Waikiki Resort Hotel
Case Study

> "The number one goal and holy grail was to win direct business, but we didn't have the right tools to go after it."
>
> –William Koo, Revenue Consultant
> Waikiki Resort Hotel

How do you increase ADR with a 90%+ occupancy rate?
Drive direct business.

Waikiki Resort Hotel is a 275-room independent hotel with historically high occupancy rates, but with a dependency on Wholesale and OTA business. Nestled in a competitive resort destination in Hawaii, they knew that raising rates would risk losing business and that in order to increase ADR they would have to drive higher conversion through brand.com.

Waikiki Resort turned to a combination of TravelClick solutions to meet this goal. They switched to iHotelier CRS, immediately putting TravelClick's powerful direct bookings toolkit into action. With the unique merchandising capabilities of Booking Engine 4.0 (such as Private Offers and Social Tags) they enticed more guests to book direct. Meanwhile, they got creative with the iHotelier Pricing Engine to better compete with third-party tactics—even by using geo-radius and lead-time variables to target guests arriving at the airport without a reservation.

$30
Increase in ADR since moving to TravelClick

> "
>
> On Booking Engine 4.0, we can run Private Offers to compete with the OTA's loyalty programs. Since we started running Private Offers, it has become one of our top 3 rate plans booked on the website. Our Private Offers members list now exceeds 2,100 guests.
>
> –William Koo, Revenue Consultant
> Waikiki Resort Hotel

To build on their success, Waikiki launched a new TravelClick website with a responsive, intuitive design.

644%
Increase in average direct conversion

$600,000 +
Increase in annual Brand.com revenue

420%
Increase in mobile conversion since launching new TravelClick website

"

TravelClick gives us powerful tools, but TravelClick also helps us solution our business strategy. I even get emails from my TravelClick Account Manager that I am out of parity on my website. I hardly got any emails from our previous provider, but the TravelClick crew are pretty much a part of my revenue strategy.

–William Koo, Revenue Consultant

Waikiki Resort Hotel

About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions that help hotels around the world to maximize revenue. Our interconnected suite of solutions – Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management – helps more than 25,000 customers to make better business decisions to know, acquire, convert and retain guests. With our worldwide presence in 176 countries, we have a deep understanding of local markets along with a global perspective that drives optimum results for the hotels we serve.

Contact **TravelClick** to get started

Online: www.travelclick.com   Email: info@travelclick.com   Phone: +1 847 585 5259