

Boutique Desert Hotel needed help increasing their leisure guest revenue

Why Was gCommerce Hired?

When GCommerce started working with this small boutique property nestled in a picturesque desert location, the property had a strong focus on the group/wedding and corporate business. The leisure segment of their bookings was used more as a filler to compliment the group travel. The hotel had very limited activity on the OTAs and was not actively managing them. The hotel was looking to increase the leisure guest market and gain a larger presence on the OTA channels.

What gCommerce Did

GCommerce first went to work researching the competitors and the surrounding area market. Once done analyzing the surrounding market, GCommerce went to work on increasing the hotels OTA presence as well as properly managing it. Second, GCommerce focused on the property's website. GCommerce implemented changes to increase the usability and navigation of the site. Along with these changes to the site, GCommerce added new features and pages. GCommerce then focused on implementing a streamlined targeted PPC campaign. Also, GCommerce created an email strategy to target past guests and those who had subscribed with exclusive offers and deals.

Results

Reservations increased 372% when comparing January 2008 to January 2010. Total room nights increased 345%. Website conversion almost doubled. The hotel saw an increase of total revenue by 58% when comparing January 2008 to January 2010. GCommerce continues to work with the property to increase its visibility and its target market.

