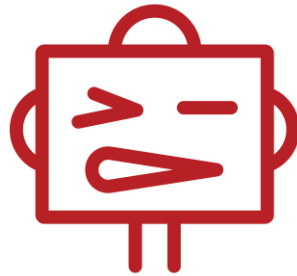


# Leveraging Digital Marketing to Transform Hospitality Challenges



**REVANISTA**

# Agenda

---

- About Revanista
- Our Solution
- Our Mission
- Leveraging Digital Marketing – Channel Shift of bookings
- Leveraging Digital Marketing – Hotel Successfully Exiting Government contract

# About us

---

Revanista is a Revenue Growth Solution built by Hoteliers for Hoteliers.

Born from our own need to have more efficient revenue growth operations to deliver more bookings to hotels.

# Our solution

---

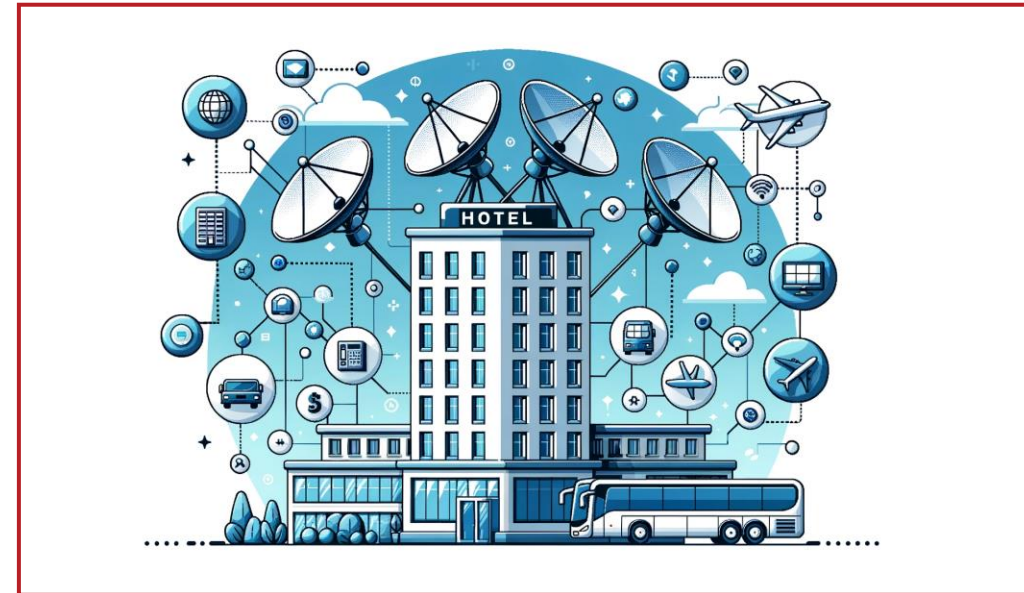
- **Revenue Management**
  - *62% increase in partner revenue in 2023*
- **Digital Marketing**
  - *Website bookings growth 50% ahead of the industry average (UK) – 2023*
- **Customer Contact Centre**
  - *Booking conversion rate 89% - 2023*



# Our solution

---

- **Third Party Site Management**
  - *OTA profile scores 99.5% vs Industry average 89% - 2023*
- **Global Distribution System**
  - *Partner Hotel GDS growth to 10% of accommodation revenue*



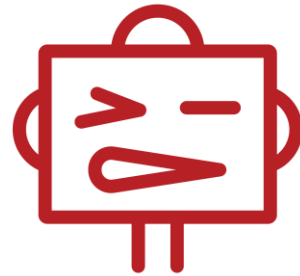
# Our Mission

---

*“To allow hotels the freedom to focus on what matters most: creating exceptional guest experiences. While giving our partners great tools to take advantage of all market opportunities, that allows them to increase their operational efficiencies and most important increase their revenue.”*

*- Rachel Howes Founder*

# Leveraging Digital Marketing – Channel Shift of Bookings



**REVANISTA**

# Leveraging Digital Marketing – Channel Shift of Bookings

---

## Overview

- Hotel had seen an increase in own website bookings but no channel shift of bookings
- Increasingly dependent on OTA bookings.
  - +70% of total bookings
- Overall profitability hadn't grown

## Challenges

- The challenges we faced were around culture and confidence.
- Changing their culture of OTA dependency.
  - Fear of upsetting, losing the OTA's
- A lack of confidence in implementing successful book-direct strategies
  - Past efforts had limited success



# Leveraging Digital Marketing – Channel Shift of Bookings

---

## Solution

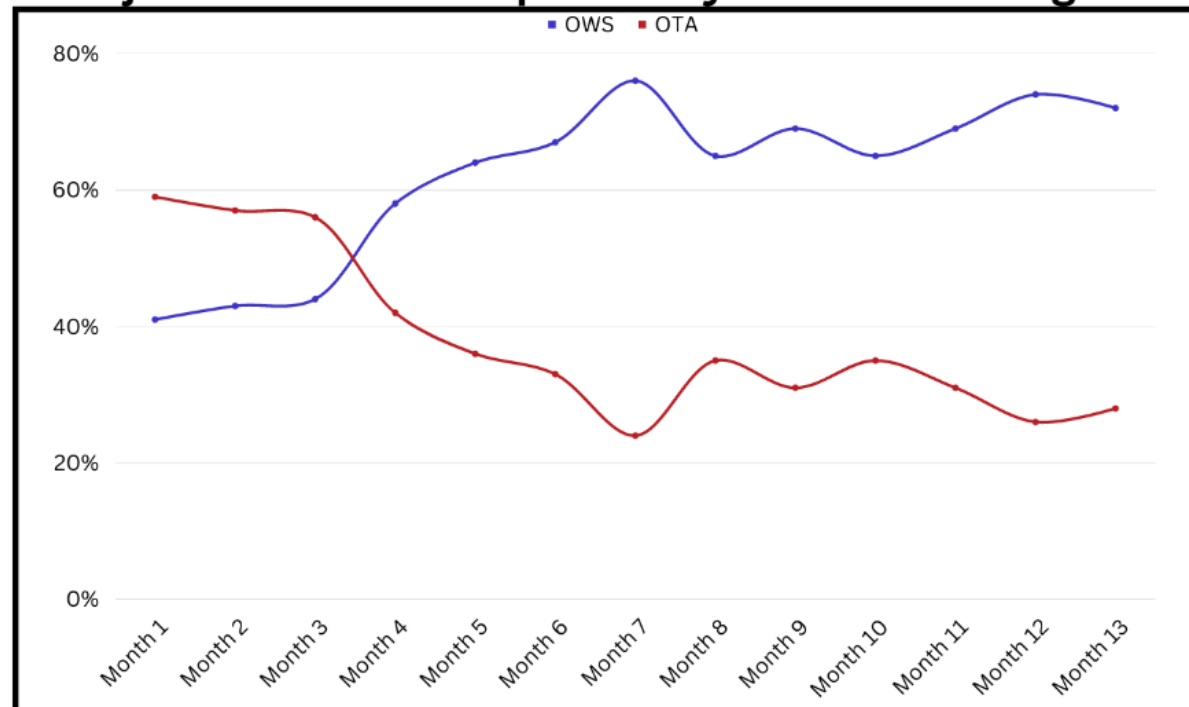
Employed a comprehensive revenue and e-commerce strategy seamlessly intertwined to enhance visibility, engagement, and conversion, ultimately driving significant increases in direct bookings and revenue

Each revenue action was supported by our digital marketing activities and visa versa.

# Leveraging Digital Marketing – Channel Shift of Bookings

## The Results – 12 month strategy

Objective: Reduce dependency on OTA bookings.



- **Month 1: Own site 41% vs OTA 59%**
- **Month 13: Own site 74% vs OTA 26%**

# Leveraging Digital Marketing – Channel Shift of Bookings

---

## Step 1

### *Price differential*

No rewards or discounts for booking with an OTA unless we wanted to.

## Step 2

### *Increased digital budget*

The commitment was given to increase the digital budget for 4 months

- Increased bidding on brand name
- Opened additional channels

## Step 3

### *Marketing Messaging*

Reviewed the messaging based on the customer journey. 2 messages

- Why book this hotel
- Why book direct  
Extending this throughout relevant pages in the website

## Step 4

### *Targeted specific bookings*

Targeted high-value bookings

- Longer lengths of stay
- Peak season bookings
- Bookings by device

## Step 5

### *Online Merchandising*

Analysis of content on the booking engine

- Rate plan names
- Rate plan descriptions
- Adding strong FOMO call outs.

# Leveraging Digital Marketing – Channel Shift of Bookings

## Objectives and KPI's

### Own site revenue share

+80% (74% total online revenue)

- +122% in bookings made
- +183% in booked revenue

### Cost of sale own website

1.59% (-17%)

- Google AdWords spend +100%

### ROI for own website

€347:€1

### Other results

Brand Campaign cost -5%

Booking.com visibility on Google AdWords -12%



# Leveraging Digital Marketing – Channel Shift of Bookings

---

## What Next?

- Digital spend based on ROI (5%-7%), not budget
- Reducing cancellations
  - Trial of this reduced cancellations by 20%
  - Across all channels (Market leader on booking.com)
- Move to voice & AI Chatbots
- Segmented targeting
- Upselling after booking

# Leveraging Digital Marketing – Hotel Successfully Exiting Government contract

---

## Overview

Hotel had a government contract in place this was ended with 8 weeks' notice. We came onboard 4 weeks into reopening.

## Challenges

The hotel faced a number of challenges.

- Lack of business on books
- Digital presence was low
- Low staffing and talent levels in-house
  - Revenue
  - Reservations
  - Digital

# Leveraging Digital Marketing – Hotel Successfully Exiting Government contract

---

## Initiative 1

*Review of the hotel's digital presence*

- Social Media Presence
- Search Engine Management
- Digital Marketing Efforts
- Content Quality and Relevance
- Online Reviews and Reputation Management

## Initiative 2

*Identification & targeting of key markets*

- Reviewing historical bookings
- Re engaging with past guests
- Building a new engaged database
- Competitor landscape
- Review of past conversion paths

## Initiative 3

*Establishing a digital marketing budget*

- Business Goals and Objectives
- Cost of Advertising Platforms
- Deciding on what platforms to use
- Target Audience
- Target segments
  - Weddings

## Initiative 4

*Integrated Marketing plan for the next 12 months*

- Actions integrated with Revenue plans
- Content Strategy
- Search Engine Management
- Social Media Marketing
- Email Marketing

## Initiative 5

*Clear Objectives and KPIs*

- ROI - for each channel & campaign
- Cost of sales
- Database growth
- Interactions with social media

# Leveraging Digital Marketing – Hotel Successfully Exiting Government contract

---

## KPI's & Objectives

### Database Growth

- *Target market database growth of 3000+*

### ROI for own website - YTD

- *170:1*

### Booking engine conversions

- *Growth +10%*

### Other results

- *Site users +52%*

