

AAA, Four Diamond Historic Hotel in Boston Needed to Improve Online Revenue



RESULTS:

Website Conversion - Up 50%

Website Reservations - Up 26%

Room Nights - Up 20%

Website Revenue - Up 18%

WHAT DID WE DO?

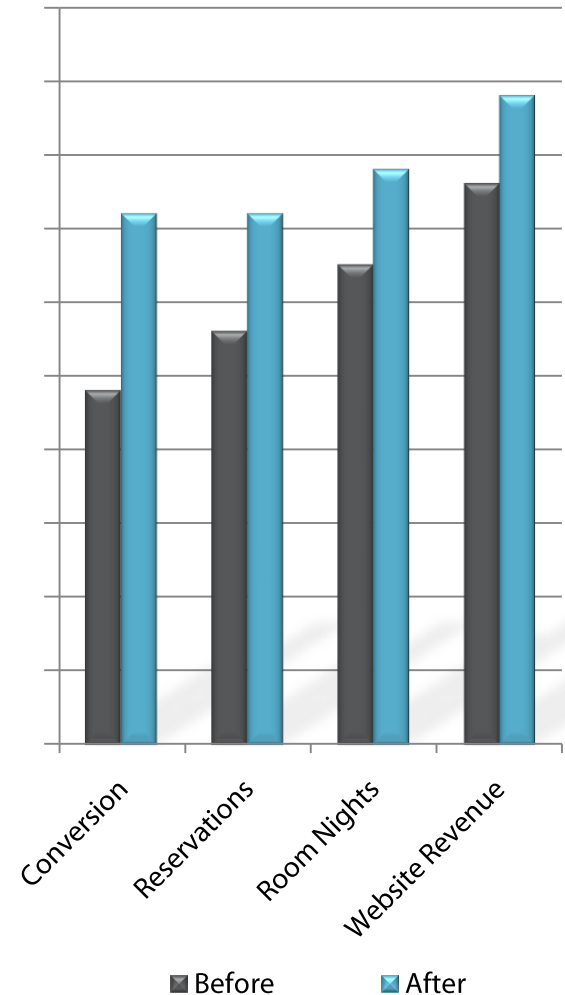
Implemented time sensitive calls-to-action and merchandising to the website

Fundamentally revamped and reengineered search campaigns

Radically bolstered OTA presence and use of promotions

SITUATION:

Historic luxury Boston hotel needed to improve online revenue



AAA, Four Diamond Historic Lenox Hotel in Boston Needed to Improve Online Revenue

Why Was GCommerce hired?

This historic luxury hotel had a loyal following and typically ran greater than 90% occupancy, but web revenue was not meeting expectations. When all the channels were evaluated, it was clear they were not maximizing revenue from online sources. The hotel was doing a multitude of things well including cultivating a stellar reputation and delivering an excellent product and outstanding service. The hotel's main source of revenue however came from more traditional sources such as expensive print media and the phone. The hotel had an adequate web presence both in messaging and the hotel website, but it was clear online sources were just not producing at the level expected.

What Did We Do?

GCommerce first went to work researching the Boston market and the hotel's competitors. The key was to understand what gave this Boston icon such a loyal following and how best to portray that online. A full assessment of the hotel's website, search engine presence and messaging online was completed. Weekly meetings with all stakeholders analyze all Online Data results and reports document strategy and results in order to guide future activity. A full marketing strategy was created after the site visit and initial discovery. This strategy defined the ways to differentiate the property, and outlined key initiatives to communicate consistent messaging across multiple platforms. An online exposure campaign was launched and focused very specifically on the New England drive market and luxury travelers nationwide. At the same time website updates were completed and SEO and Paid Search campaigns were fundamentally revamped, all with a focus to improve online revenue performance.

Results

Reservations booked on the hotel website increased 26% year over year in the face of a major recession. Room nights increased 20% and overall revenue improved 18% in a market where the general rule was significant decline. Conversion rate on the website improved from 1.2% to 1.8%, a 50% increase. GCommerce continues to bring strategy and initiatives to all stakeholders to support their focus on green initiatives into 2010, and to define their market position and grow online revenues.

