

Hotels.com Purchase Funnel Case Studies

Evaluator: Liz Aderhold

Background and Overview

Hotels.com is a site owned by Expedia that specializes in hotel purchases. Alaska selected this site because of interest in its responsive booking path and one page checkout.

Scope

The focus of this case study is only on the purchase path of Hotels.com for only the main product of the site, hotels, with an emphasis on the full desktop view. The mobile site as well as the responsive version viewed by resizing the browser were reviewed briefly as well.

Entry Points into Purchase Funnel

- Homepage
- Hotel Deals Finder
- Packages & Flights (these paths are not included in this report, as they don't seem to be as well-refined)

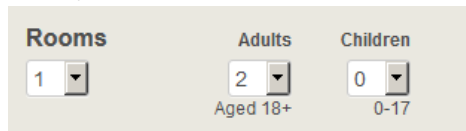
Steps to Complete a Hotel Purchase



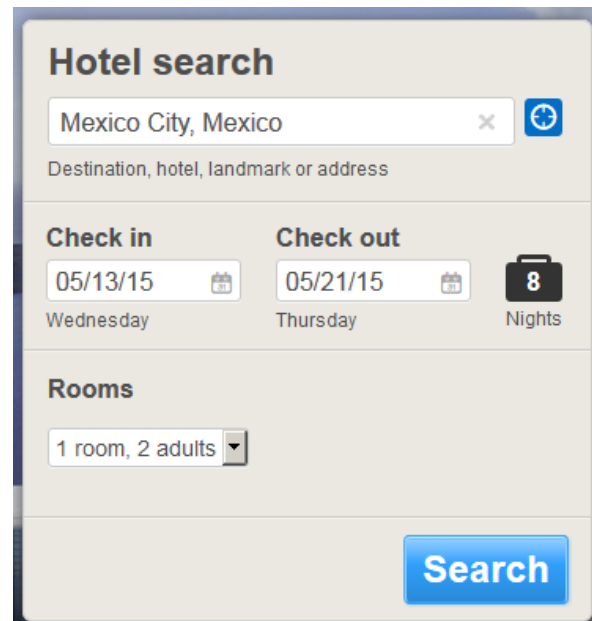
Booking Form

The homepage formlet is very simple, with only 5 fields. Features include:

- Geolocation button next to location field
- Robust autocomplete sorted by type of destination/landmark
- Display of number of nights (also displays on hover in date picker)
- Display of day of week under the selected dates
- “More options” in 2 adults, 1 room dropdown reveals more fields for number of rooms, adults and children

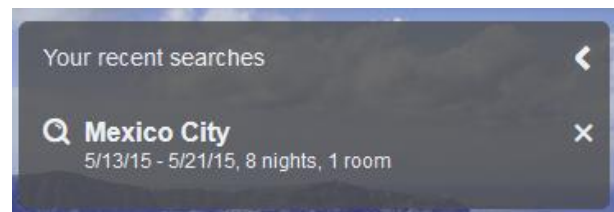


- Unremarkable two month date picker
- To the right of the booking form, recent searches appear when you return to the site after having completed a search
- Large Search button



Insight: Displaying the day of week under the date fields is likely to reduce user error.

Insight: Displaying recent searches is becoming a common feature on travel websites and makes it easier to redo a recent search without prepopulating a form with potentially confusing defaults.



Insight: Because the form is so simple, there is plenty of room to clearly label the fields in large legible print.

Insight: By assuming smart defaults, they removed two fields from their form.

Search Results

The search results page is rather complex, and can be broken into three basic areas:

- Recap and sorting
- Filters
- Results

They also employ a technique to allow continuous scrolling to load more results, as well as several slide up notifications to notify the user of a recent booking or how many people are looking at hotels in that market.

Recap and sorting

This area contains:

- Destination as a large heading
- Dates, nights, room and people
- Change search button
- Show recent searches link
- Sort buttons for Price, Guest rating, Distance, and Our favorites (defaulted to Our favorites)
- View on Map feature

Insight: By having a custom sort and choosing it as the default, hotels.com can gain a revenue advantage by putting the hotels they want to sell first.

Filters

This area contains extensive filtering, with 12 kinds of filters. For the complete list, see the appendix.

Insight: The filters are very long and I can't imagine using some of them. However, when a customer can't find what they are looking for, the ability to drill down and filter on exactly what they want is very powerful.

Results

This area contains a list of hotels, with each hotel result containing:

- Name (linked)
- Address
- Photo
- Star rating
- Neighborhood
- Distance to city center
- Guest ratings and number of reviews
- Pricing (with strikethrough if applicable)
- Continue button

The following sometimes display:

- (Last booked 1 day ago)
- Collect Nights
- Special Deal
- Great Rate
- Free cancellation
- Pay now or at hotel
- Sponsored listing
- Compare price vs. other sites
- 1 room left
- Limited time promo

- Just added

Insight: Hotels.com appears to be A/B testing a variety of treatments for things like Great Rate, Sponsored listing, Comparing prices with other sites, and more, so it is hard to gather any significant insights, however one thing of note is that there is very little actual content about the hotels; the info focuses entirely upon location, price or what a good deal it is, urgency, and overall quality. If users are particular about things like amenities, they must use the filters or drill into the specific hotels.

Hotel Details

This page contains several sections:

- Hotel overview
- Rooms and rates
- Other popular hotels
- Additional details like amenities

This page also includes slide up notifications. They say how many times the hotel has been booked in the last 24 hours.

For the full list of contents on this page, see the appendix.

Insight: There is no actual paragraph description of the hotel anywhere. Although the page is by no means succinct, it focuses, presumably, on what's most important to customers first, only including detailed amenity lists at the end. There is again a focus on emphasizing the value to the customer through mentions of the loyalty program, best price guarantee, and promotions.

Checkout

The one-page checkout basically includes two sections:

- Form for booking information
- Right sidebar recap of selected hotel and price

Form for booking info

- "Secure booking (it only takes 2 minutes)"
- Welcome Rewards reminder with projected earnings.
- Optional sign in
- Fields for name and number of beds preference
- Link for special requests
- Urgency messaging: "If you don't book now, this amazing deal could be gone"
- Payment info (defaulted to credit card)
- Billing address
- Email & phone number
- Join Welcome Rewards (by just entering a password twice)
- Terms of booking
- Book button (with Best Price Guarantee reminder)

Right sidebar recap of selected hotel and price

- Contact us – phone number
- Reservation summary
 - Hotel
 - Check in & check out
 - “Includes special offer: Book early and save 35%”
 - Price breakdown
 - Apply discount code field
- “Why sign up with Hotels.com?” section

Insight: There are a total of 5 security reinforcing messages on this page, 4 instances of promoting Welcome Rewards as a faster/easier/better way to book, plus 3 mentions of the great deal. It would be interesting to A/B test additional instances of security reinforcement, benefits of Mileage Plan/signing in, and emphasis of the temporary nature of flight price/deal availability to see if repeating things multiple times does make messages more clear to consumers without overwhelming them.

Insight: Very little information is required to complete their purchase path. Only zip code for billing address, for instance. Alaska could learn from their minimal approach.

Mobile Experience

On the mobile site, the homepage included “Local deals for tonight”.

Insight: The context of use on mobile devices drives some assumptions about user needs that can be used to display appropriate functionality.

On the mobile site, certain hotels had an indication that they were discounted specifically for mobile, again emphasizing deals and value to customers.

The hotel results page on mobile has the filters collapsed under a button, and reduces the information displayed in each result (i.e. just neighborhood instead of address and distance from city center). There are other subtle changes to simplify the display on mobile throughout the path.

Overall Purchase Funnel Themes and Observations

In addition to several themes outlined below, I had two other observations throughout the booking path:

- Throughout the purchase funnel there is the ability to change the currency and language.
- There is clear visual feedback when you click on a button to go to the next step (a spinner appears within the button).

Loyalty Program

“Welcome Rewards” is featured throughout the booking path. The booking path clearly describes the perks (stay 10 nights and get a night free) and also lets you sign up for an account by simply providing a password.

Insight: Bringing visibility to the program and its perks in the context of a purchase and offering easy sign up likely increases customer loyalty program adoption.

Urgency Indicators


Urgency indicators include the following:

- 4 rooms left
- Last booked 1 hour/day ago
- Slide up notification: recent booking
- Slide up notification: how many people are looking at hotels in that market
- Promotion: "Hurry! Get an extra 10% off when you book this hotel."

14 people are currently looking at hotels in Mexico City

Just booked in Mexico City, Distrito Federal, Mexico: **Riazor Hotel Mexico City**
Booked less than 1 minute ago from Mexico

Hyatt Regency Mexico City (Last booked 21 hours ago)
Campos Eliseos 204 Col Polanco, Chapultepec Mexico City, DF, 11560 Mexico, 866-538-0294



★★★★☆

Polanco

3.8 miles to City center
7.0 miles to Benito Juarez International Airport (MEX)

Collect Nights

Outstanding
4.6 / 5

322
verified guest reviews

Great Rate

~~\$390~~ **\$355**
nightly price


✓ free cancellation
✓ pay now or at hotel

Continue

Compare prices: Priceline: \$290 | Expedia: \$355 | Getaroom.com: \$355 | Travelocity: \$355

Hurry! Get an extra 10% off when you book this hotel. View more

Hotel de Cortes
Avenida Hidalgo 85, esq. Paseo de la Reforma, Centro Historico Mexico City, DF, 06300 Mexico, 866-538-0315



★★★★☆

Downtown Mexico City

0.83 miles to City center
4.0 miles to Benito Juarez International Airport (MEX)

Collect Nights

Good
3.9 / 5

93
verified guest reviews

Special Deal

~~\$190~~ **\$126**
nightly price

✓ free cancellation
✓ pay now or at hotel

1 room left Continue

Compare prices: Cheaptickets: \$126 | Orbitz: \$126

Hurry! Get an extra 10% off when you book this hotel. View more

Insight: While the almost excessive use of cues to push the user through booking with a sense of urgency seem like noise in some cases, they also lend a sense of credibility, reputation, and popularity to the site.

Value Indicators

Hotels.com emphasizes how everything is a deal, almost to the extreme.

Straight to the point

If you ignore all of the value propositions described in the above three sections, you see that the Hotels.com purchase funnel is in fact relatively succinct and straight to the point. It has only 4 steps total to select and purchase a hotel, and only one of those steps is for checking out. The checkout page itself has only about a dozen fields and claims to take only 2 minutes. There are no cross-sells or add-ons offered.

Insight: The more fields and choices that can be eliminated from the purchase path, the faster a customer can complete a purchase and the less chance they will have to get distracted or get hung up on making decisions.

Hover effects

On a great number of items in the booking path, there is a hover effect to explain more about the item in question. For instance, “nightly price” and Best Price Guarantee.

Insight: This feature allows customers who are newer users to get familiar with the features of the site without having to click off to an explanation, while keeping the page cleaner for return customers.

Overall Design

Overall, the page’s visual design is fairly lightweight with neutrals backgrounds and thin lines used to visually divide sections. The red brand color is used somewhat sparingly to draw attention to pricing, urgency messaging, and section headings. There is consistency in overall look and feel across desktop and mobile as well, with the red header bar being consistent across devices.

Insight: The lightweight aesthetic helps the complex info on the page not be as overwhelming as it might otherwise be, while the use of similar coloring across pages and devices lends to an overall brand feeling.

Recommendations

From reviewing the Hotels.com site, I am intrigued by some of their choices and believe they warrant further exploration for Alaska:

- Pervasive messaging of value propositions to customer: urgency, limited supply, good deals, and loyalty programs
- Simpler checkout process, requiring very little information
- Easy sign up in path and clear benefits for loyalty program
- Consider adding recent searches functionality to alaskaair.com and further optimizing booking form
- Continue A/B testing as each website’s audience may be different

Appendix

Purchase Funnel Desktop Screen Capture:

Hotels.com

The Hotels Choice

Book online or call
866-538-7280

Menu

Customer Service

Sign in & Account

[Back to search results](#)
05/13/15 - 05/21/15
1 room, 2 adults
[Change search](#)

Doubletree by Hilton Mexico City Airport Area ★★★★★
Avenida Javier Rojo Gomez No. 830, Mexico City DF, 09316, Mexico, 855-239-8397

[Jump to Overview](#) | [Room choices](#) | [Hotel information](#)

\$106 \$83
nightly price

[Book Now](#)

Best Price Guarantee

See map

Excellent 4.4 / 5

"Absolutely lovely!!!! Staff wonderful, courteous, friendly, efficient. Powerful shower..."
Apr 4, 2015

"I stayed in 4th floor. The room was little chilly but could not adjust the thermostat m..."
Feb 15, 2015

See all 280 Hotels.com reviews

From 222 reviews
Exemplary Traveler Rating

[Price Watch](#)

Email Save Share

Welcome Rewards

You'll collect 8 nights with this stay
Remember, collect 10 nights, get 1 free!

3.5-star hotel in Mexico City with restaurant, bar/lounge

Free WiFi and free parking

Main amenities

- ✓ 95 smoke-free guestrooms
- ✓ Restaurant and bar/lounge
- ✓ Free airport shuttle
- ✓ 24-hour fitness center
- ✓ Business center
- ✓ Terrace
- ✓ 24-hour front desk
- ✓ Air conditioning
- ✓ Free grocery shopping service
- ✓ Front desk safe
- ✓ Laundry service
- ✓ Meeting room

What's around

- Tezotte Park (0.7 mi / 1.1 km)
- Central de Abasto (1.4 mi / 2.2 km)
- Plaza Central Shopping Center (1.6 mi / 2.6 km)
- Autódromo Hermanos Rodríguez (2.1 mi / 3.4 km)
- Sports Palace Dome (2.4 mi / 3.8 km)

Choose your room

05/13/15 - 05/21/15 1 room, 2 adults [Change search](#)


Book now to get this fantastic rate.
If you book later, there's a chance the rate will go up or the hotel will be sold out.

Best Price Guarantee


Room type	Max	Options	Hotels.com loyalty	Average nightly price
King Bed Bed choices: • King Bed Extra beds available ✓ Rollaway bed Hotel info: 855-538-8117 Show room information		Non-refundable FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$83 Book
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$104 Book Pay now or at hotel
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$124 Book
		BREAKFAST INCLUDED		
Two Double Beds Bed choices: • 2 double Extra beds available ✓ Rollaway bed Hotel info: 855-538-8117 Show room information		Non-refundable FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$83 Book
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$104 Book Pay now or at hotel
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$124 Book
		BREAKFAST INCLUDED		
Deluxe, Two Double Beds Bed choices: • 2 double Extra beds available ✓ Rollaway bed Hotel info: 855-538-8117 Show room information		Non-refundable FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$91 Book
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$114 Book Pay now or at hotel
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$134 Book
		BREAKFAST INCLUDED		
Junior Suite, One King Bed Bed choices: • King Bed Extra beds available ✓ Rollaway bed Hotel info: 855-538-8117 Show room information		Non-refundable FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$107 Book
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$134 Book Pay now or at hotel
		Free cancellation Until May 12, 2015 FREE 85¢/n	Welcome Rewards ✓ Collect ✓ Redeem	\$154 Book
		BREAKFAST INCLUDED		

[Home](#) | [Overview](#) | [Room choices](#) | [Hotel information](#)
[Back to hotels](#)


Also popular with travelers from the USA



Ramada Aeropuerto Mexico
★★★★☆
Good 3.8 / 5
\$101
nightly price




Camino Real Aeropuerto Mexico
★★★★☆
Good 3.5 / 5
\$117
nightly price



Hotel Grand Prix
★★★★☆
Good 3.7 / 5
\$69
nightly price

See all hotels in Mexico City [List view](#) [Map view](#)



At a glance

Key facts

Hotel size

- This hotel has 96 rooms
- This hotel is arranged over 4 floors

Arriving/leaving

- Check-in time starts at 3 PM
- Check-out time is 1 PM
- Express check-out

Required at check in

- Credit card or cash deposit required
- Government-issued photo ID required
- Minimum check-in age is 18

Travelling with others

Pets

- No pets or service animals allowed

Extra people

- Roll-away beds available, charges may apply*

Internet

- Free WiFi in public areas
- Free WiFi and wired internet access in rooms

Transportation

Transfers


- Free airport shuttle (available 24 hours)*

Parking

- Free self parking
- Accessible parking

Offsite

- Free area shuttle within 2 km
- Free shopping center shuttle




[See map](#)
Map data ©2015 Google, FRCI

Other information

- Smoke-free property


In the hotel

Food and drink	Breakfast (surcharge)	Restaurant	Bar/lounge	Room service
Things to do	24-hour fitness facilities			
Working away	Business center	One meeting room		
Services	24-hour front desk	Dry cleaning/laundry service	Free newspaper in lobby	Free grocery shopping service
Facilities	Number of buildings/floors - 1	Elevator/lift	Safe-deposit box at front desk	Terrace
Accessibility	Disabled parking	Accessible path of travel	Braille or raised signage	Accessible bathroom
		In-room accessibility		



In the room

Home comforts	Climate control	Air conditioning	Coffee/tea maker	Iron/ironing board
Sleep well	Memory foam mattress			
Freshen up	Private bathroom	Hair dryer		
Be entertained	Flat-screen TV	Cable TV channels	MP3 docking station	
Stay connected	Desk	Free WiFi	Free local calls	
More	In-room safe	Connecting/adjoining rooms available		



Special features

Dining

El Mesos del Tango - This restaurant specializes in barbecue and serves breakfast, lunch, and dinner.

Doubletree by Hilton Mexico City Airport Area's small print

Policies

The property has connecting/adjoining rooms, which are subject to availability and can be requested by contacting the property using the number on the booking confirmation.

Noise-free guestrooms cannot be guaranteed.

For transfers, guests must contact the property 24 hours prior to arrival at the number on the booking confirmation.

The name on the credit card used at check-in to pay for incidentals must be the primary name on the guestroom reservation.

Optional extras

Breakfast is offered for an extra charge of MXN 160 per person (approximately).



Figure 4 Checkout - Complete Purchase

--

Secure booking (it only takes 2 minutes)

Doubletree by Hilton Mexico City Airport Area



Don't miss out.
You could collect 8 nights after your stay.
Sign in or sign up. Or just continue with your booking below.

Sign in (optional)

Sign in for faster booking

Don't worry, book now and make changes for free until 05/12/15

Room details

King Bed - Adults: 2, Children: 0

First name

Please give us the name of one of the people staying in this room.

Last name

Preferences (optional)

King Bed Non Smoking

Make special requests for this room, or tell us about your accessibility needs

If you don't book now, this amazing deal could be gone

Payment details

Safe and secure

Credit / Debit card PayPal Google Wallet Gift Card

First name

Last name

Card number

Security code

Expiration date

Month Year

In a rush? No problem. We don't need your full address as you can book securely without it.

We accept the following payment methods



You can count on us

- ✓ We use secure transmission.
- ✓ We protect your personal information

Billing address

Country

United States

Zip Code

(We'll use this to verify your credit card details)

Your details

Email address

(We'll send you booking confirmation here)

Telephone number

(We won't call you for marketing purposes)

Password

Confirm password

☐ Stay signed in (Uncheck if on a shared computer)

Join Welcome Rewards for Free
It's easy to do - just create a password

- ✓ Collect 10 nights, get 1 free
- ✓ Book hotels faster

Terms of booking & cancellation policy

King Bed

Free cancellation until 05/12/15

- If you change or cancel your booking after 3:00 PM, 05/12/15 (GMT-06:00) Central Time (US & Canada) you will be charged for 1 night (including tax)
- We will not be able to refund any payment for no-shows or early check-out.

Terms of booking

By continuing with your booking, you agree you have read and accept our [Terms and Conditions](#) and [Privacy Policy](#)

Best Price Guarantee

Book

We will never sell your personal information and we use secure transmission to protect your personal information.

Read our [Privacy Policy](#) for more information.

Learn more



Contact us

Book online or call 866-296-8122
This call is free. 24 hours a day, 7 days a week.

Your Reservation Summary



Doubletree by Hilton Mexico City Airport Area

Mexico City, MX
866-925-8705

Excellent 4.4 / 5

Hotels.com Guest Reviews

TripAdvisor Traveler Rating

Check in Wednesday, May 13, 2015
Check out Thursday, May 21, 2015

Average nightly rate \$104.00

King Bed

Wednesday, May 13, 2015	\$104.00
Thursday, May 14, 2015	\$104.00
Friday, May 15, 2015	\$104.00
Saturday, May 16, 2015	\$104.00
Sunday, May 17, 2015	\$104.00
Monday, May 18, 2015	\$104.00
Tuesday, May 19, 2015	\$104.00
Wednesday, May 20, 2015	\$104.00
Subtotal	\$832.00
Taxes and fees	\$158.08

Total to pay now

\$990.08

(including taxes and fees)

Full payment will be charged when you book this hotel.

Apply a discount code


Apply

Why sign up with Hotels.com?

Earn free nights with **Welcome Rewards**
[Learn more](#)

- Speed up your booking process
- View or change your bookings
- Print receipts and itineraries for your trips
- Save your favorite hotels and destinations for easy access
- Be the first to know about special offers

Mobile Purchase Funnel

**Hotels.com**

Find a hotel

Check in:

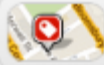
Check out:


Adults (18+) Children


Room 1:

[Add another room](#)

Search

 **Local deals for tonight**

**Welcome Rewards**
Our loyalty program

 = **FREE NIGHT**

Collect 10 nights. Get 1 free!


Your FREE hotels.com app
[Download](#)

Mobile and overseas: [866-403-9851](#)

[View Full Website](#) | [Privacy Policy](#) | [Cookie Policy](#)
| [Terms & Conditions](#) | [Site Feedback](#)

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Hotels.com®



Just booked in Mexico City, Distrito Federal, Mexico: 
Hotel La Selva May 2016, 6 nights, 1 room, 1 adult
Booked 1 minute ago from Norway
[Change search](#)

 Filter

Map


Sorted by Most popular 

Sponsored listing



Courtyard Mexico City Airport

★★★★★ Mexico City

Outstanding 4.6 / 5 


Great Rate*

~~\$499~~ **\$172** nightly price



Galeria Plaza Reforma

★★★★★ Reforma

Excellent 4.2 / 5 

Special Deal

Mobile exclusive: save 33%

~~\$453~~ **\$96** nightly price



Krystal Grand Reforma Uno

★★★★★ Reforma

Good 3.9 / 5 

Special Deal

Mobile exclusive: save 40%

~~\$464~~ **\$90** nightly price



Grand Fiesta Americana Chapultepec

05/19/15 - 05/25/15 1 room, 1 adult

Change search

Galeria Plaza Reforma
★★★★☆

Hamburgo 195 Col Juarez, Mexico City, DF, 06800, Mexico, 888-403-9851

Special offer
Mobile exclusive: save 33%

\$153
\$96

nightly price

Best Price Guarantee

Book Now



Downtown Mexico City hotel with 2 restaurants and pool

By Angel of Independence

The 4-star Galeria Plaza Reforma is in downtown Mexico City, steps from the Angel of Independence monument and a 10-minute walk to the historic center.

See more



Excellent
4.2 / 5

See all 1,076 Hotels.com reviews

From 413 reviews

Price Watch • Email • Share • Save

Welcome Rewards

You'll collect 6 nights with this stay

05/19/15 - 05/25/15 1 room, 1 adult

Change search

Book now to get this fantastic rate.

If you book later, there's a chance the rate will go up or the hotel will be sold out.

Book now to get this fantastic rate.

If you book later, there's a chance the rate will go up or the hotel will be sold out.

Standard Room

Show room information

Up to 2 people

Mobile exclusive: save 33%

\$96

Book

FREE Wi-Fi

Collect Redeem

Deluxe Grand Double Room

Show room information

Up to 3 people

Mobile exclusive: save 33%

\$105

Free cancellation

Until May 18, 2015

2 rooms left

Book

FREE Wi-Fi

Collect Redeem

✓ pay now or at hotel

Deluxe Grand Single Room

Show room information

Up to 2 people

Mobile exclusive: save 33%

\$105

Free cancellation

Until May 18, 2015

Book

FREE Wi-Fi

Collect Redeem

✓ pay now or at hotel

Recommended hotels

Krystal Grand Reforma Uno



★★★★☆
Good 3.9 / 5
~~\$161~~ **\$90**
nightly price

Hotel



[See all hotels in Mexico City](#)

At a glance

Key facts

Hotel size

- This hotel has 434 rooms
- This hotel is arranged over 11 floors

[See more](#)

In the hotel

Food and drink

Full breakfast daily (surcharge)
Restaurant
Bar/lounge

[See more](#)

In the room

Home comforts

Climate control
Air conditioning
Minibar

[See more](#)

Galeria Plaza Reforma's small print

Policies

Only registered guests are allowed in the guestrooms.
The name on the credit card used at check-in to pay for incidentals must be the primary name on the guestroom

[See more](#)

 [Is the description of this hotel not correct? Tell us](#)

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[Change language](#)

All hotels



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For Suppliers, Affiliates and the Media

[Add Hotel](#) | [Affiliate with us](#) | [Private Label](#)
[Promote with Us](#) | [Travel Agents](#) | [Press Office](#)

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Hotels.com, Hotels.com logo, Smart character, Welcome Rewards®, and "Smart. So Smart." are trademarks and/or service marks of Hotels.com L.P.


[Learn more about Welcome Rewards™](#)

Optional (you can book as a guest too!):

[Sign in](#) or [Create an account](#)
to get 1 free night for every 10 nights you stay! ([Learn more](#))

 **Welcome Rewards**

Booking details

Galeria Plaza Reforma 
Hamburgo 195 Col Juarez, Mexico City, 06600, MX

Check in: 05/19/15

Check out: 05/25/15

Number of nights: 6 nights

Room type: Standard Room

Number of rooms: 1 room

Room Charges

This offer has been applied:
Mobile exclusive: save 33%

Free Wireless Internet

Nights: 6 Adults: 1 Children: 0

Tuesday, May 19, 2015 \$103.63

Wednesday, May 20, 2015 \$103.63

Thursday, May 21, 2015 \$103.63

This offer has been applied:
Mobile exclusive: save 33%

Free Wireless Internet

Nights: 6 Adults: 1 Children: 0

Tuesday, May 19, 2015 \$103.63

Wednesday, May 20, 2015 \$103.63

Thursday, May 21, 2015 \$103.63

Friday, May 22, 2015 \$89.33

Saturday, May 23, 2015 \$89.33

Sunday, May 24, 2015 \$89.33

Room Subtotal \$578.88

Taxes and fees \$109.98

Total to pay now \$688.86

Full payment will be charged when you book this hotel.

[Apply a Coupon Code](#)

Guest Names and Room Preferences

First Name

Last Name

Preferences

Queen Bed

Non Smoking

[Select accessibility requests for this room](#)
(optional)

Payment Method

☒ Credit / Debit card ☐ PayPal

☐ Google Wallet



Card Type

Card Number

Expiration Date

Month Year

Card Security Code

Billing Information

The name provided must match the credit card that is used to reserve your room.

First Name

Last Name

Country

United States

Zip/Postal Code

Confirmation E-mail

E-mail Address

Telephone number

Country

United States (+1)

Phone Number

Cancellation Policy

Special non-refundable rate
This special discounted rate is non-refundable. If you choose to change or cancel this booking you will not be refunded any of the payment.

Total to pay now \$688.86

Full payment will be charged when you book this hotel.

By confirming with your booking, you agree you have read and accept our [Terms and Conditions](#) and [Privacy Policy](#)

[Book](#)

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Filters list

- Hotel name
- Price
- Star rating
- Guest rating
- Payment Preference
- Welcome Rewards
- Neighborhoods
- Landmarks
- Accommodation type
- Amenities
- Themes/types
- Accessibility features

It also contains the number of hotels, a Why book with us? section, a contextual ad to switch to Spanish (at least when searching for Mexico), and vertical banner ad.

Hotel Details page contents

Hotel overview

- Name, rating, and address (with Welcome Rewards logo to indicate it qualifies for rewards)
- “Special offer”, strike through price, and Book now button (with Best Price Guarantee)
- Map
- Ratings & Reviews, Price watch, and sharing features
- Welcome Rewards breakdown of what you’ll earn
- Photos
- Construction warning
- Amenities & nearby landmarks

Rooms and rates

- Change search link
- Price guarantee/urgency messaging
- Table of rooms:
 - Name, picture, description, link to description
 - # of occupants
 - Refund policy, main amenities
 - Hotels.com Loyalty eligibility

- Offers
- Average nightly price
- Book button

Other popular hotels

- Name, star rating, customer rating, price, photo

Additional details like amenities

- At a glance section
 - Policies
 - Kids, pets, internet
 - Parking/transportation options
 - Smoking policy
- In the hotel section
 - Food and drink
 - Things to do
 - Working away
 - Services
 - Facilities
 - Accessibility
 - In room amenities
- Special features
 - Spa, restaurant info, awards/affiliations, etc.
- Policies/small print