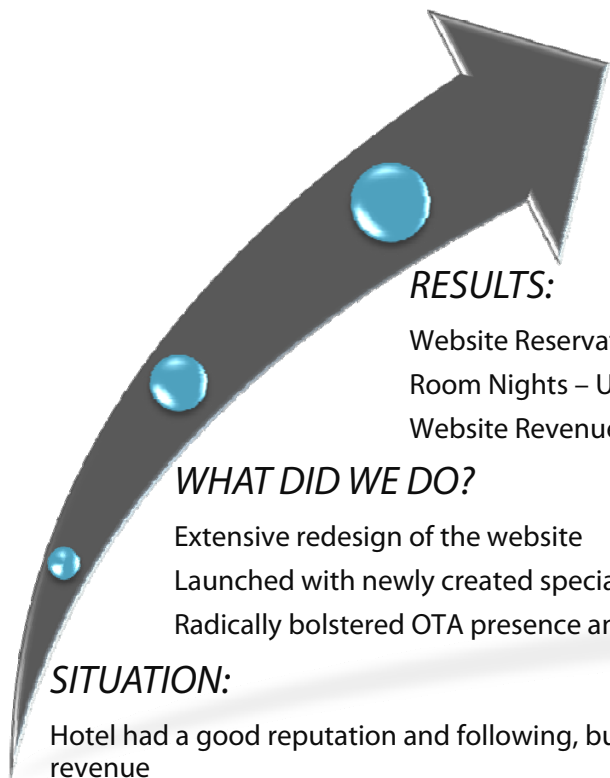


First quarter 2010 revenue for this Napa Valley property increased 330% over the same period in 2009



RESULTS:

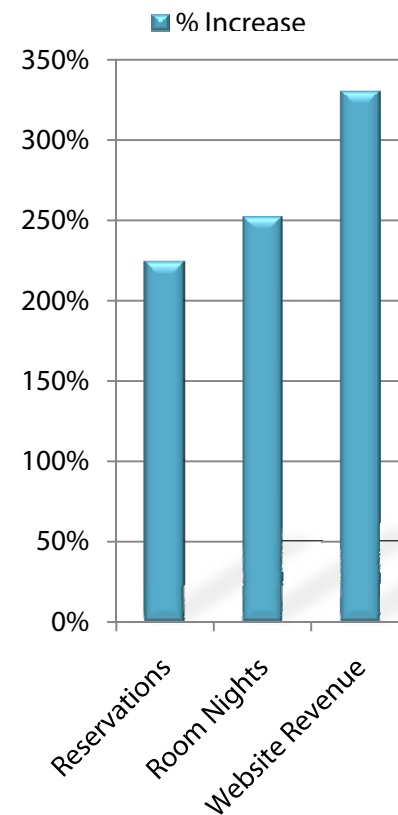
- Website Reservations – Up 224%
- Room Nights – Up 252%
- Website Revenue – Up 330%

WHAT DID WE DO?

- Extensive redesign of the website
- Launched with newly created specials and packages
- Radically bolstered OTA presence and use of promotions

SITUATION:

Hotel had a good reputation and following, but lacked online revenue



First quarter 2010 revenue for this Napa Valley property increased 330% over the same period in 2009

Why Was GCommerce hired?

This 26 room boutique hotel had a good reputation and following, but was lacking revenue created from online bookings. When examining all channels, there were several ways in which they were not optimizing their online performance. The hotel was succeeding in offering guests an enjoyable Napa Valley experience; from its wonderful product to first class service. The hotel's main source of reservations however was being booked over the phone. The hotel had a great product, but they were not maximizing the web as an additional revenue channel.

What Did We Do?

GCommerce first did an extensive redesign of the website to include a new look and feel as well as better functionality and merchandising. Once the website was completed, GCommerce launched with newly created specials and packages, including a web only rate strategy. A complete paid advertising campaign plan was created and implemented to maximize online exposure. GCommerce worked with the property to maximize its use of OTA's on all levels. Strong performance was seen in addition to great consumer reviews. Because Rancho Caymus is a small boutique hotel with only 26 rooms, balancing occupancy and ADR was a major issue. GCommerce created a way to maximize both.

Results

The results speak for themselves. Total revenue for quarter one of 2009 compared to quarter one of 2010 saw a 330% increase. Total online room nights saw an increase of 252%. Total reservations for quarter one of 2009 compared to quarter one of 2010 showed a 224% increase. The property is continuing to see growth in its online revenue, and GCommerce continues to implement strategies to maximize this growth.

