

# Welk Resorts

## Case Study



“Our partnership with TravelClick gave us the opportunity to test hotel ads for retargeting, which contributed to a 40% increase in bookings from Facebook Remarketing.”

Nicole Weatherstone  
Growth Marketing Manager  
Welk Resorts

Welk Resorts offers rentals and timeshares at their six locations in the United States and Mexico, with a new property opening this year. They cater to vacationing families and prospective owners with amenities such as golf courses, gyms, and activities for children.

### The Challenge:

Turning browsers into bookers

Keeping the interest of potential guests is a difficult hurdle for many hotels: 96% of visitors don't make a purchase on their first visit to a hotel's website.

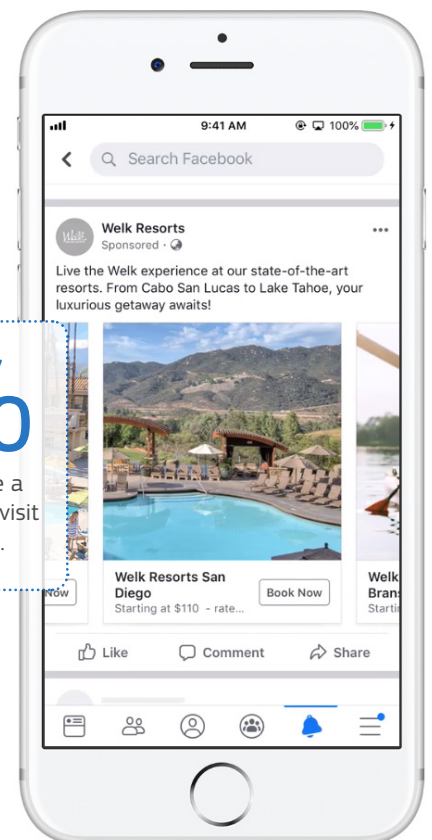
Welk Resorts needed to increase conversions in order to meet their aggressive rental revenue goals – but they weren't seeing results from the minimal paid search campaigns set up by their digital marketing consultant.

### The Solution:

Retargeting audiences with dynamic rate ads on Facebook

Ads that showcase the best available rate drive more qualified traffic and conversions: People who click are more likely to make a booking because they know the rate displayed is within their budget.

Since Welk Resorts has multiple properties, they needed a scalable way to ensure that potential guests were seeing the most recent rate for the dates, location, and rooms they had searched for.



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The TravelClick Media team worked with Facebook to create a seamless connection that pulls live rate data from iHotelier Booking Engine at each Welk property and uses it to dynamically populate Facebook Travel Ads.

The campaign re-targeted potential guests who visited any of Welk Resorts properties websites within the past 30 days, but hadn't made a booking. The carousel format ad displayed resort images and rates personalized to the viewer and directed them to the specific resort website they previously viewed.

## The Results:

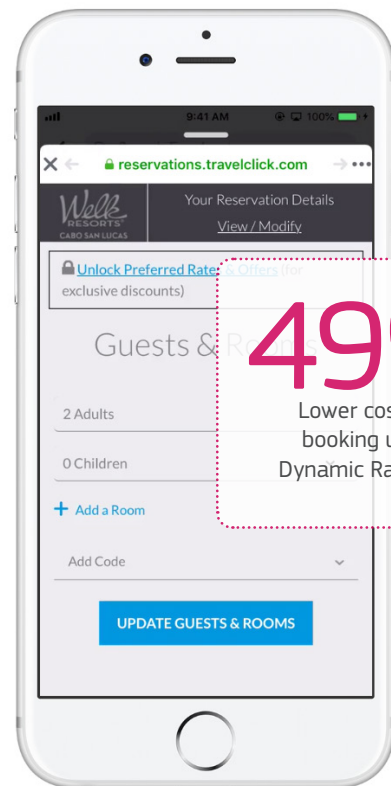
Lower costs and higher returns than manual retargeting campaigns

The initial test campaign ran for five weeks between March–April 2019. It became a core piece of their always-on media strategy as a result of the positive performance and substantial improvement compared to manual retargeting campaigns:

- \_ 49% lower cost per booking
- \_ 1.7X higher return on ad spend

The connection to iHotelier Booking Engine gives Welk Resorts a scalable, efficient way to advertise the lowest rate available within the next 30 days at each property. This automation not only saves time and reduces the chance of human error, it allows Welk Resorts to engage with its audience in a more meaningful way.

This easy-to-implement solution improves the buyer's journey by reducing the amount of time it takes for potential guests to find the room rate, which in turn helps to drive more qualified traffic. Users who click on Dynamic Rate Ads are more likely to make a booking because they know the best available rate is within their budget.



## 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