



United Kingdom

Pay per click drives over £2.3 million in incremental revenue for our UK hotel customers in 2009.

KEY RESULTS

- 1 **£2.3 million incremental revenue**
- 2 **12:1 return on investment**
- 3 **26% growth in direct website bookings**



“In 2009, PPC has driven over £2.3 million in incremental revenue for our UK 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 20 hotels throughout the UK by driving significant incremental business direct to the hotel's own website in an extremely cost effective manner launching multi-lingual campaigns.

RESULTS

- ✓ Total incremental revenue of £2.3 million
- ✓ 12:1 average return on investment (for every Pound invested, our clients are receiving, on average, 12 Pounds back in incremental revenue)
- ✓ 26% growth for our iHotelier clients. With the iHotelier reporting tool, we can see that the TravelCLICK PPC campaigns are adding 26% incremental reservations to the hotel's most profitable channel – their own website
- ✓ We managed these results at a 8% cost of sale. With that number, pay per click advertising has a much lower cost compared to other distribution channels

Grows hotel direct online bookings by 26%

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

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