

# Integrated Revenue Strategy success story



## SITUATION

Although this property ranked #1 out of 300+ hotels on Tripadvisor in their market, the owners felt it could do better. They lacked a unique selling proposition, and there was little coordination between the owners, resort management, and its marketing partners.



## APPROACH

The first step was to develop a strong unique selling proposition. This was done, along with an Integrated Revenue Strategy approach to their sales and marketing.



## RESULTS

Revenue started increasing with the launch of the property's digital marketing program. Performance dipped due to Zika and regional hurricanes but quickly began to rise again with the launch of the Integrated Revenue Strategy, including revenue management, distribution, and digital marketing as one approach. With the unexpected arrival of the global pandemic, there was a dramatic drop in revenue when the property closed for a few months, and travel suffered worldwide. By nurturing relationships with past guests and effectively communicating with prospects both internationally and on-island, advertising on Google, and optimizing distribution channels, this property was able to bounce back quickly from the negative effects of COVID-19 to pre-pandemic revenue levels.

