

## JUNE - JULY 2019 SCHOOL HOLIDAYS – HERITAGE HOTELS CAMPAIGN WRAP UP

### OVERVIEW

School Holidays campaigns were originally created to maximize direct bookings and drive room revenue/occupancy over the various hotels' need periods during the New Zealand School Holidays, with a strong focus on Domestic and International Leisure segments.

### GOALS

The main goals of this campaign were to drive room revenue and increase brand awareness of Heritage & CityLife Hotels' destinations across New Zealand, to families in New Zealand. There was also an opportunity to provide incentives for families to book during the School Holidays.

### CAMPAIGN DETAILS

**Flight:** 10 June - 18 July, 2019 (NZ)

**Promotion details:** Heritage Rewards, Stay & Save 15% (vs. public 10% off)

- Non-participating properties include Anchorage Resort, The Reef Resort and The Devon Hotel as they don't offer Stay & Save discount.
- This is the first Heritage Hotels promotion to include a standardized offer across all participating properties.

**Brand-level Promotion:** Book & Win Competition to win back your school holiday trip. Up to \$1,000 back to a family who books a School Holiday package within the campaign period, directly online through the Heritage Hotels website.

### INITIATIVES

Google and Bing SEM  
GDN Banners  
Facebook CPC  
Instagram CPC  
Email  
Organic Social Media  
Custom Landing Page




# CREATIVE




**ENJOY 15% OFF\***  
anywhere in New Zealand at  
our Heritage & CityLife Hotels

**Book Now**  
\*Terms and  
conditions apply

**Heritage Hotels & CityLife Hotels**  
Sponsored

Save up to 15% with us around New Zealand & book online for a chance to win\* \$1,000 back.



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**Save on School Holidays**  
Book for a chance to Win\*

[Book Now](#)



**MAKE GREAT MEMORIES**  
these School Holidays

**Heritage Hotels & CityLife Hotels** ...  
Sponsored

Save up to 15% with us around New Zealand & book online for a chance to win\* \$1,000 back.



**Save on School Holidays**  
Book for a chance to Win\*

[BOOK NOW](#)



**ENJOY 15% OFF\***  
anywhere in New Zealand at  
our Heritage & CityLife Hotels

## RESULTS

**REVENUE:** \$443,935 NZD

**BOOKINGS:** 859

**IMPRESSIONS:** 827,808

\*Total revenue for participating properties through the promotion time period.

**NIGHTS:** 1,602

**CLICKS:** 1,672

**CTR:** 0.2%

## HIGHLIGHTS & KEY TAKEAWAYS

- Google SEM produced \$6,542 NZD with 13 bookings, 27 nights, 4.1% CTR and 5:1 ROAS. Heritage Queenstown had the top performing ad copy with \$2,457 NZD for 2 bookings and 10 nights, followed by Sea Spray Suites with 1 booking for 4 nights and \$1,062 NZD.
- School Holiday GDN banners generated \$34,998 NZD with 82 bookings, 0.12% CTR and 22:1 ROAS. GDN retargeting pool included Australia, Canada and United States in addition to New Zealand. For the Australia-targeted campaign, School Holiday banners ran 50/50 alongside the existing Australia-specific creative. For the main Heritage Hotels group retargeting campaign, School Holiday banners were the only creative running for the full duration of the promotion.
- Though paid social initiatives had significantly less budget than previous School Holiday ads, this round of ads performed better. The Facebook ad generated more revenue than the previous flight, while Instagram had a higher return and generated half the amount of revenue the previous ad did with a quarter of the budget. Additionally, NextGuest retargeted users who viewed or engaged with the previous ads but may not have converted, therefore reaching a wider audience. This emphasizes the value of running prospecting ads alongside retargeting ads for the same campaign.
  - Facebook CPC: 132 bookings, \$18,320 in assisted revenue for 48:1 ROAS.
    - 46,690 impressions, 130 link clicks, 0.28% CTR
  - Instagram CPC: 90 bookings, \$15,545 in assisted revenue for 41:1 ROAS.
    - 95,005 impressions, 311 link clicks, 0.33% CTR
- The custom School Holidays landing page received 1,872 page views from 1,338 unique visitors during 1,471 visits. The landing page had a bounce rate of 44%, compared to a 60% bounce rate from last year's School Holidays landing page on the previous Heritage Hotels website. This page had a 22% bookings initiated rate, compared to a 37% bookings initiated rate for the entire website during the same time period .
  - Instant Rewards pages for all participating properties had a combined 3,321 page views, 2,387 visits, 278 bookings initiated (12% bookings initiated rate) and 46% bounce rate.
  - For upcoming School Holidays promotions, NextGuest recommends directing guests from the School Holidays landing page straight to the booking engine, with the Stay & Save rate code applied to minimize gated steps.
- The overall success of this campaign can be attributed to the use of a standardized offer across all participating properties. This allows for marketing copy across all initiatives to focus on a single value proposition (15%), which is easier for guests to understand.

