The Hotel Brussels

Case Study

Using Dynamic Rate Ads, The Hotel Brussels increased revenue and qualified traffic to its website while simultaneously decreasing the cost of advertising and acquisition.

The Hotel Brussels is a 420-room luxury independent hotel in Belgium regularly praised for its impeccable service, elegantly appointed rooms and vibrant atmosphere.
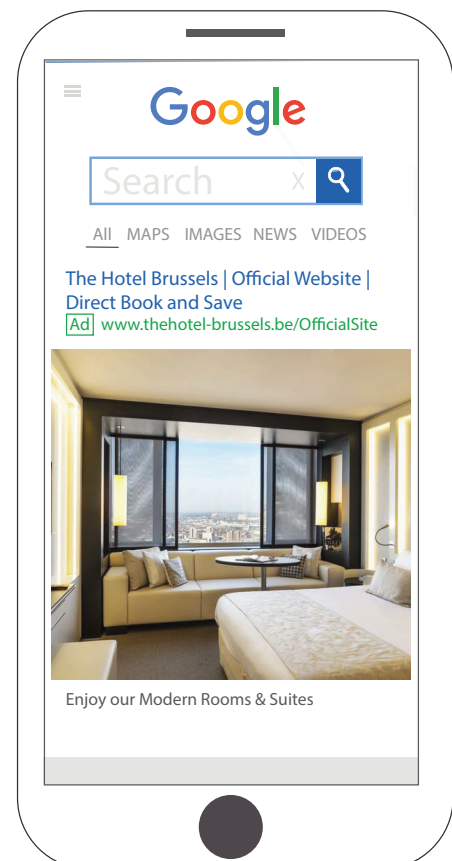
The Challenge:
Reducing reliance on OTAs

Keeping up with online travel agencies in Brussels' increasingly competitive hotel market is no easy task. While online travel agencies are an important part of the distribution mix, they can charge high commissions, leading to a decrease in revenue compared to bookings made directly through the hotel's website.

To stay ahead, The Hotel Brussels boosted their ad spend on comprehensive Google Gallery Ad campaigns: awareness-focused, interactive carousels with unique text and landing page link for each image.

However, these campaigns were not having a significant impact on increasing the direct bookings that The Hotel Brussels received as a result of paid media.

Google

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The Hotel Brussels | Official Website | Direct Book and Save
Ad   www.thehotel-brussels.be/OfficialSite

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The Solution:
Increase qualified website visits with Dynamic Rate Ads

We implemented Dynamic Rate Ads, a new product enhancement for iHotelier customers that dynamically populates paid search, display and social media advertisements with live rate data pulled directly from iHotelier.

This easy-to-implement solution improves the buyer's journey by reducing the amount of time it takes for potential guests to find the room rate, which in turn helps to drive more qualified traffic. Users who click on Dynamic Rate Ads are more likely to make a booking because they know the best available rate is within their budget.
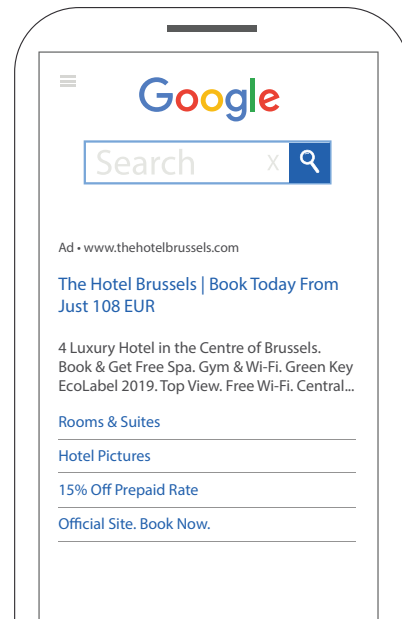
The Results:
Consistent direct booking and revenue generation

In the four months since it implemented Dynamic Rate Ads, The Hotel Brussels has increased revenue and qualified traffic to its website while simultaneously decreasing the cost of advertising and acquisition compared to ads that don't use this feature. The incremental revenue helped the hotel reduce its reliance on online travel agencies.

Highlighting the live rate in paid media considerably improves the buying journey for potential guests and results in more effective digital advertising campaigns.

_ 44% increase in ROAS

_ 44% increase in click-through rate

_ 29% decrease in average cost per click

_ 16% increase in conversion rate

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About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions that help hotels around the world to maximize revenue. Our interconnected suite of solutions – Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management – helps more than 25,000 customers to make better business decisions to know, acquire, convert and retain guests. With our worldwide presence in 176 countries, we have a deep understanding of local markets along with a global perspective that drives optimum results for the hotels we serve.

Contact TravelClick to get started