The Abbey Inn

Learn how this historic resort property met their ambitious expansion goals and book-direct strategies with the Amadeus ecosystem of integrated solutions.

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The Customer

Located high above the Hudson River on Fort Hill in Peekskill, NY., the Abbey Inn (part of the Hay Creek Hotels family of properties) has a rich history. With the location serving as an American Revolutionary War lookout for George Washington's Continental Army, it has an elegant convent and chapel constructed on the site in the late 1800s by the Episcopal Sisters of Saint Mary.

The Challenge

How do you support book-direct strategies and greater market/guest awareness through a transformational tech stack?

A quickly growing management company, Hay Creek Hotels was excited about their ambitious plans to renovate and open The Abbey Inn as their latest premier property. As part of their considerations, and to ensure their newest property was set up with the right technology from the start, they wanted to solve several revenue, reporting, and efficiency challenges identified across their portfolio, including:

• Ability to better support book-direct initiatives

• Greater awareness of forward-looking market data

• Enhanced marketing and guest engagement capabilities

• Comprehensive reporting and analytics

"Our ambitious plans for The Abbey Inn included equally ambitious technology implementations. We wanted our new flagship property to define the digital transformation roadmap for the rest of our portfolio."

Heather Cox
Corporate Revenue Manager,
Hay Creek Hotels

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The Solution

_ **Select an integrated ecosystem of solutions from an experienced partner in the direct bookings and business intelligence technology space.**

As an existing customer of Amadeus and with positive experiences at other properties, Hay Creek Hotels decided to take a closer look at the company's technology. After consultations with their Amadeus representatives and consideration of the additional value a broader partnership could deliver, they decided to take advantage of an expanded set of Amadeus' integrated ecosystem of solutions to help solve their challenges and position The Abbey Inn for success.

They selected the Amadeus Integrated Booking Suite and Amadeus RevenueStrategy360™ solutions to support their goals. The Amadeus Integrated Booking Suite combines the industry-leading iHotelier® reservations and booking engine platform, Amadeus' powerful Guest Management Solutions (GMS), and award-winning Amadeus Web Solutions into a single integrated platform.

This enabled The Abbey Inn to develop new book-direct strategies and capabilities to not only deliver a more personalized shopping experience, but also the guest engagement and automated marketing functionality they desired. And with Amadeus' powerful RevenueStrategy360™ business intelligence solution, the property can now take advantage of forward-looking occupancy and rate data to make more informed revenue management decisions.

"Amadeus' integrated solutions are a big benefit for us. They've allowed us to easily leverage transactional email and cart abandonment marketing -- allowing us to offer additional ancillary revenue-generating incentives to guests."

Heather Cox
Corporate Revenue Manager, Hay Creek Hotels

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Result #1

_ Support book-direct strategies with automated marketing, personalized offers, and attractive direct rates.

Despite opening in March 2020, just as the COVID-19 pandemic emerged, The Abbey Inn has enjoyed considerable success as the new premier resort facility in the Hudson River Valley of New York. The property leveraged Amadeus solutions to support their book-direct strategy and new "OTA Winback" campaign in a variety of ways:

- Directly market to bookings coming from OTAs
- Offer the lowest booking rates available through www.theabbeyinn.com
- Execute monthly marketing campaigns to their guest lists promoting new incentives and discounts for their spa, rooms, and restaurants

78%
increase in email attributed revenue

"Hay Creek, as a company, has grown quickly in the past few years. When you do that you need the right partners to make for a seamless expansion strategy. We consider Amadeus a preferred vendor due to the responsiveness, expertise, and technology."

Heather Cox
Corporate Revenue Manager, Hay Creek Hotels

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Result #2

_ Improve direct channel conversion rates with a new type of booking engine.

The Abbey Inn also participated in a Beta testing program for the new Amadeus iHotelier® booking engine to evaluate the impact of new capabilities designed to increase direct conversion rates. The new booking engine features a singular website to booking engine experience that solves the fragmented nature of many hotel shopping experiences (with separate URLs and a different look and feel between web and booking engine). It also incorporates the latest eCommerce best practices to help maximize direct booking conversions.

During the Beta testing, half of Abbey Inn's website traffic was sent through iHotelier's existing market-leading booking engine and half through the new iHotelier booking engine to create a true a/b comparison. After months of tracking, the new booking engine proved to be much more effective in driving direct conversions, with a 17.5% increase over the existing booking engine.

17.5%
increase in direct booking conversion rate

"Seems like Amadeus is always there with tech trends and what the guest is looking for, and their new booking engine is a good example of this. We value what they say since there is trust and we feel they're on top of innovations in the industry."

Heather Cox
Corporate Revenue Manager, Hay Creek Hotels

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THANK YOU