



Royal Palms Resort and Spa
www.royalpalmsotel.com

Products Used:

RedX
GDS/IDS Connectivity
Booking Engine
Pay Per Click Marketing
Search Engine Optimization
Linkage Partnerships
RezTrack Reporting

“Our E-site Account Manager anticipated every idea and thought we had and more!!

Things I didn't even know E-site was capable of doing! In the midst of all our agency relationships, we can easily say we enjoy this one the most. Because of E-site and the outstanding employees who work there, you have made us and Royal Palms that much more successful! “

Erin Stremcha, Marketing Manager, Royal Palms Resort and Spa

Royal Palms Resort and Spa Utilizes SynXis Internet Marketing Solutions, Boosts Search Engine Revenue By 40%

The luxurious Alvadora Spa at Royal Palms, part of the 119 room, 60 year-old Royal Palms Resort in Scottsdale, Arizona, was in need of driving more internet traffic and revenue to its website. The resort chose E-site Marketing, the Internet Marketing arm of SynXis, for an Internet marketing strategy that would incorporate tools to increase both search engine optimization and revenue per visitor to its website.

Challenges

- Relatively low traffic to resort's website
- Lagging revenue per customer reservation on website
- Low look-to-book ratio for visitors to the company's site
- Outdated website design as compared to other local upscale resorts

Solution

- Implemented a search engine advertising campaign to increase exposure to customers searching using various search engines
- Initiated a search engine optimization campaign to increase rankings on web search results
- Established a linkage partnership between Royal Palms Resort and Spa and relevant travel and vacation sites to increase website look-to-book ratio
- Added RezTrack analytics reporting to accurately track reservations and marketing initiative results
- A re-skin of their website (to be deployed in 2009)

Results

- Revenue generated from search engines **increased 40%** in year-over-year (YOY) performance
- Search engine traffic **jumped by 14%** (compared to previous YOY)
- Revenue per visitor to the website has **increased by over 50%** (compared to previous YOY)
- Website visitors who also checked availability almost **doubled YOY**, from 7.8% to 14.1%