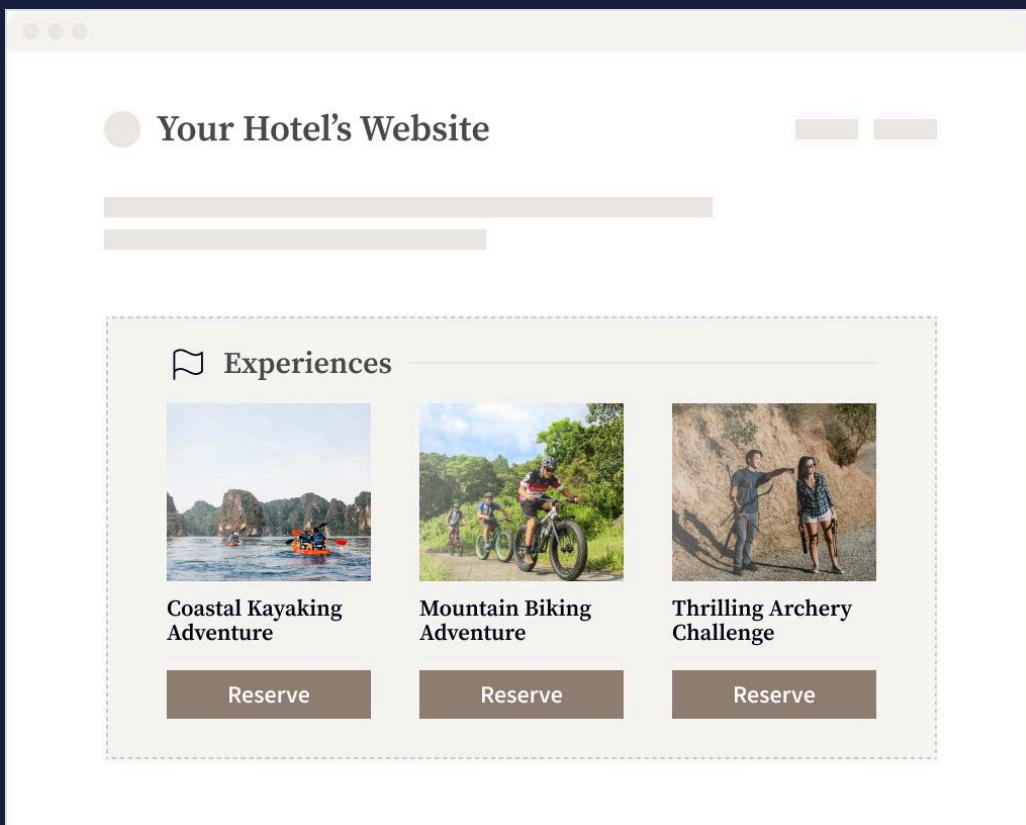


turneo

How to build a website structure that showcases your experiences



Introduction

The hotel website serves as the primary digital touchpoint between your hotel and guests. Over **87% of guests visit the hotel website before or during their stay**, in contrast to only 19% downloading a hotel app.

Travellers today want more than just a room - they are increasingly shaping their travel plans around in-destination activities. To inspire guests about the potential of the destination and position your hotel as the perfect base to explore it, it's key to place experiences strategically on hotel's website.

The prize for doing so is well worth the effort. Guests who book in-destination activities have **40% higher length of stay**, **20% higher daily spend** and leave **9% higher reviews** - imagine the impact this could have on your Total RevPAR.

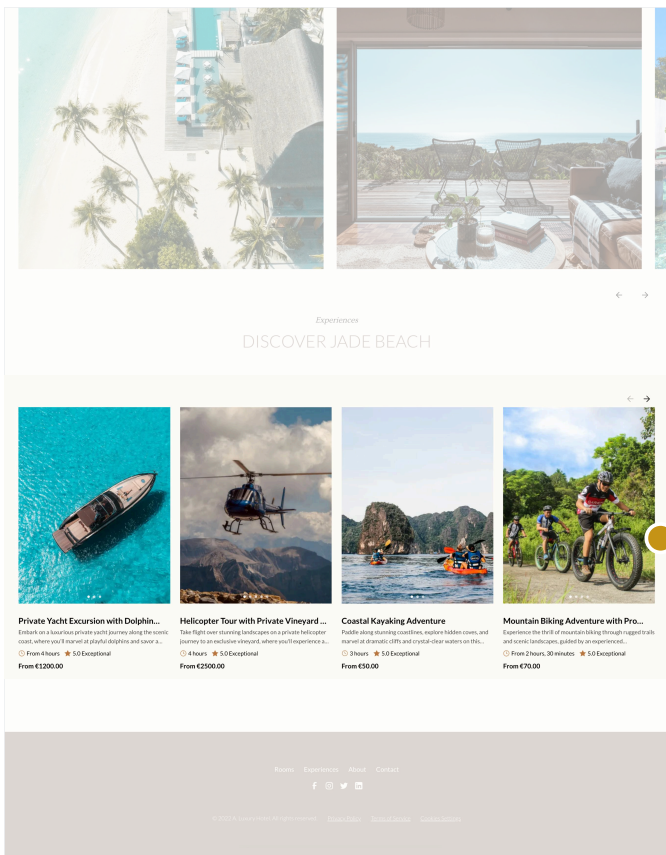
We analysed websites of best hotels in the world and found the following five areas of the website as key to success with selling experiences. These five areas complement each other as they map to different stages of the guest journey.



1. Homepage

The hotel's homepage gets the most visitors and is typically the page most visited while guests are researching where to stay. **Your guests are unlikely to book experiences through the hotel before they book accommodation, but by placing showcase experiences on the homepage, you will inspire guests to choose your hotel as a place to stay**, and ideally stay longer due to exciting things to do.

On the homepage, less is more, so you will ideally want to showcase 2-3 key experiences which will inspire your guests to book a stay with you. **These might not be your best-seller experiences, but will be most inspirational.** What this exactly is will highly depend on the hotel. For a family-friendly hotel it could be a comprehensive kids program focused on STEM or sports, for a romantic boutique hotel it might be a VIP dinner under the stars, while for an Alpine sports hotel, it might be a guided hike.

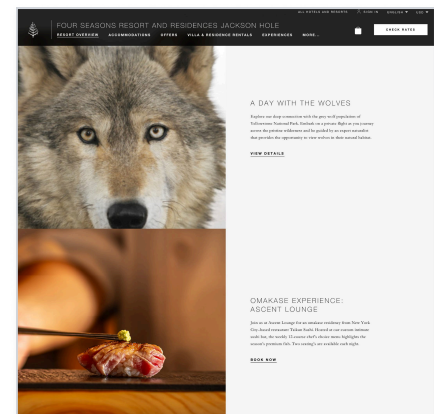


Goal

Increase room booking conversion and length of stay by inspiring guests through an experience offering.

Real-world example

The Four Seasons Jackson Hole website effectively showcases curated experiences to elevate its homepage. Below the room overview, the 'Discover Jackson Hole' section highlights adventures like a wildlife safari, Yellowstone tour, and in-house Omakase dining, emphasizing the hotel's unique connection to its surroundings. Amenities such as the spa, dining, art gallery, and the 'A Day with the Wolves' tour are beautifully presented with striking visuals and descriptions, inspiring guests with a vivid preview of their stay.



Experiences

Embedded directly from Turneo.

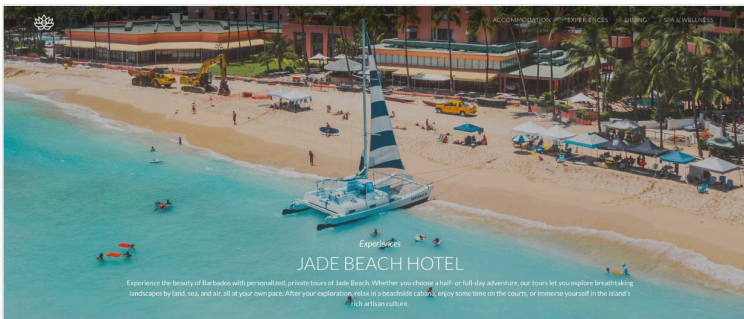


2. Experience page

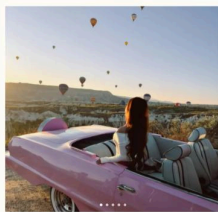
Your experiences page serves as the central hub for all your activities, whether within your hotel or through collaborations with local providers. It's where guests will explore and book their next adventure. How you organize and present these activities plays a crucial role in making your offerings both appealing and easy to navigate.

To inspire guests with a wide variety of options while ensuring they can easily find experiences that match their interests, **group activities into clear categories** based on the story you are trying to tell (e.g. "Explore the coast"). You will be able to easily create and manage these categories with Turneo's Elements.

Once you've built your experience page, don't forget to add it to your **navigation bar** to ensure it's easy to discover. Research shows that **website visitors spend up to 57% of their time on the top section of a website**, and 94% consider easy navigation the most useful feature.



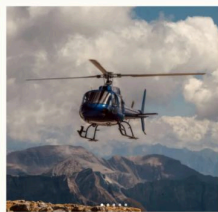
EXCLUSIVE EXPERIENCES



Sunrise Hot Air Balloon Flight Over Vineyards with...
 Float above rolling vineyards as the sun rises, painting the landscape in a golden glow. This exclusive hot air balloon experience ends with a secluded champagne...
 ⌚ 3 hours ⌚ \$5 Exceptional
 From €750.00

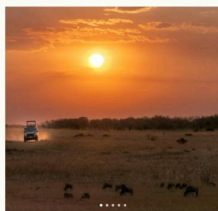


Private Yacht Excursion with Dolphin Spotting & Chef...
 Embark on a luxurious private yacht journey along the scenic coast, where you'll...
 ⌚ From 4 hours ⌚ \$5 Exceptional
 From €1200.00

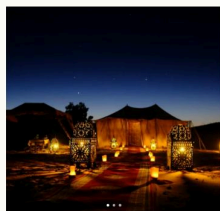


Helicopter Tour with Private Vineyard & Wine Cellar...
 Take flight over stunning landscapes on a private helicopter journey to an exclusive...
 ⌚ 4 hours ⌚ \$5 Exceptional
 From €2500.00

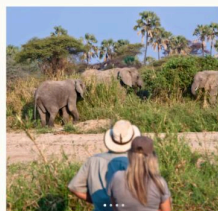
SAFARI AND NATURE



Sunset Wildlife Photography Safari
 Capture incredible wildlife moments during the golden hour on a guided safari...
 ⌚ 3 hours ⌚ \$5 Exceptional
 From €750.00



Starlit Desert Safari & Stargazing
 Experience the magic of the desert under a blanket of stars on this unforgettable...
 ⌚ 3 hours ⌚ \$5 Exceptional
 From €750.00



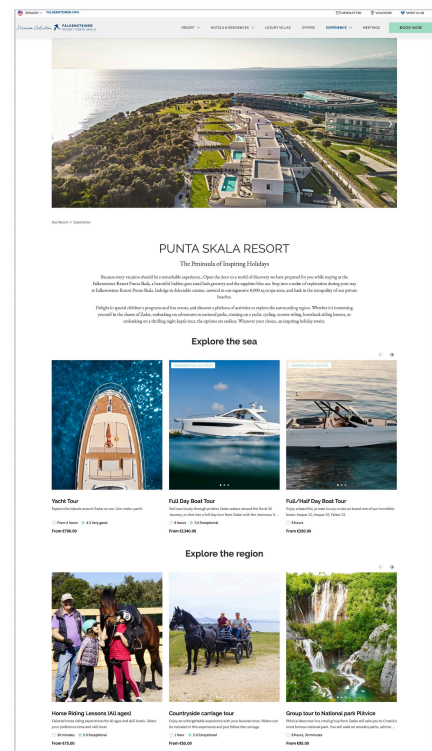
Bush Walking Safari with Traditional Tracking Workshop
 Step into the wild and see the world from an animal's perspective with an...
 ⌚ 3 hours ⌚ \$5 Exceptional
 From €750.00

Goal

Showcase all activities you provide to drive experience bookings and help guests discover the destination

Real-world example

A range of inspiring holiday adventures immediately captures attention upon visiting the experiences page of **Falkensteiner's Punta Skala Resort**. From sea adventures, day tours and spa treatments to kids' academies, rentals and transfers, their experience page serves as a great example of how thoughtfully organized categories offer a clear overview of the hotel's focus areas and local activities. Each experience features a brief description, duration, and price displayed directly on the main page, enabling guests to easily get all the essential details without needing to navigate to individual experience pages.





3. Experience category pages

As travellers place greater emphasis on in-destination activities, hoteliers are increasingly using experiences to differentiate their brand and capture guests' attention. Alongside your main experiences page, **creating subpages that highlight specific types of experiences can help reinforce the connection to your brand.** The experiences you select can depend on your hotel's speciality or the type of guest profile you aim to attract. Hotels focused on wellness can create a "Spa & Wellness" subpage, whereas a family-oriented hotel could use it to showcase all "Kid-Friendly" activities.

These subpages also provide an opportunity to **expand your storytelling and inspire guests by showcasing how these experiences** can create unique and unforgettable moments during their stay—**giving them yet another reason to choose your hotel.**

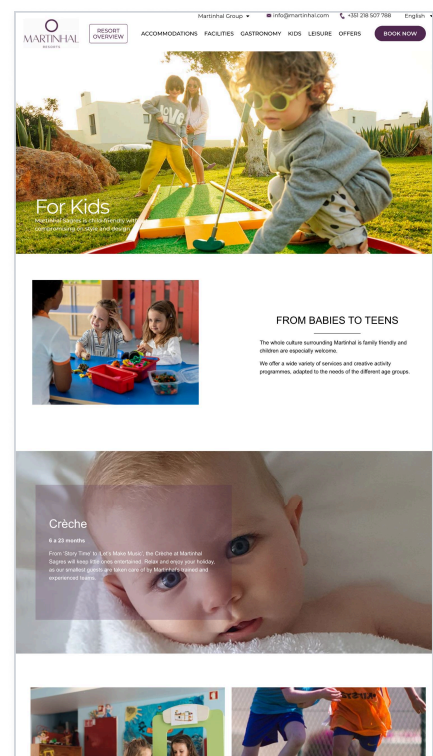
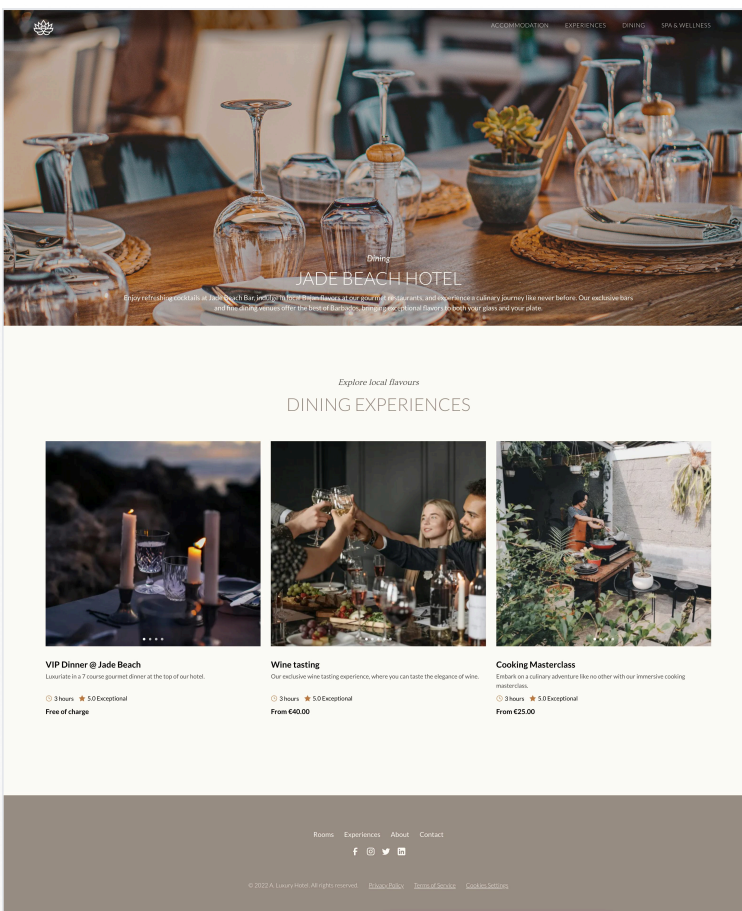
Once you've inspired guests with your selected activities, you should not miss the chance to secure bookings on the same page. Regardless of the activity type, Turneo's platform will enable you to capture experience bookings directly on your website.

Goal

Highlight experience categories most aligned with your hotel's brand

Real-world example

Martinhal Sagres Family Beach Resort's website highlights its focus on gastronomy and kid-friendly activities through its navigation bar, targeting families seeking luxury dining and entertainment for children. Subpages provide detailed insights, with the gastronomy page showcasing in-house restaurants, bars, and food shops, while the kids' page outlines activities, programs, and services for various age groups. This structure positions Martinhal's brand effectively, differentiating it from competitors and communicating its offerings more clearly than a single experience page would.



4. Room booking engine

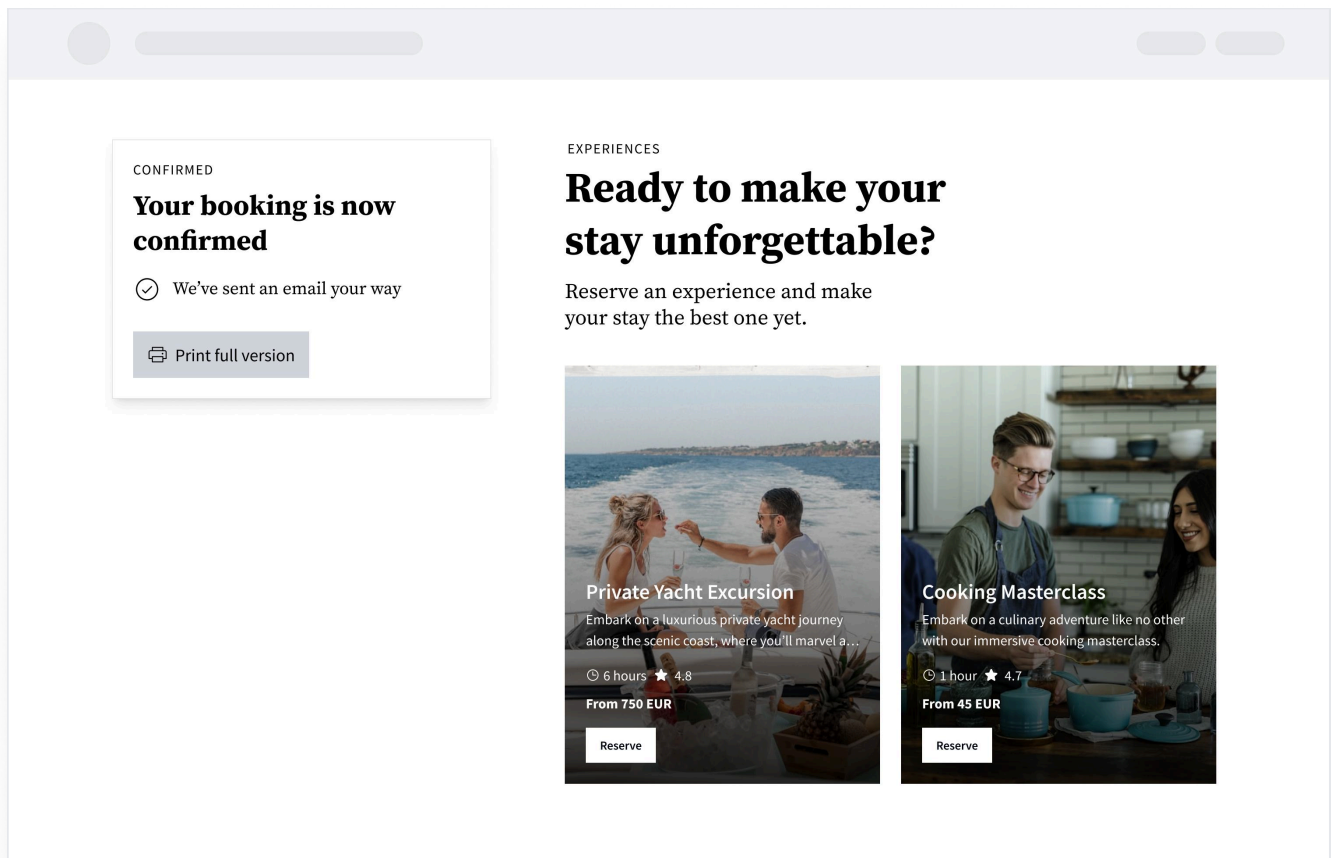
Room booking engine is usually the first digital touch point hotels implement for upselling experiences. However, hotels need to be very careful with this type of implementation. **Booking abandonment rate in the travel industry is already above 80%** (vs 70% for all sectors), so adding more steps into the booking flow could drive that abandonment rate even higher. **When the guest is in the middle of booking a room, it is best to not distract them with too many upsell options.**

Instead, **a better way to upsell your experiences is to present them after the room reservation is completed.** You can use a post-purchase or thank-you page to ensure the guest has already paid for their room and is now ready to start planning in-destination activities.

An easy way to implement this would be through placing Turneo's Elements to the booking confirmation page .

Goal

Improve Total RevPAR by upselling experiences to guests, upon the completion of room booking



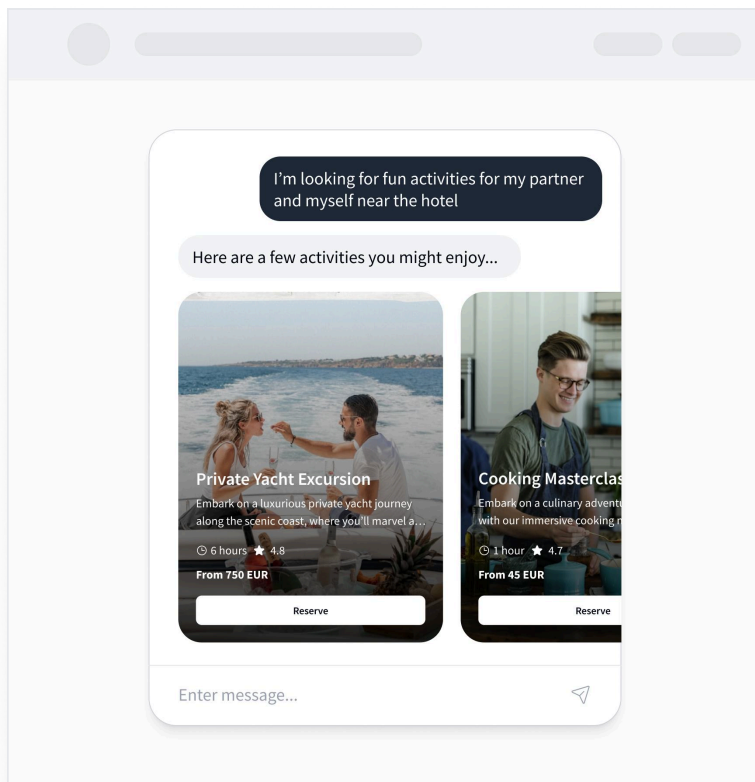


5. Chat

In recent years, **usage of chatbots in the hospitality sector has increased by 53% and research shows that 79% of travellers are willing to interact with the bot if it functions like a concierge.**

When guests use a chatbot to find details about your hotel, they might also want to ask questions about in-destination activities. To increase their satisfaction and usefulness of your bot, it should be able to provide insights and answer questions about your experience offers. **For a smooth guest journey, each experience should have a booking link directly within the chat so guests can proceed to booking with one click.** Turneo's API enables easy integration of experience bookings within any chatbot engine.

While it's crucial to enable guests to get all relevant information from the bot, they should also have the option to easily connect with your staff when needed. This ensures guests feel that your chatbot is there to assist rather than replace your staff, which is crucial for brand perception, especially for 5-star hotels.

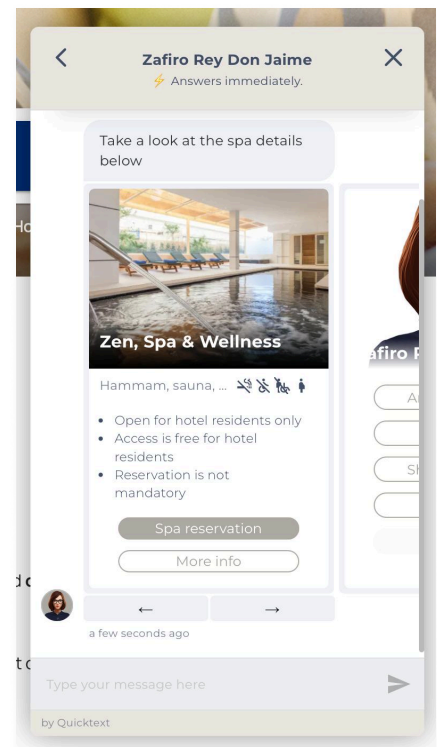


Goal

Make your AI chatbot truly useful by enabling guests to get information and book their in-destination activities

Real-world example

Zafiro Hotels built one of the rare hotel websites currently offering bookable experiences within the chatbot. When interacting with the chat, users are asked to select a topic and clicking on 'Visits and Tours' opens an overview of activities guests can engage with during their stay. Each experience has a dedicated call-to-action 'Book now' button which directs guests to the relevant experience, enabling them to complete a booking in only a few steps without manual search for the right experience.



Takeaways

Including experiences on your website is crucial for attracting today's travellers seeking to immerse themselves in the local environment, participate in activities, and discover what makes the destination truly authentic. In the 12-week period ahead of a trip, there are 3x more experience searches than hotel searches, so including your experiences on the site can help guests understand the range of available activities and realise your hotel is the perfect base for their upcoming adventures. Also, guests who book activities ahead of their trip spend up to 47% more on their accommodation.

87% of your guests will visit the hotel website at some point in their journey, making it a great place to showcase your experience offering and enable booking. Once your experience offer is digital and easy to book on the spot, you do not rely exclusively on concierge and reception desk to secure bookings. Instead, your digital and on-property placements do the work for you while increasing guest satisfaction, as now guest can choose between channels most suitable to their preferences.

To achieve this, get in touch with Turneo's team to discuss how to best implement your experience portfolio across your website and on-property channels.

About Turneo:

Turneo's platform supports both in-house and external activities, including tours, spa&wellness, dining, event tickets, transfers and rentals. The booking engine is integrated as a white-label solution without any third-party branding. It acts as a single source of truth for experience management across all online channels and on-property bookings coming from the concierge, reception desk or other guest touchpoints within the hotel.

Preview

Share your website with us and we will send you a preview of how bookable experiences could elevate your website and guest touchpoints.

[Get a preview](#)

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