

Four Seasons in Mexico City

A TRAVELCLICK CASE STUDY

KEY RESULTS

- 1** 8,417% return on investment
- 2** 6% growth in market penetration vs. competitive set



“In a down economy, the largest area of opportunity is to gain market share from competitors. TRAVELCLICK’s GDS Media strategy has enabled us to do just that.”

— Four Seasons
Mexico City

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 14,000 customers in 140 countries, with offices in Chicago, Baltimore, Houston, Phoenix, Barcelona, Dubai, Melbourne, Shanghai, and Tokyo.

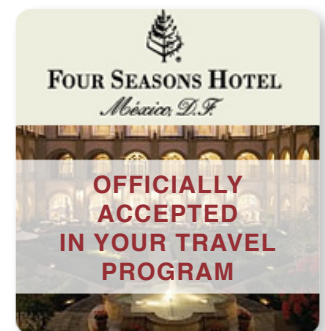
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THE TRAVELCLICK SOLUTION

Reaching travel agents is key to increasing visibility and high-value bookings. TRAVELCLICK’s powerful Global Distribution System (GDS) Media strategy enables hotels to reach 87 percent of the world’s travel agents at the point of sale. Targeted promotional advertising helps capture attention when agents are researching and shopping through the GDS, while media preferred placements promote properties at or near the top of hotel displays—increasing the likelihood of agent bookings.

Four Seasons in Mexico City, a AAA-Five-Diamond hotel, leveraged the power of TRAVELCLICK’s GDS Media strategy to build business in the midst of an economic downturn and H1N1 flu outbreak. While other hotels in the area were dropping rates in an effort to fill rooms, Four Seasons took a different approach. TRAVELCLICK Hotelligence reports revealed that despite economic conditions, business and luxury travelers were still paying for the value of a five-star hotel. Reports showed that higher rates were typically purchased further in advance—mostly to travel-agent-held negotiated rates.

Four Seasons changed its strategy to target specific agents most likely to direct business to the hotel—and to use messages that resonated with the target audience. Graphical PromoSpots identified that Four Seasons was officially accepted in their travel program, offering business class and negotiated agent rates.



RESULTS

The campaign ran for three months and realized immediate gains. Even in May, at the height of the H1N1 virus outbreak and the slow-season months of June and July, Four Seasons improved its market share and revenue. While the Mexico City market and identified competitive set are down compared to the same time last year, room night bookings at Four Seasons are up.

- ☑ Return on investment: **8,417%**
- ☑ Cost of Advertising: \$3.36 per booking and \$1.43 per room night

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