



A Moment with Hovr

Psychology of Interaction: Why Guests Engage & Book

Takeaways

Engage
more
Convert
more

➤ Explore Psychological Foundation

Learn how the guest brain makes booking decisions and why this is crucial to your business

➤ Learn About Psychological Drivers

Learn about the three psychological drivers of interaction and how this affects site visitors

➤ Learn How Interaction Converts

Learn how interaction converts better than static funnels

➤ Real Client Use Cases

Review *real examples* of client Moments that illustrate how psychological factors engage and convert

Conversion Core Truth



Why Do Guests Convert?

- They felt confident
- They felt emotionally connected
- They felt in control of their decision

EMOTION > LOGIC = CONVERSION

Conversion is emotional before it's logical to guests. If you can evoke emotions that resonate you create additional opportunities for conversion.

How the Guest Brain Makes Booking Decisions

Emotion *drives* decisions first

- The brain processes emotion **faster** than logic
- Guests **use feelings** to narrow options, then facts to justify their decisions
- Overload create friction, **clarity creates confidence**

Key Takeaway

- If guests can't envision the experience, they won't commit to it

Anniversaries

Celebrate your love where the ocean meets the shore. Whether it's a quiet beach stroll, a romantic dinner, or a spa day for two, Ko'a Kea is the perfect place to relive the magic of your special day.

[PLAN YOUR COUPLES ESCAPE →](#)



Ko'a Kea Resort Celebrations Page

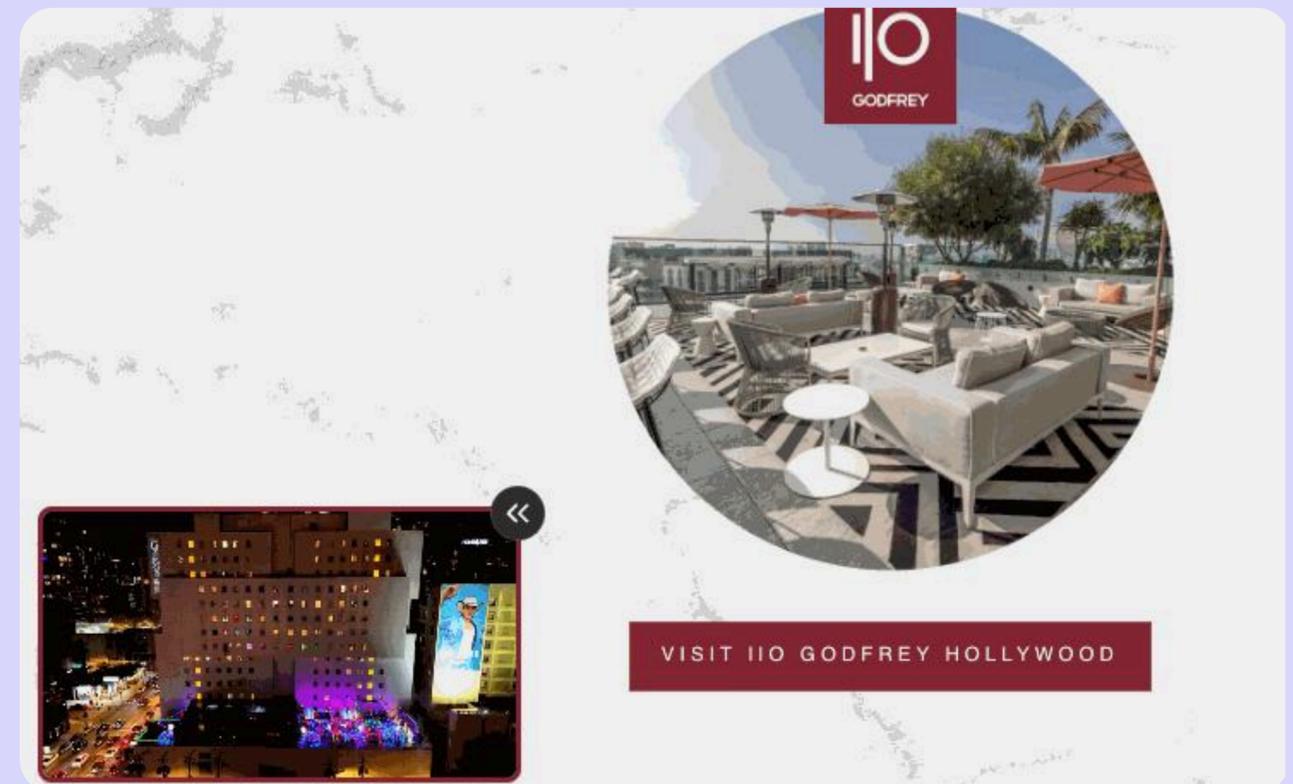
Three Psychological Drivers of Interaction

Factors that *drive* engagement, trust, and booking

Curiosity & Exploration

Interactive experiences invite guests to discover at their own pace. This self-guided exploration increases engagement, dwell time, and trust, without feeling pushy or sales-driven

- Humans are wired to explore
- Self-directed discovery increases dopamine, interest and recall
- Curiosity keeps users engaged longer
- Interactive content earns 2 to 3 times more engagement
- Interactive pages see 38% longer dwell time



IO Godfrey Winter Wonderland

Three Psychological Drivers of Interaction

Factors that *drive* engagement, trust, and booking

*Curiosity &
Exploration*

The “Layered Experience” Moment



The Spa at Southall Farm & Inn

- Humans are highly motivated to explore environments
- A Hovr Moment could include video content of:
 - Summer and winter activities
 - Reveal layers of a spa ritual sequence
 - Explore dining spaces interactively

Client Spotlight

Grand Case Beach Club

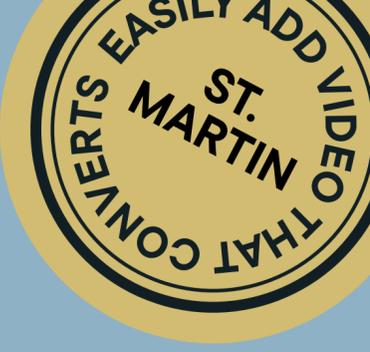
15.58% **21.43%**

Engagement Rate *Click Through Rate*

Rather than simply describing Marigot, the capital of Saint Martin, this experience invites curious guests to discover it for themselves.

How Hovr Assists:

- A strategically placed Pin encourages visitors to uncover the destination's culture, customs, and traditions at their own pace
- This layered discovery keeps guests engaged longer, with additional Moments on the page generating 14.88% and 7.77% engagement proof that when guests are invited to explore, they lean in



nd traditions, from sampling the diverse
g, so you can make the most of your visit
y unforgettable!

onalities, creating a won
r languages throughout
d is known as the "Frie

he road with pedestrian
Drivers on the island are very friendly,
other. In Saint Martin, honking horns are a



Local Culture Page

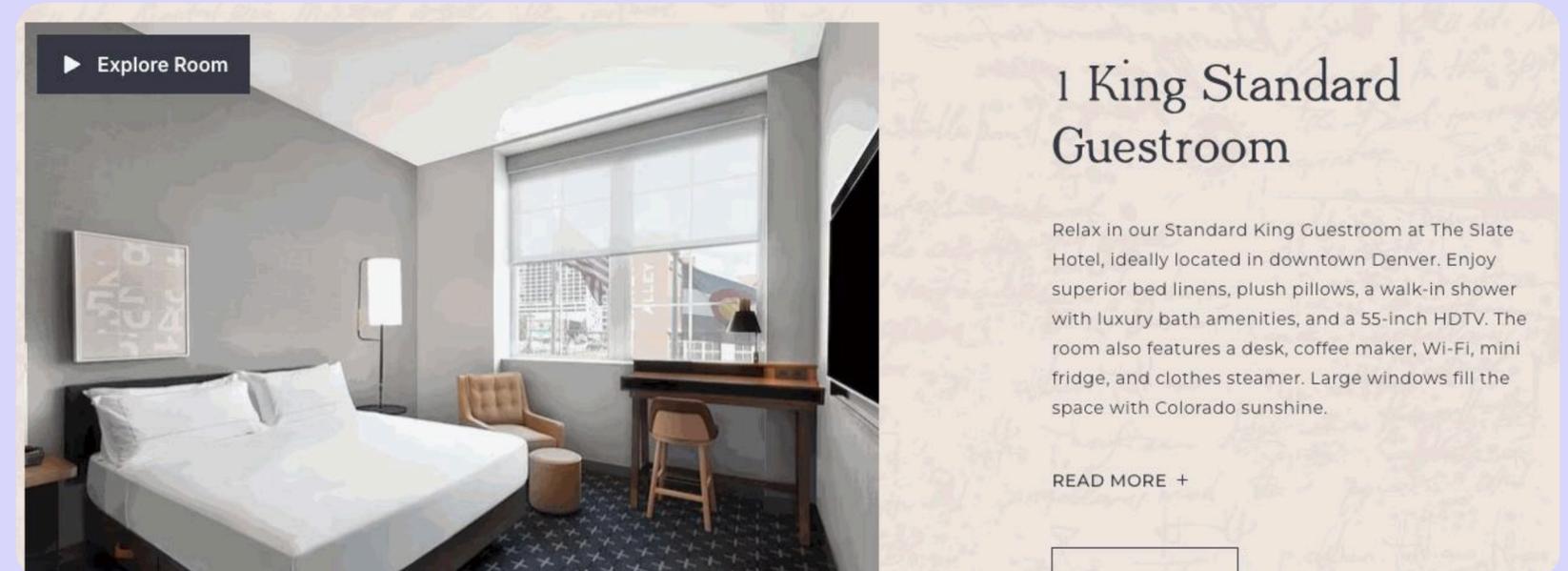
Three Psychological Drivers of Interaction

Factors that *drive* engagement, trust, and booking

Control & Reduced Decision Anxiety

Travel decisions come with risk. Giving guests control over how and when they engage with content reduces uncertainty and replaces hesitation with reassurance

- 62% of consumers prefer interactive content
- Control reduces uncertainty in high-risk decisions
- Clarity replaces hesitation with reassurance



The Slate Rooms Page

Three Psychological Drivers of Interaction

Factors that *drive* engagement, trust, and booking

*Control & Reduced
Decision Anxiety*

The “Room Confidence” Moment



Hotel Viata Superior Rooms

- Increasing perceived control improves decision confidence
- A Hovr Moment could include video content of:
 - Room category comparison sections
 - Suite upgrade pages
 - Room selection grids
 - “View from room” uncertainty

Client Spotlight

Village Camp



14.85% **33.33%**

Engagement Rate *Click Through Rate*

Instead of simply reading the description or viewing a few static images, guests can experience a full video walkthrough, allowing them to understand the layout, flow, and feel of the space before they book

How Hovr Assists:

- Moments allow guests to engage on their own terms, giving them control over how and when they explore
- With walkthroughs available for nearly all cabins and campsites, visitors can easily compare options, reducing uncertainty and making the booking decision feel confident, not risky

BIRCH CABIN ▶

This spacious cabin sleeps 8 guests, with two queen bedrooms and a flex room featuring two sets of bunk beds—perfect for families or groups. Enjoy the expansive rooftop deck for stargazing, plus a full kitchen, open living area, and plenty of storage for your stay.

**Birch Cabins Walkthrough
Cabins Page**

Three Psychological Drivers of Interaction

Factors that *drive* engagement, trust, and booking

Emotional Connection & Memory

Guests don't remember feature lists; they remember how a property made them feel. Interactive storytelling creates emotional connections that influence both immediate bookings and future loyalty

- Emotion enhances long-term memory encoding
- Guests remember feelings longer than features
- In hospitality, feeling drives envisioning, and envisioning drives booking



Scrub Island Dive BVI

Three Psychological Drivers of Interaction

Factors that *drive* engagement, trust, and booking

*Emotional Connection
& Memory*

The “Arrival” Moment



Warm Hos
Stunning

Step into refined Napa Valley luxury. N
country views in accommodations
collection of on-s

- Anticipation intensifies memory encoding
- A Hovr Moment could include video content of:
 - A guest arriving at the property
 - Doors opening
 - First step into the room
 - Ocean/mountain/city room view

Client Spotlight

Kiwi Collection



26.32% **15.38%**

Engagement Rate *Click Through Rate*

Arajilla Retreat on Lord Howe Island lets guests immerse themselves in the serenity and adventure of a UNESCO World Heritage paradise, where every moment invites memory-making.

How Hovr Assists:

- Fully immerses users in the environment transporting guests into the experience
- Guests feel the calm, adventure, and exclusiveness of the island
- Helps potential visitors envision themselves to a far off place they've never been before



Arajilla Retreat
Lord Howe Island, Australia

From Funnel to Interactive Journey

Why interaction *converts* better

Traditional Funnel

See → Scroll → Leave → Forget

Interactive Journey

Explore → Feel → Trust → Envision → Book

Why This Doesn't Feel Salesy

What resonates with guests *converts*

- **Guests are not Responding to:**
 - Pop-ups
 - Autoplay video
 - Interrupted Journeys
- **What Guests Respond to:**
 - Choice
 - Control
 - Opt-in engagement

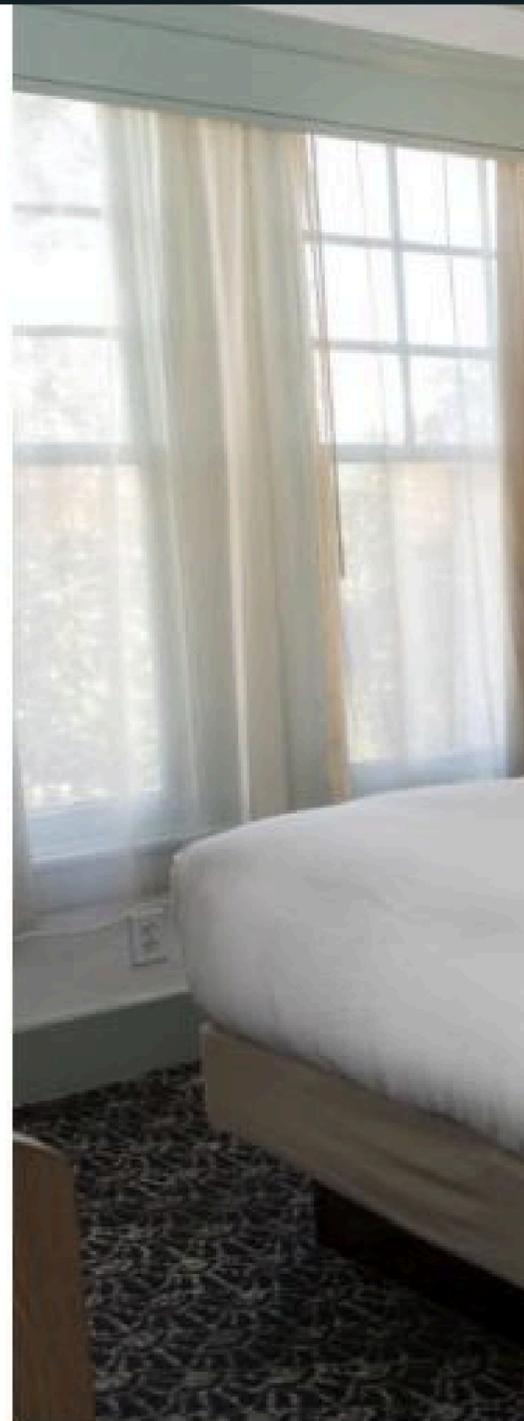
REJUVENATE.
Rediscover.

Each well-appointed room has been designed for the utmost comfort while maintaining its original charm and character. We even offer pet-friendly rooms to accommodate your four-legged family members. On-site amenities include complimentary Wi-Fi, a 24/7 fitness center, world-class dining, an outdoor swimming pool and courtyard area, plus two lounge and bar areas to make everyone feel right at home.

RESERVE NOW



VIEW ALL ROOMS



Audit Your Site Through a Psychological Lens

- Where do guests hesitate?
- Where do they need reassurance?
- Where does attention drop?
- Where does emotion matter most?

Tips to Utilize Psychology Today

- Design for Exploration, Not Consumption
- Reduce Decision Anxiety
- Show the Experience
- Add Moments Where Users Lose Attention
- Talk to Your Account Manager

Thank you!

We appreciate you joining us. If you have additional thoughts or questions please reach out. We'd love to hear from you!

We will be sending out the webinar recording and survey shortly.

