

context

Helping Hotels Win More Direct Bookings.



Outperform OTAs and Major Hotel Brands.



Drive More Qualified
Online Demand



Increase Direct
Website Traffic



Reduce
OTA Dependence



Convert More Visitors
into Direct Bookings



Improve
Guest Experience



Strengthen Guest
Retention & Loyalty



Improve
Marketing ROI



Compete More
Effectively Online

Executive Summary

The hospitality industry has become one of the most competitive digital markets in the world.

Today's travelers research extensively before booking. They compare rates, explore amenities, review locations, evaluate experiences, and often browse multiple hotel websites before making a decision. Unfortunately for most hotels, the majority of those travelers leave without ever booking directly.

Many continue their journey on:

- OTAs
- Larger hotel brands
- Competing local properties
- Travel marketplaces

This creates a major challenge for independent hotels and smaller hotel groups.

Large hotel chains and OTAs dominate the online landscape with massive advertising budgets, stronger digital visibility, loyalty ecosystems, and sophisticated marketing strategies that smaller properties often struggle to compete against.

At the same time, hotels are investing heavily in:

- SEO
- Google Ads
- Social media campaigns
- Travel platforms
- Digital marketing
- Website traffic generation

Yet despite these investments, most hotel websites still fail to convert the majority of visitors into direct bookings.

Context was built to solve both problems together.

First, Context helps hotels drive more online demand through a unique demand generation strategy designed to help independent hotels and smaller hotel groups compete more effectively against larger hotel brands and OTAs.

Then, once travelers arrive on the website, Context intelligently engages them in real time—helping hotels reduce website drop-offs, answer questions instantly, improve guest engagement, and convert more anonymous visitors into direct bookings before they continue researching elsewhere.

Beyond the website, Context extends the hotel experience directly to the guest's smartphone through a branded mobile experience that requires no app download. This helps hotels stay connected with guests before, during, and after their stay—creating stronger guest relationships, improved loyalty, and more repeat direct bookings.

The result is a more complete digital strategy that helps hotels:

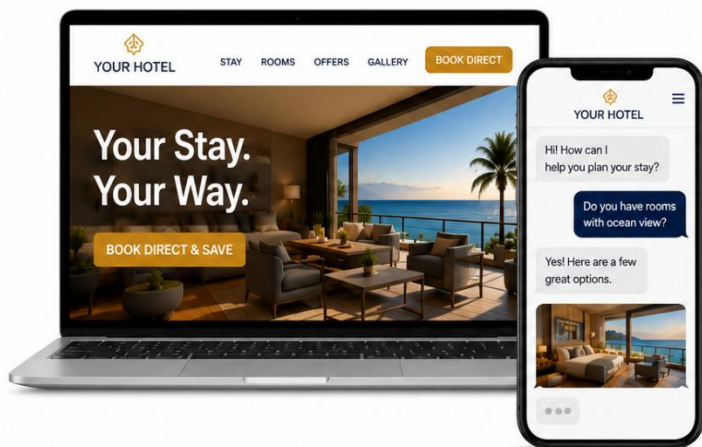
- Drive more qualified online demand
- Increase direct website traffic
- Reduce OTA dependence
- Convert more visitors into direct bookings
- Improve guest experience
- Strengthen guest retention and loyalty
- Improve marketing ROI
- Compete more effectively online

In today's hospitality market, generating traffic alone is no longer enough.

Hotels need the ability to both attract travelers and convert them before competitors do.

That is where Context creates a competitive advantage.

Helping Hotels Win More Direct Bookings.



A More Complete Digital Strategy That Delivers Results.

-  Drive More Qualified Online Demand
-  Increase Direct Website Traffic
-  Reduce OTA Dependence
-  Convert More Visitors into Direct Bookings
-  Improve Guest Experience
-  Strengthen Guest Retention & Loyalty
-  Improve Marketing ROI
-  Compete More Effectively Online

The Biggest Digital Revenue Problem

Most hotels focus heavily on generating traffic.

Far fewer focus on what happens after visitors arrive.

This is where significant revenue loss occurs.

Hotels invest heavily in:

- SEO
- Paid advertising
- Social media campaigns
- Content marketing
- OTA visibility
- Brand awareness campaigns

The assumption is simple: More traffic should produce more bookings.

But traffic alone does not guarantee revenue.

Most travelers visiting hotel websites are still in the research phase. They are:

- Comparing prices
- Evaluating amenities
- Exploring destinations
- Reviewing nearby attractions
- Comparing competitors
- Deciding between booking direct or using an OTA

Most are not ready to immediately commit.

As a result, the majority leave anonymously without booking or contacting the hotel.

And once they leave:

- The hotel loses visibility into who they were
- The relationship disappears
- The booking opportunity often shifts to a competitor or OTA

This creates one of the largest hidden revenue leaks in hospitality today.

Independent Hotels Face an Uneven Playing Field

Independent hotels and smaller hotel groups face enormous pressure competing online.

OTAs and major hotel brands have the resources to dominate:

- Search rankings
- Digital advertising
- Brand awareness
- Retargeting campaigns
- Loyalty ecosystems
- Traveler mindshare

But that dependence comes at a cost for independent hotels:

- OTA commissions
- Reduced profitability
- Limited ownership of guest relationships
- Higher acquisition costs
- Reduced long-term loyalty

This often leaves smaller properties struggling to compete for visibility and direct bookings. Many hotels become increasingly dependent on third-party platforms simply to remain visible online.

Hotels need a strategy that allows them to compete more aggressively online without requiring enterprise-level marketing budgets.

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Driving More Online Demand with Context

Context helps hotels increase visibility and attract more high-intent travelers directly to their website.

Our unique demand generation program was designed specifically to help hotels compete more effectively against larger hotel brands and OTAs that traditionally dominate the online arena.

Rather than relying on third-party booking platforms for exposure, Context helps hotels strengthen their direct digital presence so travelers discover the property earlier in their research journey—before they commit elsewhere. This helps hotels:

- Increase direct website traffic
- Improve online visibility
- Strengthen local market authority
- Reduce OTA dependence
- Generate more qualified traveler demand
- Create more direct booking opportunities

Context gives smaller hotels the ability to outmarket larger competitors. The advantage is not simply more traffic. It is the ability to attract the right travelers and convert them more effectively than traditional hotel websites and passive booking experiences.



Why Traditional Hotel Websites Fail to Convert

Most hotel websites remain passive. They display:

- Rooms
- Amenities
- Images
- Booking engines
- Contact forms

But they rarely engage travelers in meaningful ways during the most important stage of the booking journey: the research phase.

Modern travelers expect:

- Instant answers
- Convenience
- Personalization
- Real-time communication
- Faster access to information
- Confidence before booking

Traditional hotel websites often fail because they rely too heavily on:

- Static booking engines
- Passive forms
- Generic chatbot experiences
- Delayed responses

As a result, hotels lose potential guests while travelers continue researching competitors.

Why Contact Forms and Traditional Chatbots Fall Short

Static Contact Forms

Most travelers are not ready to submit personal information during early research.

They simply want answers:

- Is parking available?
- Is breakfast included?
- Is the hotel pet friendly?
- Are there family suites?
- What attractions are nearby?
- Is early check-in available?
- Are there special promotions?
- Does the hotel accommodate events or groups?

Forms create friction too early in the decision-making process.

Most travelers leave instead.

Traditional Chatbots

Many hotels introduced chatbots hoping to improve engagement.

But most chatbot experiences feel:

- Generic
- Scripted
- Transactional
- Limited
- Frustrating

Travelers quickly recognize when a chatbot is attempting to collect information instead of genuinely helping them.

This reduces trust and increases abandonment.

Hotels need a more intelligent and personalized engagement experience.

Context Smart Assist™

Turning Website Traffic into Direct Bookings

Once travelers arrive on the website, Context Smart Assist™ helps hotels engage them before they leave.

Instead of passive browsing experiences, travelers receive intelligent, real-time engagement tailored to their interests and needs.

This helps hotels:

- Reduce website drop-offs
- Improve guest engagement
- Increase direct booking opportunities
- Capture traveler intent
- Convert more anonymous visitors into qualified guests

The combination of increased online demand and improved on-site conversion creates a significantly stronger direct revenue engine for hotels.

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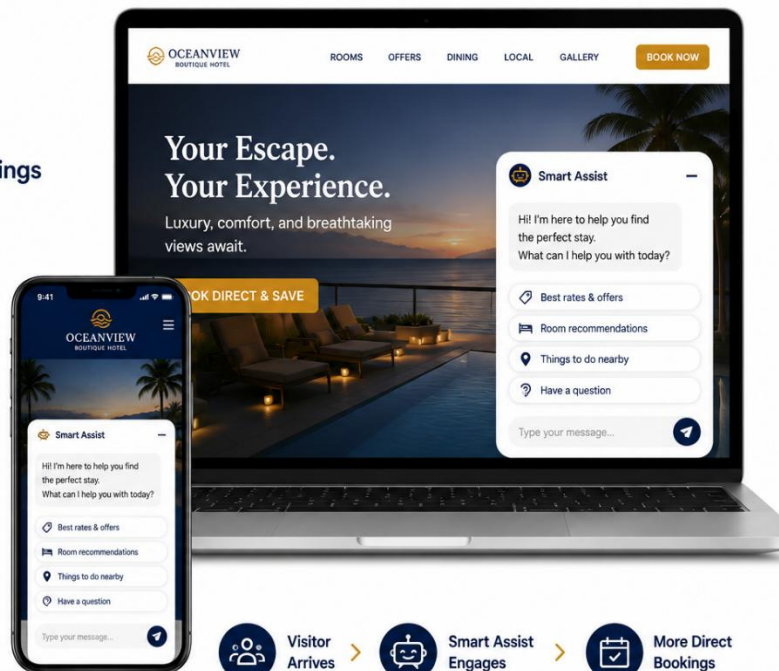
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Visitor Arrives



Smart Assist Engages



More Direct Bookings

TURNING INTEREST INTO BOOKINGS

Understanding Traveler Intent

Not every traveler visits a hotel website for the same reason.

Some are:

- Comparing hotels
- Planning vacations
- Booking business travel
- Researching local attractions
- Exploring amenities
- Looking for event accommodations
- Evaluating wedding venues
- Reviewing promotions and packages

Context intelligently analyzes visitor behavior and engagement signals in real time to better understand traveler intent.

This includes:

- Referral sources
- Search intent
- Website engagement patterns
- Returning visitor activity
- Research stage indicators

This allows hotels to deliver more relevant and personalized interactions that help move travelers closer to booking directly.

Intelligent Guest Engagement

Once traveler intent is understood, Context guides personalized conversations that help travelers make informed booking decisions.

Guests can instantly receive assistance related to:

- Rooms and availability
- Amenities
- Promotions and packages
- Parking
- Dining
- Local attractions
- Event accommodations
- Group bookings
- Wedding inquiries
- Hotel policies
- Special requests

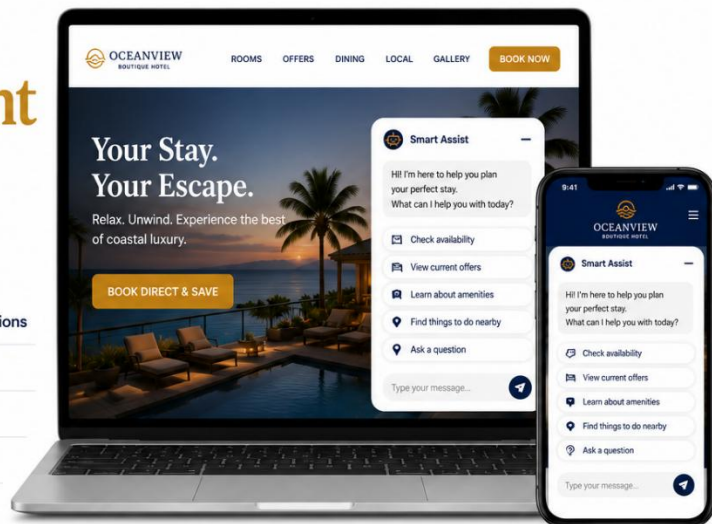
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|  Parking |  Hotel policies |
|  Dining |  Special requests |
|  Local attractions | |



Instead of generic chatbot scripts, travelers receive meaningful guidance that **builds trust and confidence.**



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Reducing Website Drop-Offs

Most hotel website visitors leave without taking action.

Context helps interrupt that behavior by engaging travelers while booking intent is highest.

This creates more opportunities to:

- Answer questions instantly
- Address concerns
- Build confidence
- Encourage direct bookings
- Capture traveler intent
- Continue conversations

Instead of disappearing anonymously, more visitors become engaged prospective guests.

Increasing Direct Bookings While Reducing OTA Dependence

Hotels that fail to engage travelers early often lose bookings to OTAs and larger hotel brands.

Context helps hotels:

- Keep travelers engaged longer
- Improve direct conversion rates
- Compete earlier in the booking journey
- Reduce OTA leakage
- Strengthen direct guest relationships
- Increase long-term guest value

The objective is not simply more traffic.

The objective is converting more existing and future traffic into direct revenue.

Smart Engage™

Extending the Hotel Experience Beyond the Website

Today's travelers expect convenience and personalized communication long after they leave a hotel website. Smart Engage™ helps hotels stay connected by extending the hotel experience directly to the guest's smartphone—**without requiring an app download.**

With one simple tap, guests can add the hotel's branded experience directly to their phone, giving them fast, frictionless access to the property anytime they need it. This creates a direct one-to-one connection between the hotel and the guest through the device they already use every day.

For hotels, Smart Engage™ helps keep the property top of mind throughout the entire guest journey—not just during the initial website visit.

- Receive special offers and promotions directly to their phone
- Quickly rebook future stays directly with the hotel
- Access hotel information anytime
- Ask questions before, during, or after their stay
- Make requests while on the property
- Communicate more easily with hotel staff
- Stay connected to the hotel experience beyond checkout

**The Hotel Experience.
Right in Their Pocket.**

One Tap.
Instant Access.
No App Needed.

A SMARTER DIGITAL STRATEGY THAT DELIVERS RESULTS

Drive more qualified online demand	Improve guest experience
Increase direct website traffic	Strengthen guest retention and loyalty
Reduce OTA dependence	Improve marketing ROI
Convert more visitors into direct bookings	Compete more effectively online

BEFORE, DURING & AFTER EVERY STAY

- BEFORE YOU ARRIVE**
Easy check-in, explore amenities, and get local recommendations.
- DURING YOUR STAY**
Make requests, chat with our team, and access everything you need.
- AFTER YOU STAY**
Get special offers, rebook easily, and stay connected for your next visit.

STRONGER CONNECTIONS. MORE LOYAL GUESTS.

A seamless mobile experience that keeps your hotel top of mind—long after checkout.

This creates a more convenient and personalized guest experience while helping hotels strengthen direct guest relationships and reduce reliance on OTAs for repeat bookings.

Smart Engage™ is especially valuable while guests are on the property. Instead of calling the front desk or searching through emails, guests can conveniently interact with the hotel directly from their smartphone—making requests, asking questions, accessing information, or receiving timely updates in real time.

But the value extends far beyond the stay itself.

Even after guests leave the property, the hotel remains directly connected through an ongoing branded mobile experience. This gives hotels a powerful channel to encourage repeat direct bookings, promote seasonal offers, share upcoming events, and nurture long-term guest loyalty.

Rather than losing the relationship after checkout, Smart Engage™ helps hotels create an ongoing digital connection that continues driving engagement, retention, and direct revenue long after the first stay.

Improving Marketing ROI

Hotels already spend significant money generating traffic online.

Context helps hotels maximize the return on that investment by improving both:

1. Online demand generation
2. Website conversion performance

Instead of simply increasing advertising spend, hotels can:

- Convert more existing traffic
- Generate more direct revenue
- Lower acquisition costs
- Reduce commission dependency
- Improve booking efficiency
- Strengthen long-term guest relationships

This creates a stronger return on every marketing dollar invested.

Conclusion

Generating traffic alone is no longer enough.

Hotels must also convert that demand into direct bookings before travelers continue researching elsewhere.

Context helps hotels solve both challenges together.

- Driving more qualified online demand
- Helping independent hotels compete against larger brands and OTAs
- Reducing website drop-offs
- Improving guest engagement
- Increasing direct bookings
- Extending the hotel experience beyond the website
- Strengthening guest retention and loyalty

Context helps hotels transform their website into a stronger direct revenue channel capable of competing in today's highly competitive hospitality market.

Instead of losing travelers to OTAs and larger hotel brands, hotels can create more direct guest relationships, improve profitability, and build stronger long-term revenue growth.

**Ready to increase your online presence and
boost direct bookings?**

[Request Demo](#)

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