



Hotel BLOOM!

TravelCLICK increases hotel revenue by 724% from organic listings (non-paid) with its innovative website design and search engine optimization (SEO) strategy.

KEY RESULTS

- 1** 261% increase in traffic from organic listings (non-paid) in the search engines
- 2** 724% Increase in revenue from organic listings (non-paid)
- 3** 53:1 ROI



“In 2009,
TravelCLICK increased
our hotel revenue by
724%.”

Hotel BLOOM!

“Hotel BLOOM! is a truly modern hotel in central Brussels, Belgium. Enjoy the brightest accommodation and a truly relaxing and refreshing stay whether you're here on business or for pleasure. Think of a room where you can put your feet up, literally. Or a great room for doing a little work. That's Hotel BLOOM! – the modern hotel in Brussels.”

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.

www.travelclick.net

THE TRAVELCLICK SOLUTION

The long-term partnership between Hotel BLOOM! and TravelCLICK has continued to produce outstanding results for Hotel BLOOM!. The Hotel's SEO success has proven to be a very cost effective means of driving customers to the hotel website for direct booking.

The TravelCLICK team continues to work with Hotel BLOOM! building on the success of the SEO results and keeping the SEO strategy and website up-to-date with the latest industry developments. Having a team of experts that they can rely on has allowed Hotel BLOOM! to feel confident that their website strategy and search engine performance is always providing the maximum possible return.

RESULTS

- ☑ 261% increase in traffic from organic listings (non-paid) in the Search Engines
- ☑ 724% increase in Revenue from Organic Listings (non-paid)
- ☑ 53:1 ROI
- ☑ Contribution to business March '08 vs. March '09
 - Total CRS bookings increased 8%
 - Total web bookings increased 374%
 - Organic booking contribution went up 489%
 - 5% to 26% for CRS bookings
 - 21% to 64% for web bookings

**53:1 ROI
on SEO**

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