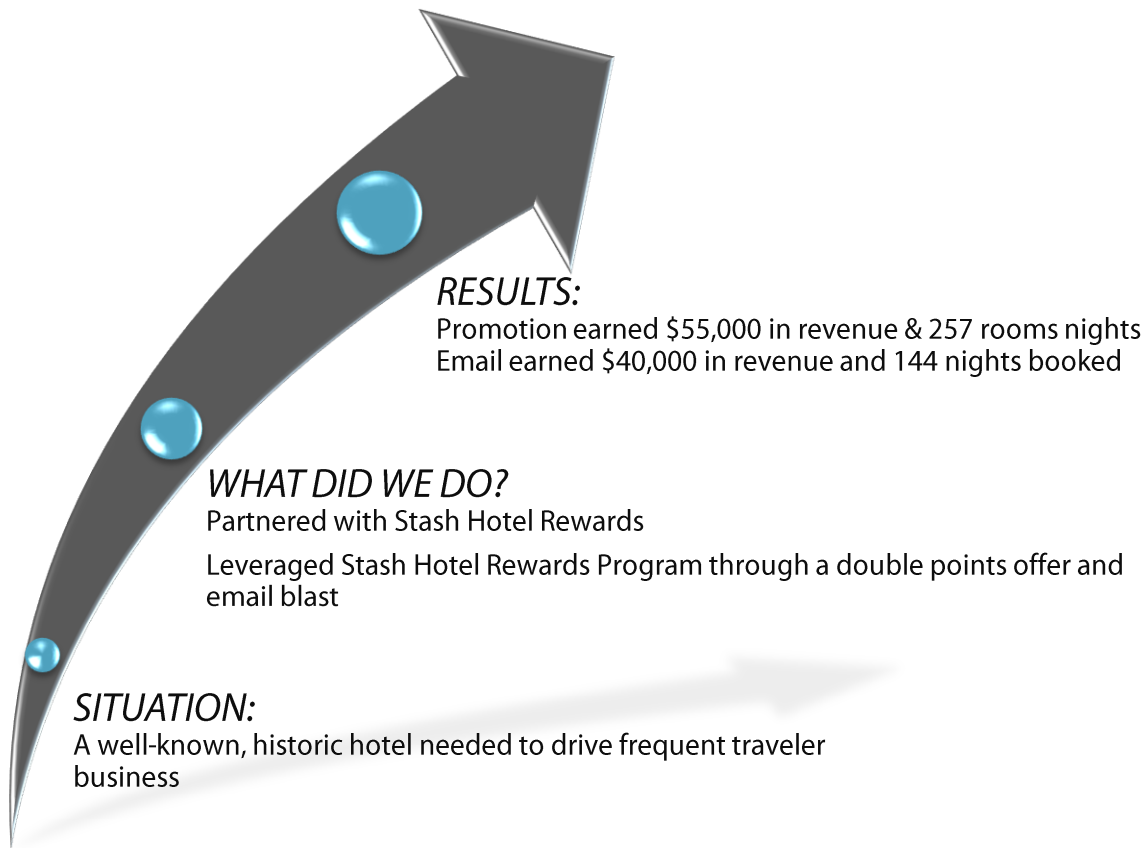


A well-known, historic, Boston hotel sees a rise in revenue after partnering with Stash Rewards.



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What Was the Situation?

The Lenox Hotel is a well known historic hotel that was looking for a way to capitalize on frequent business and leisure travelers. To accomplish this The Lenox needed to find a way to attract frequent travelers away from big chain hotels. With one in three travelers saying that rewards were a key factor in deciding where to stay, it was necessary for The Lenox to find a way to compete with the rewards programs that large chain hotels were able to provide to their customers. GCommerce was tasked with helping The Lenox implement a solution to this problem and leverage the rewards program to encourage more frequent traveler business.

What Did We Do?

To drive frequent travelers GCommerce partnered with Stash Hotel Rewards to implement a rewards program where Lenox Hotel guests could earn and redeem points at independently-run hotels around the world. This partnership gave The Lenox a new channel to sell unsold inventory and enabled The Lenox to target frequently traveling guests. GCommerce leveraged the Stash Hotel Rewards to encourage both business and leisure travelers to stay at The Lenox Hotel through a double points offer and an e-mail blast promoting the Stash Rewards Program to Lenox Hotel customers.

Results

- **Double Points promotion earned \$55,000 in revenue & generated 257 room nights**
- **An email campaign earned \$40,000 in revenue & generated 144 room nights**

Through the partnership with Stash Hotel Rewards, GCommerce continues to drive business to The Lenox Hotel.