Social traffic contribution

1.69%

1.65%

Direct traffic contribution

25.11%

20.61%