

# Benchmark your hotel website against the industry

Compare bookings, visitors, revenue and more

HOTEL  
BENCHMARK



Brought to you by 80 DAYS  
one of the world's leading hotel and travel marketing companies

Hotel Benchmark is a growing community of **over 500+ hotels** in more than **50 countries** including independent properties, small groups and larger chains.



[JOIN NOW FOR FREE](#)

[READ OUR FAQs](#)

# How to join

1

## Sign up

IT'S EASY AND FREE TO JOIN

Benchmark your website performance in exchange for sharing your anonymised data with our community.

2

## Connect

YOUR GOOGLE ANALYTICS ACCOUNT

Just log in to Hotel Benchmark with your Google Analytics account. It's simple and secure.

3

## Start

ENJOYING YOUR FREE MONTHLY REPORT

That's it! Your report will be created as soon as we can verify your Google Analytics account.



**100% safe & secure**

ALL OUR DATA IS ANONYMISED PRIOR TO SHARING

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# How it works

The power of Hotel Benchmarking resides in the valuable context it offers around your own performance answering important industry questions, helping you to set meaningful targets and gaining competitive landscape analysis.



“Is our online paid advertising working?”

Return on Investment (ROI) is one of the best metrics to determine how well your Google Ad campaigns are performing. ROI is based on Google Analytics 'last click' attribution model. This figure will be higher if reporting via Google Ads directly.

“Our website traffic is low this month is this just us?”

Traffic metrics only start to tell a story when they are compared with the same data over time to mitigate external factors and seasonality. Is the decline a sudden drop off or can you spot a trend over the last few months?



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# Costs and considerations

Sign up for our free entry level service. Alternatively upgrade to our Premium service for £69 a month (£59 per month for two or more hotels) or select one of our bespoke reports and expert data analysis.

	BASIC	PREMIUM		BESPOKE
	FREE	£69	£59	ENQUIRE
	No credit card required	For 1 hotel Per hotel per month	For 2 hotels Per hotel per month	Business intelligence delivered through bespoke dashboards for large groups
<b>Features include:</b>				
Historical reports	1 month	6 months	unlimited	
In-report trends	3 months	13 months	unlimited	
Available metrics	basic	advanced	bespoke	
Predefined industry set	✓	✓	✓	
Device & Channel info		✓	✓	
Customised competitor set		✓	✓	
Automatic report updates		✓	✓	
In-house data analysis			✓	
Combined data sets			✓	
Bespoke insights reports			✓	

JOIN NOW FOR FREE

# How to join the Benchmark Community

Don't get left behind. Sign up today and get an advantageous insight into your hotel's website and digital marketing performance.

[CONTACT US](#)

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