



# Spain

Pay per click advertising drives over €800.000 in incremental revenue for TravelCLICK Spanish hotel customers.



## KEY RESULTS

- 1 **€800.000 incremental revenue**
- 2 **14:1 return on investment**
- 3 **30% growth in website bookings**

“In 2009, PPC has driven over €800.000 in incremental revenue for our Spanish hotel customers.”

**Jerome Wise**

TravelCLICK Vice President eCommerce

## THE TRAVELCLICK SOLUTION

Pay per click advertising (PPC) on search engines is one of the most effective methods to **drive incremental revenue and reduce hotel's overall cost of sale.**

TravelCLICK transformed the business of over 25 hotels throughout Spain by driving significant incremental revenue direct to the hotel's own website in an extremely cost effective manner launching multi-lingual PPC campaigns.

## RESULTS

- ✓ Total incremental revenue of €800.000
- ✓ 14:1 average return on investment (for every Euro invested, our clients are receiving, on average, 14 Euros back in incremental revenues)
- ✓ 30% growth for our iHotelier clients. With the iHotelier reporting tool, we can see that the TravelCLICK PPC campaigns are adding 30% incremental reservations to their most profitable channel – their own website
- ✓ We managed these results at a 7% cost of sale. With that number, Pay per click advertising is much lower compared to other distribution channels

**Grows hotel direct online bookings by 30%**

## ABOUT TRAVELCLICK

TravelCLICK 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 includes market intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise.

More than 14,000 customers in 140 countries with offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo. Our digital marketing provides a powerful online presence via pay per click advertising, social marketing, search engine optimization, content management and web site development services.

www.travelclick.net

January - May 2009

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