

**Hotel Tonight, the App Store’s #1 free travel app, passes 500,000 downloads within 5 months of iPhone launch**

After building several online travel companies, Sam Shank, CEO of Hotel Tonight, saw the opportunity that mobile provided to focus on last-minute, in-the-moment bookings, when the laptop is not an option. The Hotel Tonight team turned this vision into reality with a sleek mobile app with several key features:

- Geo-location targets nearby hotels for the “on-the-street” traveler
- Entire booking process—from initial browsing to final purchase—is conducted within the app
- Users can book as late as 2AM, long after travel websites stop taking reservations
- Easy app navigation and unbeatable prices makes the booking process fast

**Monetizing a mobile-only business**

The Hotel Tonight team built the company’s mobile business from the ground up. The content in the application—hotel information, photos, and reviews—is created by Hotel Tonight and stored in a management application that connects with a backend API.



**COMPANY**



**Hotel Tonight** is a mobile-based travel company based in San Francisco.

**APPLICATION**



**Hotel Tonight** offers same-day, discounted hotel bookings for iPhone and Android in 20 cities through the US. The application showcases three hotel choices with hotel information, photos, and reviews curated by Hotel Tonight.

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**BENEFITS**

Titanium enabled rapid prototyping and application development (prototype developed in 10 days; commercial app launched in 60 days)

Application utilizes native geo-location and map features

Integrated payment system enables users to complete transactions within the app

100% monthly booking growth from high-margin revenue share business model

*“Upon discovering Titanium, we quickly realized it hit the sweet spot for us. We felt Titanium would be significantly faster to implement our app, provide a native experience and the ability to go cross-platform.”*

**CHRIS BAILEY**  
CTO, HOTEL TONIGHT

When a traveler initiates a hotel search, the app presents three hotels drawn from different categories (hip, elegant, boutique, etc.) for each city based on the lowest rates available that night. Through a revenue sharing business model, Hotel Tonight monetizes a mobile-only business to help users find overnight accommodations at competitive rates.

"Hotels love it, because we're not only filling rooms that would otherwise go unbooked. We're also exposing people to a hotel stay as a fun spur of the moment activity that wouldn't be possible without mobile."

***The user and hotel responses have been tremendous: Hotel Tonight is growing bookings at 100% per month.***

### **Executing mobile development strategy with Titanium**

When choosing a development "plan of attack," Chris Bailey, CTO of Hotel Tonight, knew the company needed a native app to create a seamless and aesthetic user experience. However, he recognized that native development created serious barriers to a cross-platform strategy. With Titanium, Chris could leverage his CoffeeScript skills and get the app to market in time for the holiday season- the biggest iPhone sales time.

***"Mobile technology gives people the power to adapt to changing conditions in real-time. Our goal with Hotel Tonight is to enhance the user's mobile lifestyle by offering them affordable hotel options when they are ready to call it a night."***

**SAM SHANK**  
CEO, HOTEL TONIGHT

To access the customized content in Hotel Tonight—hotel data, photos, and more—the team developed a backend API and management application with Ruby on Rails. They completed the application in 2.5 months, spending roughly 250 hours developing the Titanium application alongside the API's for the backend.

