

SEPAQ Hotels

This collection of hotels owned by Quebec's Provincial Park Service depends on bundled recreation package sales to drive bookings and revenue.

Find out how Amadeus helped SEPAQ meet their COVID recovery goals with new types of service promotion and audience segmentation capabilities.

The Challenge

- How to target high-potential leisure audiences with more enticing offers to boost bookings and revenue during COVID recovery?

During COVID recovery, SEPAQ properties focused on creating more opportunities to attract and convert leisure guests by targeting specific guest segments with attractive packages and add-ons to compensate for a 50% drop in bookings at some properties.

“Prior to COVID 45% of our business was from groups, so we needed to find the best way to attract more leisure guests while keeping up our revenue per guest.”

— *Line Dufresne*
Revenue Manager,
SEPAQ Hotels

The Solution & Results

- **An unexpected government opportunity combined with new booking engine functionality enabled a simple and effective demand generation strategy.**

On May 31st, 2021, the Quebec City Tourism Board announced that they would begin offering a \$75 CAD non-refundable gift card for every two night stay at local hotels – beginning the very next day. This card could be used by guests to visit different attractions within the city and acted as an additional incentive to book a stay at one of 115 area hotels.

SEPAQ leveraged the new Service Promotions capabilities in their iHotelier® booking engine to quickly create and merchandise this new incentive in the booking flow.

GIFT CARD MERCHANDISING KPI'S

200

Packages sold within 30 days

25%

Percentage of total Gift Card sales
captured by SEPAQ

“Using iHotelier Service Promotions I was able to build and merchandise the Gift Card promotion so quickly that within the first two hours I had built, launched, and captured my first reservation.”

– *Line Dufresne*
Revenue Manager,
SEPAQ Hotels

The Solution & Results

- Targeting of local travelers by geo-location helped compensate for restriction-driven cancellations.

During the fall and winter of 2020, COVID restrictions changed quickly. Since the Gaspésie Touristic area in the province of Quebec had a lower infection rate in comparison to other Quebec regions, on multiple occasions guests from other provinces and areas were prohibited from entering. The changing rules caused many last-minute cancellations and made it difficult for the hotels to plan properly.

Fortunately, after setting up a geo-targeted Service Promotion with Amadeus' industry-leading pricing engine variables, SEPAQ was able to promote a discounted offer to local travelers and secure customers who would not be susceptible to the changing rules and less likely to cancel.

"Thank you for thinking
of the residents."

Direct quote from 2020 guest

"We received many positive comments on social media and at the front desk with our local promotions. Guests have been thanking us for thinking about them and promoting local tourism with this discount."

– Line Dufresne
Revenue Manager,
SEPAQ Hotels

| THANK YOU