



Photo Credit: Oliver Hospitality

Oliver Hospitality’s Successful **Black Friday** “Spin it to Win it!” Campaign Drives Direct Bookings

Client Overview:

Oliver Hospitality is a Nashville-based hospitality development and management company, known for its innovative approach to transforming properties into unique and engaging spaces. The company focuses on delivering exceptional guest experiences while maintaining profitability, particularly during competitive seasons such as the traditional holiday period.

Their Challenge:

Oliver Hospitality aimed to create an impactful campaign to stand out during the Black Friday shopping frenzy, drive direct bookings, enhance guest engagement, and maintain rate parity. Their goal was to differentiate themselves in the market and attract customers.



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Key Benefits of Using the iHotelier Suite:

Enhanced Direct Booking Experience: Streamlined booking process, showcasing attractive deals.

Increased Visibility through Metasearch: Elevated online presence on various metasearch channels.

Personalized Guest Engagement: Tailored communication through Guest Management Solutions (GMS).

Interactive Marketing Elements: Engaging booking experience with digital prize wheels and countdown timers.

Improved Revenue Management: Effective pricing strategies and optimized rates for increased profitability.

Data-Driven Decision Making: Insightful analytics for informed marketing strategies and operational decisions.

Overall Business Impact: Significant increase in direct bookings and revenue, showcasing the Suite's efficacy.

By adopting the iHotelier® Suite, Oliver Hospitality was able to successfully navigate the competitive Black Friday period and set a new standard in guest service and revenue management.

2024 IAC Award Winner



INTERNET ADVERTISING COMPETITION

The Web Marketing Association has proudly presented the **2024 Internet Advertising Competition (IAC) Award for Outstanding Achievements in Internet Advertising in the Hotel & Lodging category** to Amadeus Hospitality and Oliver Hospitality.

Oliver Hospitality Testimonials

“Using Amadeus’s suite of tools, including GMS, has enabled us to design and execute creative campaigns smoothly and effectively. At Oliver Hospitality, our commitment to uniqueness and forward-thinking design is at the core of everything we do, and the Amadeus team has fully supported our initiatives. We are thrilled to have been recognized for our Black Friday campaign, which was made possible thanks to the support from Amadeus.”

Rocky Khamken,

Marketing and Creative Director

“Our experience using Amadeus’ suite of products for this year’s Black Friday initiative has been overwhelmingly positive. Leveraging Amadeus’ advanced data analytics and marketing automation tools, we were able to precisely target our promotional efforts, ensuring that our offers reached the most relevant audience segments. This level of precision was crucial in driving higher engagement and conversion rates, significantly boosting our bookings and revenue during the Black Friday period.

Amadeus’ proactive approach in providing tailored solutions and their responsiveness to our needs have fostered a strong, collaborative relationship. They have proven to be more than just a service provider; they are a true partner invested in our success. This collaboration has not only driven tangible results for our business but has also empowered us to stay ahead in a competitive market.”

Ashleigh Narcelles,

Vice President of Sales and Revenue Strategies

Click [here](#) to learn more about **the new iHotelier!**



Photo Credits: Oliver Hospitality

Ready to Boost Your Hotel's Direct Bookings?

The incredible results of Olivier Hospitality can be your reality too! With our new direct booking eBook, “*Mastering the Art of Direct Bookings*,” you will gain insights to help you boost direct bookings and increase your hotel’s revenue.

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