



Hotel Castelbrac
increased direct revenues
by 61.25% thanks to the
Direct Booking solution.

CHALLENGE

The main objectives of Hotel Castelbrac were to increase revenue generated by its website, and work with experts of the hotel industry to optimize their online distribution. The website had to respect the positioning of the hotel and its values.

APPROACH

WIHP designed a custom website based on the specifics of the hotel. We implemented tracking tools that allow a precise follow-up of the performances in order to pilot the digital distribution strategy of the hotel.

SOLUTION DIRECT BOOKING

The first step on this project was the creation of a website using the latest technology, allowing a fluid, fast navigation including a mobile experience. WIHP's implementation of targeted advertising campaigns and monitoring of performance has allowed the hotel to continue to increase its sales via the website.

RESULTS

With an effective strategy, in just a short period of time Hotel Castelbrac increased the revenue generated through their official website. We also noticed an increase in sessions, conversion rate and a decrease in bounce rate.

KEY FACTS & FIGURES



+61,25% of YoY revenue.



+15% of transactions via the official website.



+18% of traffic generated on the website.