



OVERVIEW

The 4-star, 50-room Hotel Balmoral is located 100 meters from the Champs Élysées. A magnificent 19th century Haussmannian house, the hotel was completely renovated in 2014 and has become a refined place where one feels at home!

“ Thanks to WIHP, I benefit from a support on my digital distribution which allows me to exceed my objectives. **Today my direct web sales can reach up to 70%.** Many thanks to the WIHP team for their expertise and availability.



M. François Dapremont
Owner of Balmoral Hotel

HOTEL
BALMORAL
PARIS • CHAMPS ÉLYSÉES
★★★★

CHALLENGE

The hotelier has always been aware of digital marketing. He quickly understood the importance of implementing a direct digital distribution strategy.
After the renovations, his objectives were to reduce the share of OTAs on his turnover and thus increase the revenues generated on the website.

APPROACH

Our teams carried out an audit of the hotel's digital distribution, in order to propose adapted solutions.
We created a new website tailored to the needs of web users.
Then, we strengthened the hotel's digital presence, with a global visibility strategy, targeted on metasearch and search engines.
Finally, we implemented performance management tools, which allowed us to make decisions based on real data; aiming at increasing the hotel's turnover.

RESULTS

Thanks to WIHP technologies and personalized support, the Balmoral Hotel has reduced its dependence on OTAs, significantly increased its direct sales and continues to strengthen its direct digital distribution against OTAs.

KEY FIGURES



+70 %

Turnover on the hotel's website.



+50 %

Conversion on the hotel's website.



x 26

Return on advertising investment.