



# How l'tur Boosted Bookings by 6% With AI-Powered Review Summaries



Leading holiday provider and tour operator  
Rastatt, Germany • [ltur.com](https://www.ltur.com)

## The Challenge

l'tur faced a clear challenge on its hotel detail pages: information overload. Many hotels featured hundreds or even thousands of unstructured text reviews, forcing users to invest significant effort in filtering what actually mattered to them. The result was a high cognitive load, longer decision times, and an increased risk of user fatigue and drop-offs.

## The Approach

To reduce this friction, l'tur — together with TRKKN — introduced an AI-driven feature that summarizes the most recent customer reviews per hotel. Instead of scrolling through long review lists, users were presented with concise, structured summaries across key categories such as Hotel, Service, Food, and Room. This allowed users to understand the main pros and cons at a glance. The impact of this new experience was validated through a rigorous A/B test.

## Partnering with TRKKN

TRKKN supported l'tur as the technical partner for experimentation and implementation. While l'tur provided the visual designs and AI-generated review content, TRKKN was responsible for building the A/B test variation and setting up the experiments in Optimizely. As an Optimizely Platinum Partner, TRKKN ensured a robust, scalable setup and reliable test execution.

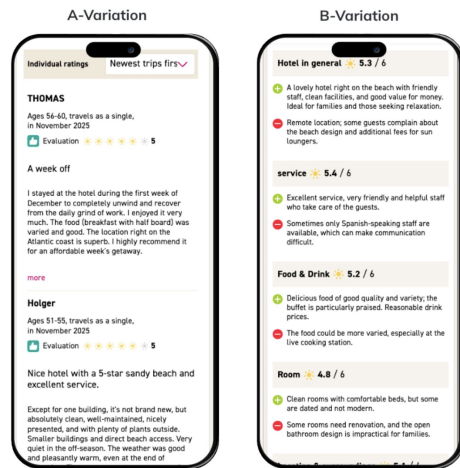
## The Results

**UX Impact:** The primary UX win was a noticeable reduction in cognitive load. Users no longer needed to sift through individual reviews but could quickly scan structured summaries to find relevant information.

**Business KPIs:** This smoother, less distracting experience translated directly into financial results. For visitors who accessed the reviews tab, we saw a significant increase in progression to the booking form, which ultimately drove a higher booking rate for this group.

*“The AI summaries delivered a much larger uplift in bookings than expected, highlighting the power of the idea and the collaboration behind it.”*

Manuel Butzke, Senior Analyst - Digital Marketing



+6%

Increase of  
Booking Rate

+3%

More Clicks  
on the  
Review Tab

+6%

Increase in  
Booking Form  
Visitors

TRKKN

Optimizely