

California independent hotel missing out on transient market segment

STRATEGY:

•GCommerce did an extensive review of the hotel's competitive advantages and how the hotel was being presented to the transient market online. It became clear messaging was completely focused on the business traveler. The GCommerce team launched a new approach online to present the hotel as the center of attractions and events on the weekends.

WHAT DID WE DO?

•A new comprehensive online marketing campaign was created highlighting this leisure messaging which effectively grabbed the attention of the transient market. The primary objective of this campaign was to drive revenue through the hotel website at a reduced acquisition cost and higher realized ADR.

BOTTOM LINE:

•During the first quarter of 2010, total online revenues jumped by 79.7%, and on the website alone, revenues jumped 43.5%. Success was also reflected during this quarter when compared with the first quarter of 2009 with a 98.6% increase in the total number of reservations.

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■ % Increase

