

# TRAVELCLICK™

## KEY RESULTS

- 1 **2010 iHotelier® web direct booking revenue growth of 229 percent versus previous year**
- 2 **Pay-Per-Click ROAS of 544 percent between December 2009 and March 2010 and over 400 recorded calls to hotel's reservations center**
- 3 **27 percent increase in web sessions year-over-year**
- 4 **30 percent increase in website traffic since launch of new site**

“Elegant Hotels offers the right setting for any event, from romantic getaways to family holidays; business meetings to executive retreats. The vast variety of our properties is now beautifully showcased in our new website, while TRAVELCLICK's Digital Agency solutions have enabled us to dramatically increase website traffic, bookings, and ROI.”

**Sylvia Scholey**

Vice President, Sales, Marketing & Ecommerce  
Elegant Hotels

## ABOUT TRAVELCLICK

TRAVELCLICK ([www.travelclick.net](http://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, Barcelona, Dubai, Melbourne, Shanghai, and Tokyo.

[www.travelclick.net](http://www.travelclick.net)

## Elegant Hotels, Barbados

Integrated Digital Agency Solution Revitalizes Brand and Drives a Dramatic Return on Investment



### THE TRAVELCLICK SOLUTION

Elegant Hotels Group owns and operates a unique collection of five luxury properties in the Caribbean. Situated on the sun-soaked island of Barbados, its five distinctive resorts include the all-inclusive suite Turtle Beach Resort on the island's south coast and four properties on the west coast: The House, a boutique property catering to adults; the family-friendly Tamarind Cove Hotel; the upscale Colony Club Hotel; and the all-inclusive Crystal Cove Hotel.

For four years, Elegant Hotels has leveraged the power of TRAVELCLICK's Hospitality Toolkit, the easiest-to-use hotel website content management system in the industry, to update site content and improve organic hotel search engine optimization. In one year's time (January 2009 to January 2010), overall web sessions driven by organic and direct traffic increased 27 percent.

Building on that success, the group called on TRAVELCLICK to design a dynamic Pay-Per-Click (PPC) advertising campaign for its hotels. Launched in August 2009 the campaign sought to attract not only online consumers on route to the Caribbean, but also discerning travelers looking for an elegant stay experience with superior guest services. Between December 2009 and March 2010, the campaign delivered a 544 percent return on ad spend (ROAS). It has also opened new markets in the United States and the United Kingdom. The success of the campaign is further underscored by a 229 percent increase in online booking revenue, year-over-year, through TRAVELCLICK's iHotelier central reservation system.

In February 2010, Elegant Hotels launched a new TRAVELCLICK-designed website (ElegantHotels.com) to reflect a revitalized brand image. Through photos, videos, and special package offers, the site captures the group's "elegance with a twist" stay experience at each of its five properties. The site also introduces the hotels' expanded guest services—from a dine-around program that offers guests a culinary extravaganza, to a complimentary water taxi that shuttles them between resorts, to an "Elegant Beach Ambassador" program that delivers seamlessly on their requests. In just one month after the ElegantHotels.com launch, website traffic increased 30 percent.

Elegant Hotels' partnership with TRAVELCLICK continues to grow. Recently, the hotel group was among the first to participate in TRAVELCLICK's new StayHIP™ mobile application. StayHIP focuses exclusively on boutique, unique experience, and small luxury hotels with the goal of creating a standout, niche application. Says Sylvia Scholey, VP Sales, Marketing and Ecommerce at Elegant Hotels, "We are confident that this new venture with TRAVELCLICK will accelerate our brand recognition and extend our reach to new consumer groups worldwide."

#### TRAVELCLICK Global Offices



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