

DIGITAL MARKETING CASE STUDY

“MARKETING HOTELS & RESORTS”

Premise

A hospitality chain owns a business hotel in a posh location in Chennai and a luxury resort on the outskirts of the city. They face unique challenges in increasing footfall to their respective properties.

Research & Insight

The hotel saw traction on weekdays and not weekends, whereas the trend was the exact opposite for the resort. Business travellers and medical tourists were identified and targeted for the city hotel, whereas families and corporates were identified as potential segments for the resort.

Solution

Tailored campaigns were crafted for each target segment, with focus towards segment-wise specific events and promotional offers. An online engine to automate the process of dynamic pricing was developed and incorporated into the marketing system which enabled the properties to drive more footfall during lean periods and also maximise revenue during peak periods.