

KEY RESULTS

- 1 *21 percent increase in room nights booked*
- 2 *38 percent increase in revenue generated per web session*
- 3 *56 percent increase in bookings per web session*

The Charles Hotel



▣ THE TRAVELCLICK SOLUTION

“With TRAVELCLICK’s Digital Agency solutions, we’ve kept guests on our site longer and converted more bookings. Along with a dynamic website that captures the look and feel of our hotel, TRAVELCLICK has provided us with practical strategies that have driven a dramatic increase in website traffic, revenue, and profitability.”

Jennifer McMahon
Director of Sales at The Charles

The Charles Hotel, a 294-room, independent luxury property in Harvard Square, Cambridge, Massachusetts, is widely hailed as one of the Boston area’s finest hotels. The hotel has been a TRAVELCLICK® customer since October 2004. As online business has become an increasing source of revenue and profitability, the hotel has relied on TRAVELCLICK’s Digital Agency to expand its web presence, maximize online bookings, and drive potential guests directly to its website. The Charles has implemented a complete suite of TRAVELCLICK online marketing services and solutions, yielding immediate results, including:

- ✓ 21 percent increase in room nights booked
- ✓ 38 percent increase in revenue generated per web session
- ✓ 56 percent increase in bookings per web session

Content management: The hotel converted to TRAVELCLICK’s Hospitality Toolkit®, a next-generation content management system, in early August 2009. The browser-based toolkit enables The Charles to update its website instantly, using intuitive site management tools that refresh web content through user-friendly, step-by-step processes.

Website design: TRAVELCLICK built a robust website for The Charles, with strong content and rich media that capture the property’s character. Featuring “dynamic best rate” on the home page, a hotel tour and photo gallery, and clean, simple navigation, the new site provides an enhanced guest experience. It includes Real Guest Reviews™ that enable potential guests to view actual “featured guest reviews” from major travel websites right on The Charles’ home page without using multiple searches. The site also profiles the area’s major attractions and activities, keeping guests engaged and less likely to surf other websites.

PPC RESULTS

- 1 **4174 direct web bookings from PPC**
- 2 **3700 percent return on investment**

ABOUT TRAVELCLICK

TRAVELCLICK (www.travelclick.net) is the leader in hotel ecommerce solutions, providing a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TRAVELCLICK offers distribution and demand, business intelligence, and digital marketing solutions—delivered with personal attention and local market expertise. With revenue optimization experts in every global market, we help our clients make better business decisions, generate greater demand from the right mix of channels, convert more shoppers to high-value guests, and increase hotel revenue. Serving the hospitality industry since 1999.

TRAVELCLICK has more than 15,000 customers in 140 countries, with offices in Chicago, Baltimore, Houston, Phoenix, Barcelona, Dubai, Melbourne, Shanghai, and Tokyo.

www.TRAVELCLICK.net

The Charles Hotel



Pay-per-click (PPC) advertising: TRAVELCLICK designed a dynamic PPC campaign for The Charles, with the goal of attracting not only online consumers traveling to the Boston area, but also consumers looking for a full-service, upscale property with superior accommodations and customer service. The campaign included a strategic search marketing program that identified optimal search keywords used by the hotel's target market. Since the launch of the campaign in December 2006, PPC has generated 4,174 direct web bookings for the hotel—resulting in over \$2.3 million in revenue and a return on advertising spend of nearly 3,700 percent. Use of solid ad copy on the PPC campaign has led to an average click-through rate of 2.52 percent, well above average. PPC conversion rate overall for the hotel is an impressive 3.00 percent.

Integration with the award-winning web booking engine iStay®: iStay provides a single-screen, interactive experience that improves guest conversion and prominently displays packages that drive higher booking revenue. Shoppers at The Charles website can build their hotel stay around their personal needs. For example, they can select special packages, such as “All That Jazz” for jazz lovers and “Kids Quest,” with special amenities for children under 12.

Search engine optimization (SEO): TRAVELCLICK's Digital Agency specialists worked with the Charles Hotel to drive higher search engine rankings through the use of relevant keywords. Keywords were integrated into website copy to ensure maximum search engine visibility—with trackable results that were used to adjust the hotel's strategy.

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