



# POWERING THROUGH THE COVID-19 PANDEMIC USING A DOMESTIC FOCUSED PPC STRATEGY

July 2020 – September 2020

Aitken Spence Hotels & Heritage Hotels Sri Lanka – **Worth the Wait** Campaign

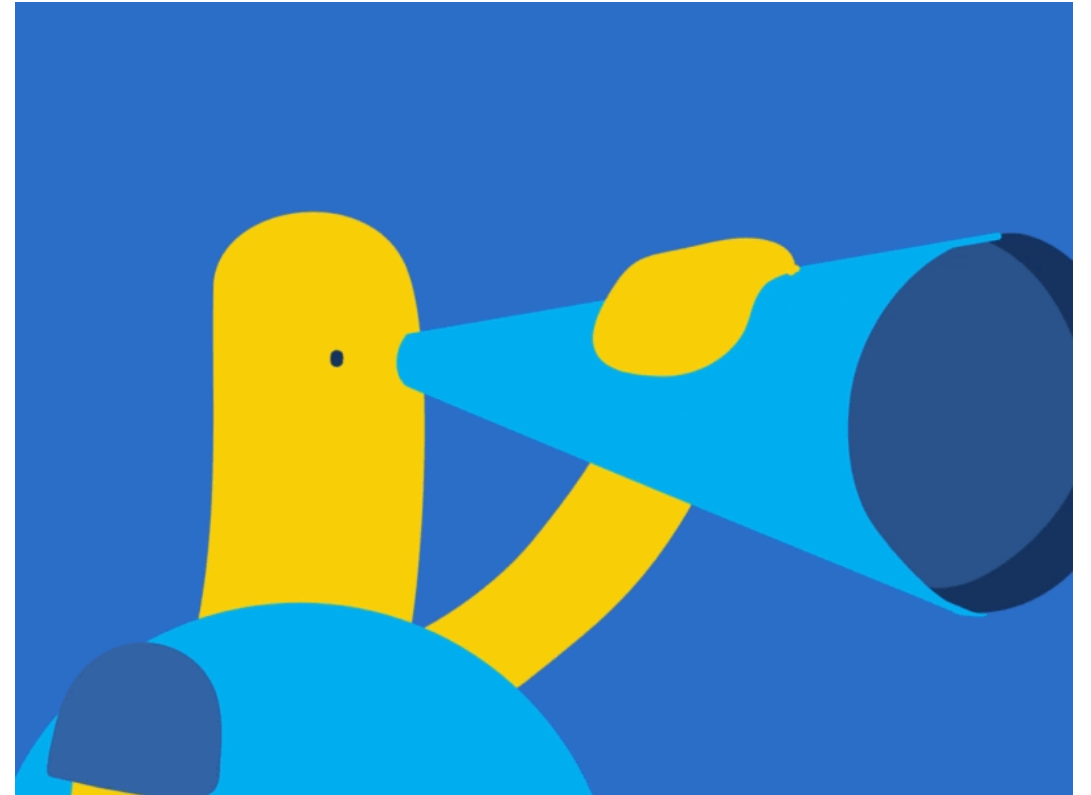
# About Aitken Spence Hotels – A Brief Introduction

- Part of one of Sri Lanka's largest conglomerates that has been in operation for nearly 150 years.
- Operates over 20 hotels and resorts in Sri Lanka, India, Oman, and the Maldives
- Five brands under corporate brand Aitken Spence, Heritance, Adaaran, Oman Hotels & Turyaa
- PPC advertising done for Aitken Spence Hotels & Heritance Hotels corporate and hotel level campaigns for properties located in Dambulla, Ahungalla, Negombo and Nuwara Eliya



# Background

- After COVID 19 hit Sri Lanka around March, all advertising campaigns were halted as the hotels closed down and the country went into a lockdown period
- Hotels suffered major losses due to the closures arising many difficulties in managing cash flows and operations
- Lockdown was lifted in June after almost a 3-month period
- Aitken Spence Hotels decided to reopen some of its hotels with limited operations targeting the domestic market



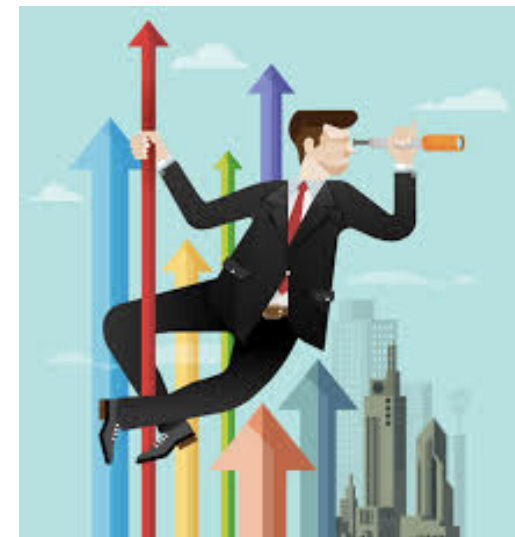
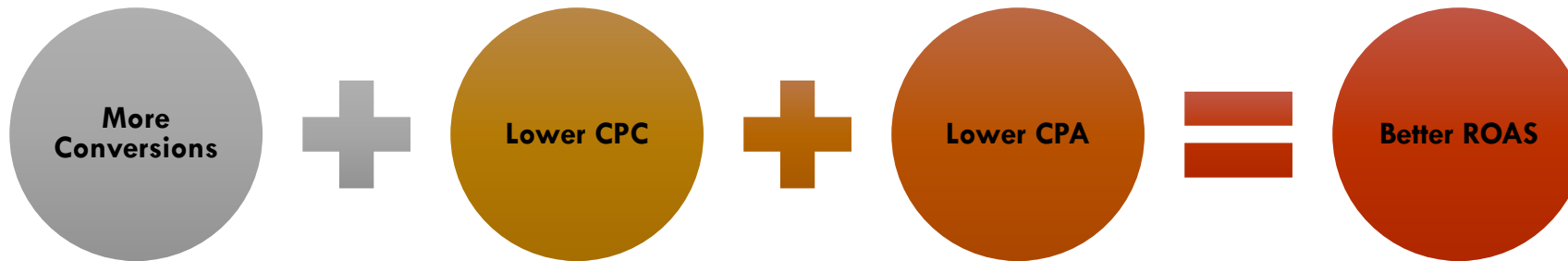
# Challenge Since March 2020

- Encourage domestic travelers to travel again after lockdown despite having still a bit of uncertainty in travel
- Create awareness of the hotel re-openings
- Develop a strong and powerful offer to attract the domestic travelers
- Reassure the travelers that Aitken Spence has taken the necessary precautions to ensure the safety of their travel with the safety and hygiene measures



# Opportunities

- Since international travel was restricted for Sri Lanka, the audience targeting became narrow with only the domestic market
- Enabled effective distribution of the limited budget available to conduct PPC advertising
- Lower cost per click due to the limited audience (Sri Lanka only)
- Opportunity to target previous site visitors through remarketing initiatives
- Ability to maintain a lower CPA and target a higher ROAS considering the limited investments





# Campaign Objectives

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- Generate awareness of the new special offer “Worth the Wait” introduced by Aitken Spence Hotels for domestic travelers
- Highlight the safety features and measures taken by Aitken Spence Hotels to ensure guest safety during the pandemic
- Highlight the flexible cancellation policies offered by Aitken Spence Hotels for guests to re-think on their travel plans depending on the situation
- Bring back previous site visitors to the site
- Improve conversions via the brand site by encouraging the users to book via brand site opposed to OTA’s while highlighting on the advantages of booking on the brand.com
- Drive/ maximize bookings and revenue with the limited investments available for PPC advertising
- Generate ROAS of over 12:1 from the campaign

# Outcome: Results from 26<sup>th</sup> June – 07<sup>th</sup> October

**3.7 M +**

**Impressions**



**1,459**

**Bookings**



**USD 323,222**

**Revenue**



**26.20**

**ROAS**



**1.29%**

**Conversion Rate**



**USD 12,334**

**Cost**



**193**

**View Through Bookings**



**USD 42,682**

**View Through Revenue**



**29.66**

**Overall ROAS (including VTC)**



**1.47%**

**Overall Conv. Rate**





# Campaign Planning & Implementation

## Target Audience

A special offer was designed as **”Worth the Wait”** to entice and attract the domestic travelers to start travelling again to the Aitken Spence properties.

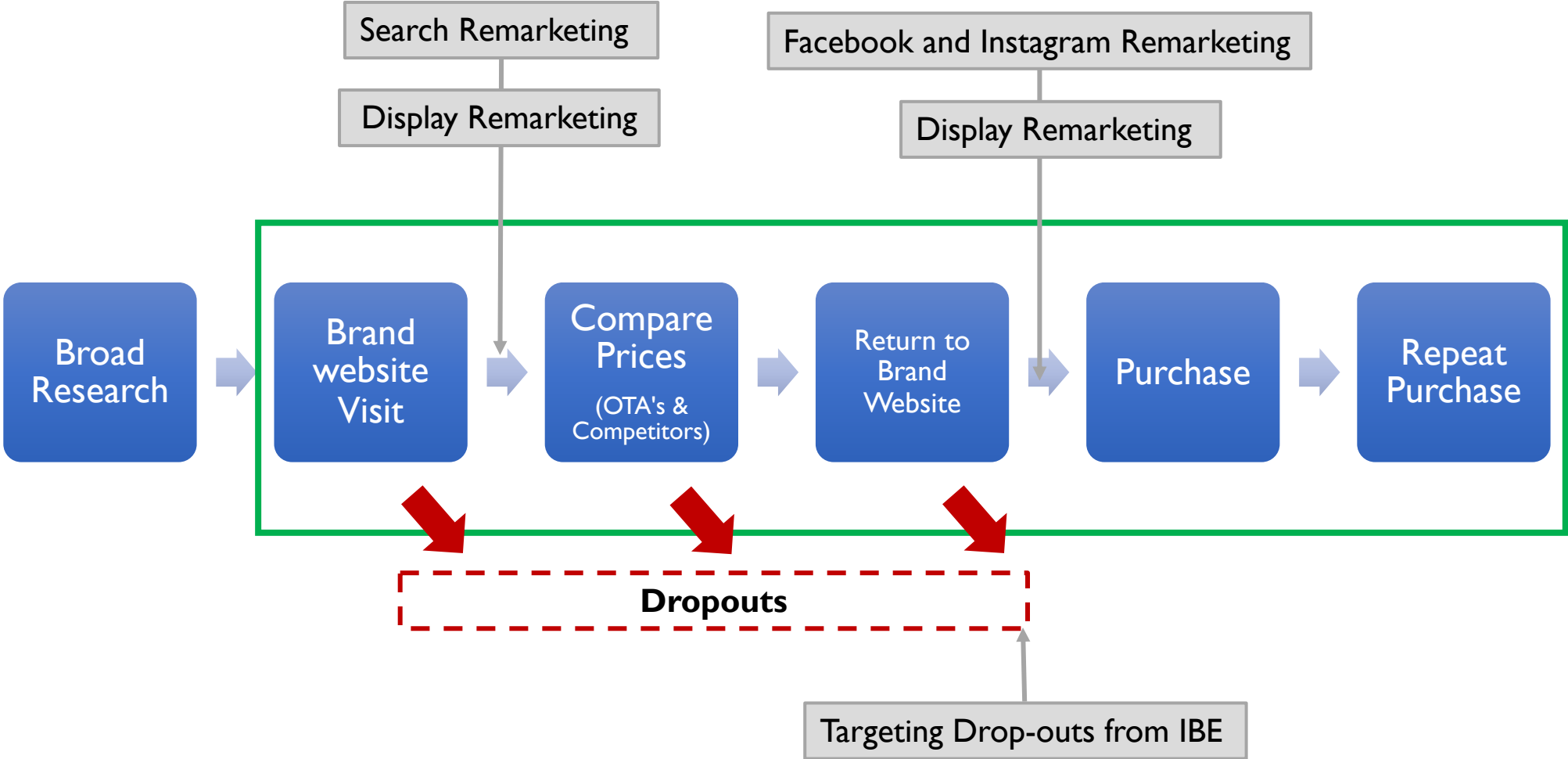
A subsequent campaign was created as **“Holidays Inspired by You”** with a refreshed offering to capitalize and maximize on the positive results seen from the campaign.

Location	: Sri Lankans
Traveller Type	: Affluent Travelers, Family Travelers, Luxury Travelers, Interested in Beach and Hill Country
Age Segmentation	: Millennials and Gen Z
Travel Type	: Leisure



# Campaign Planning & Implementation – Execution

- Channels: Google Ads, Search Ads 360, Display and Video 360, Facebook and Instagram



# Search Ad Highlights

## Highlighting the cancellation policies and the safety policies of the hotel

### Aitken Spence Hotels Sri Lanka | Book with Confidence Now | 24-hours Cancellation Policy

**Ad** [www.example.com/spence-safe](http://www.example.com/spence-safe)

Book Now with Confidence and spend a Comfortable & Safe Stay at our Hotels. With Greater Safety Measures and Flexi Cancellation Policy up to 24-hours prior Arrival.

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#SpenceSafe

24 Hour Flexible Cancellation  
More Prominent Safety Measures.

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## Enticing people to travel again

### Aitken Spence Hotels Sri Lanka | Bored at Home? Travel Again | Full Board Stay from LKR 6,500

**Ad** [www.example.com/offers/worth-the-wait](http://www.example.com/offers/worth-the-wait)

Indulge in a Luxury Full Board Getaway from LKR 6,500 pp with Resort Credits & Much More. Remake your Travel Plans now and Experience a Stay worth the Wait with Aitken Spence.

# Search Ad Highlights

## Highlighting the attractive offer rates

### Heritage Hotels Sri Lanka | Travel Again After Quarantine | Full Board Stay from LKR 7,000

**Ad** [www.example.com/heritance/worth-the-wait](http://www.example.com/heritance/worth-the-wait)

Indulge in a Luxury Full Board Getaway from LKR 7,000 with Resort Credits & Much More. Enjoy Free Wi-Fi, Resort Credits & Much More. Indulge in a Luxury Getaway Now #TravelAgain

### Heritage Kandalama | Enjoy a Stay Worth the Wait | Full Board Stay from Rs 15,500

**Ad** [www.example.com/kandalama/worth-the-wait](http://www.example.com/kandalama/worth-the-wait)

Indulge in a 5 Star Resort Experience from Rs 15,500 pp, Rs 5,000 Resort Credits & More. Experience a Well Deserved Getaway with A Stay Worth the Wait at Heritage Kandalama.


### Heritage Negombo | Travel Again After Quarantine | Bed & B'fast from Rs 7,000 pp

**Ad** [www.example.com/negombo/worth-the-wait](http://www.example.com/negombo/worth-the-wait)

Bed & Breakfast from Rs 7,000 per person, Free Wi-Fi & 10% discount on F&B. Book Now! A Stay Worth the Wait with all day dining along Rs 3,000 Resort Credits. #TravelAgain

# Facebook Carousel Ad Highlights


## Heritage Hotels - Corporate

 **Heritage Hotels & Resorts**  
Sponsored (demo) - 




Planning a luxury escape after lockdown? Remake your missed travel plans with Heritage Hotels and Resorts and Enjoy a Stay Worth the Wait accompanied by Exclusive Benefits and Value Additions. Special rates on every day of the week and additional discounts for reservations made for Sunday-Thursday. Safety Assured!

Book now to enjoy special rates starting from LKR 7,000 per person with Resort Credit.  
\*Terms and conditions apply.



[#AitkenSpenceHotels](#) [#HeritageHotelsandResorts](#) [#HeritageKandalama](#)  
[#HeritageNegombo](#) [#HeritageAyurveda](#)



Rates starting from LKR 7,000 PP on BB [Book Now](#) Travel Again and Make Memories [Book Now](#) 24-h Ame

 46  29 comments  4 shares


## Aitken Spence Hotels - Corporate

 **Aitken Spence Hotels**  
Sponsored (demo) - 






Planning your next travel escapade after lockdown? Remake your missed travel plans with Aitken Spence Hotels and enjoy a Stay Worth the Wait accompanied by Exclusive Benefits and Value Additions. Special rates on every day of the week and additional discounts for reservations made for Sunday-Thursday. Safety Assured!

Book now to enjoy special rates starting from LKR 5,500 per person with Resort Credit.  
\*Terms and conditions apply.

[#AitkenSpenceHotels](#) [#HeritageKandalama](#) [#HeritageNegombo](#) [#HeritageAyurveda](#)  
[#TuryaaKalutara](#) [#AmethystResort](#) [#BandarawelaHotel](#) [#EarlsRegent](#) [#EarlsRegency](#)



Rates starting from LKR 5,500 PP on BB [Book Now](#) Create Memorable Moments Again [Book Now](#) 24-h Ame

   120  27 comments  14 shares

# Facebook Carousel Ad Highlights

## Heritage Negombo



**Heritage Negombo**  
Sponsored (demo) · 🌐

Make your post-quarantine travel plans with Heritage Negombo and experience a Stay Worth the Wait with exclusive rates and value additions.

- ✔ LKR 3,000 Resort Credits per room per night when reserved on Full Board basis
- ✔ 10% discounts at Mad Dogs, Rouge Bar & Lounge and Swiss Bakery
- ✔ Dine around at Blue Tan or Mad Dogs for dinner, for Half Board and Full Board options
- ✔ Fusion Pizzas delivered to your room on request
- ✔ Happy Hours at Rouge Bar & Lounge from 4.00 pm to 9.00 pm
- ✔ Additional discounts for reservations made for Sunday – Thursday

\*Terms and conditions apply.

[#AitkenSpenceHotels](#) [#HeritageNegombo](#)



Rates starting from LKR 7,000 PP on BB [Book Now](#)

10% Discount on our F&B outlets [Book Now](#)

24-h Ame

42 31 comments 3 shares



## Heritage Kandalama

**Heritage Kandalama**  
Sponsored (demo) · 🌐

Enjoy a scenic escape at Heritage Kandalama filled with lush forest views and cosy comforts for only Rs 13,950 per person on Full Board. Book now and enjoy Rs 5,000 Resort Credit.

\*Terms and conditions apply.

[#AitkenSpenceHotels](#) [#HeritageKandalama](#)



Book on Full Board for just LKR 13,950... [Book Now](#)

Indulge in a 5 Star Resort Experience [Book Now](#)

24-h Ame

175 59 comments 25 shares

# Worth the Wait – Search Ads

## **Heritance Hotels – Corporate**

**Heritance Hotels Sri Lanka | Full Board Stay from LKR 7,000 | Book Online for the Best Rates**

**Ad** [www.example.com/heritance/worth-the-wait](http://www.example.com/heritance/worth-the-wait)

Full Board Stay from LKR 7000 per person. More Discounts for Stays from Sunday - Thursday. Enjoy Unbelievable Savings with Free Wi-Fi, Resort Credits and More. Book Direct Now.

## **Aitken Spence Hotels – Corporate**

**Aitken Spence Hotels Sri Lanka | Full Board Stay from LKR 6,500 | Book Direct at Official Site**

**Ad** [www.example.com/offers/worth-the-wait](http://www.example.com/offers/worth-the-wait)

Experience a Full Board Offer from LKR 6,500 pp with Resort Credits & Much More. Book Now! Experience Home Away From Home with Aitken Spence Hotels Offering Exclusive Deals.

# Worth the Wait – Search Ads

## Heritage Kandalama

Heritage Kandalama | Enjoy a Stay Worth the Wait | Full Board Stay from Rs 15,500

Ad [www.example.com/kandalama/worth-the-wait](http://www.example.com/kandalama/worth-the-wait)

Indulge in a 5 Star Resort Experience from Rs 15,500 pp, Rs 5,000 Resort Credits & More. Experience a Well Deserved Getaway with A Stay Worth the Wait at Heritage Kandalama.

## Heritage Negombo

Heritage Negombo | Full Board Stay, Rs 15,500 pp | With LKR 3,000 Resort Credits

Ad [www.example.com/negombo/worth-the-wait](http://www.example.com/negombo/worth-the-wait)

Enjoy a Full Board Stay from Rs 15,500 per person with Free Wi-Fi, Rs 3,000 Resort Credit. Fusion Pizzas Delivered to Room, Happy Hour at Rouge Bar & Lounge from 4.00 - 9.00 pm.

# Holidays Inspired by you – Facebook

## Heritage Hotels - Corporate


**Heritage Hotels & Resorts**  
Sponsored (demo) · 🌐

Explore Sri Lanka with Heritage Hotels from Lush green getaways to luxury beach stays. Enjoy Holidays Inspired by you, specially curated for you and your family.

- Flexible Cancellation Policies
- SpenceSafe Safety Measures

Book now to enjoy Full Board Stays from LKR 9,450 Per person on full board double sharing basis  
\*Terms and conditions apply.

#AitkenSpenceHotels #HeritageHotelsandResorts #HeritageKandalama #HeritageNegombo #HeritageAyurveda



**Heritage Hotels**  
Full Board Stays FROM RS 9,450 PER PERSON

HERITANCEHOTELS.COM  
Full Board Stays from LKR 9,450 PP  
When looking for luxury hotel offers in Sri Lanka, the range of prom... [Book Now](#)


## Aitken Spence Hotels - Corporate

**Aitken Spence Hotels**  
Sponsored (demo) · 🌐

Make your travel plans with Aitken Spence Hotels and enjoy a Holiday inspired by you accompanied by Exclusive Benefits and Value Additions. Special rates on every day of the week and additional discounts for reservations made for Sunday-Thursday. Safety Assured!

Book now to enjoy special full board rates starting from Rs 4,860 Per person on full board double sharing basis.  
\*Terms and conditions apply.

#AitkenSpenceHotels #HeritageKandalama #HeritageNegombo #HeritageAyurveda #TuryaaKalutara #AmethystResort #BandarawelaHotel #EarlsRegent #EarlsRegency



**Aitken Spence Hotels**  
Full Board Stays FROM RS 4,860 PER PERSON

AITKENSPECEHOTELS.COM  
Full Board Stays from Rs 4,860 PP  
Enjoy your holiday at a selected Aitken Spence Hotel at a special ra... [Book Now](#)




# Holidays Inspired by you – Facebook

## Heritage Negombo

**Heritage Negombo**  
Sponsored (demo) · 🌐

Escape to a Luxurious Beach Getaway for your next holiday! Heritage Negombo brings you a holiday inspired by you with special rates and great value additions when you Book Direct from the Official Site. Enjoy rates from Rs 7,000 Per person on Bed and Breakfast double sharing basis.

- ✔ Use of Pool
- ✔ Ocean-facing rooms
- ✔ Delectable breakfast menu... See more



**HERITANCE NEGOMBO**  
**Bed & Breakfast**  
Heritance Negombo

**FROM RS 7,000 PER PERSON**


HERITANCEHOTELS.COM  
Rates from LKR 7,000 PP on BB  
Enjoy your holiday at Heritance Negombo for a special rate with ma... [Book Now](#)

## Heritance Kandalama

**Heritance Kandalama**  
Sponsored (demo) · 🌐

Enjoy a scenic escape at Heritance Kandalama filled with lush forest views and cosy comforts from only Rs 12,500 Per person on full board double sharing basis. Book now and enjoy Rs 3,000 Resort Credit.

\*Terms and conditions apply.  
[#AitkenSpenceHotels](#) [#HeritanceKandalama](#)




**HERITANCE KANDALAMA**  
**Full Board Stays**  
Heritance Kandalama

**FROM RS 12,500 PER PERSON**

HERITANCEHOTELS.COM  
Full Board Stay from Rs 12,500 PP  
Enjoy your holiday at Heritance Kandalama at a special rate with vario... [Book Now](#)


# Holidays Inspired by you – Facebook


## Heritage Ahungalla

 **Heritage Ahungalla**  
Sponsored (demo) · 🌐

Unwind by the Beach amidst endless vistas of blue at Heritage Ahungalla. Book Now and Enjoy Full Board Stays from Rs 7,875 per person on double sharing basis.


- Extended Happy Hour from 7.00 p.m - 9.00 p.m
- BBQ Dinner on Saturdays at the beach with entertainment
- À la carte Menus from Sunday Through Thursday... [See more](#)



 **Full Board Stays** FROM RS 7,875 PER PERSON  
Heritage Ahungalla


HERITANCEHOTELS.COM  
Full Board Stay from Rs 7,875 per person [Book Now](#)  
Enjoy your holiday at Heritage Ahungalla at a special rate with vari...


## Heritage Tea Factory

 **Heritage Tea Factory**  
Sponsored (demo) · 🌐

Enjoy Colonial Comforts amidst luxury accommodation and amenities at Heritage Tea Factory. Book Now and Enjoy Full Board Stays from Rs 11,063 per person on double sharing basis.

- Bask In Glorious views of Lush Greenery
- 24 Hour Amendment Policy
- Luxury Rooms & 5 Star Amenities... [See more](#)



 **Full Board Stays** FROM RS 11,063 PER PERSON  
Heritage Tea Factory

HERITANCEHOTELS.COM  
Full Board Stay from Rs 11,063 [Book Now](#)  
Enjoy your holiday at Heritage Tea Factory at special rates, starting f...

# Holidays Inspired by you – Search Ads

## **Heritage Hotels – Corporate**

**Heritage Hotels Sri Lanka | Full Board Stay from LKR 7,875 | Book Online for the Best Rates**

**Ad** [www.example.com/heritance/holidays](http://www.example.com/heritance/holidays)

Full Board Stay from LKR 9000 per person. More Discounts for Stays from Sunday - Thursday. Enjoy Unbelievable Savings with Free Wi-Fi, Resort Credits and More. Book Direct Now.

## **Aitken Spence Hotels – Corporate**

**Aitken Spence Hotels Sri Lanka | Full Board Stay from Rs 4,860 | Book Online at Official Site**

**Ad** [www.example.com/aitken-spence/holidays](http://www.example.com/aitken-spence/holidays)

Experience a Full Board Offer from Rs 4,860 per person on double sharing basis. Book Now! Remake your Travel Plans now and Experience a Holiday Inspired by You with Aitken Spence.

# Holidays Inspired by you – Search Ads

## Heritage Kandalama

Heritage Kandalama | Full Board Stay from Rs 12,500 | With Rs 3,000 Resort Credits

**Ad** [www.example.com/kandalama/holidays](http://www.example.com/kandalama/holidays)

Experience a Full Board Offer from Rs 12,500 per person, Resort Credits & Much More. Indulge in a Luxury, Eco-Friendly Getaway in the Historic City of Dambulla. Book Now!

## Heritage Negombo

Heritage Negombo | Bed & B'fast from Rs 7,000 pp | Holidays Inspired by You

**Ad** [www.example.com/negombo/holidays](http://www.example.com/negombo/holidays)

Use of Pool, Ocean-facing rooms, Early Check-in, Late Check-out, 10% discount on Banyan. Extra Discounts on Half Board and Full Board Reservations made for Sunday to Thursday.

# Holidays Inspired by you – Search Ads

## Heritage Ahungalla

**Heritage Ahungalla | Full Board Stay from Rs 7,875 | Extended Happy Hour, BBQ**

**Ad** [www.example.com/ahungalla/holidays](http://www.example.com/ahungalla/holidays)

Full Board Offer from Rs 7,875 with Extended Happy Hour, BBQ Dinner. Book Direct Now! Book Confidently and Experience Safe Stay with Heightened Cleaning & Hygiene Measures.

## Heritage Tea Factory

**Heritage Tea Factory | Full Board Stay from Rs 11,063 | Best Rate Guaranteed**

**Ad** [www.example.com/tea-factory/holidays](http://www.example.com/tea-factory/holidays)

Book Now to Enjoy a Full Board Stay from Rs 11,063 per person with Daily B'fast, Dinner. Book with Confidence & Experience a Safe Stay with Heightened Cleaning & Hygiene Measures.

# Holidays Inspired by you – Display Creatives

## Heritage Ahungalla

A photograph of the Heritage Ahungalla resort at dusk. The large, multi-story building is illuminated from within, and its lights are reflected in a swimming pool in the foreground. The sky is a deep blue. In the top right corner, there is a small white 'A' icon in a blue square. The Heritage Ahungalla logo, featuring a large 'H' and the text 'HERITANCE AHUNGALLA', is positioned in the upper right area of the image.

Full Board Stays from  
Rs 7,875 per person

[BOOK NOW](#)

## Heritage Kandalama

A photograph of the Heritage Kandalama resort. The view is from an elevated position looking down at a lush green landscape with a building in the distance. The building is lit up, and the surrounding area is filled with trees and a clear sky. In the top right corner, there is a small white 'A' icon in a blue square. The Heritage Kandalama logo, featuring a large 'H' and the text 'HERITANCE KANDALAMA', is positioned in the upper right area of the image.

Full Board Stay from  
Rs 12,500 Per Person

[BOOK NOW](#)

# Holidays Inspired by you – Display

## Heritage Negombo

An advertisement for Heritage Negombo featuring a bedroom with a large window overlooking the ocean. The room has a white bed, a yellow patterned pillow, and a lamp. The Heritage logo and name are visible in the top right corner.

Rates from Rs 7,000  
per person on B&B

[BOOK NOW](#)

## Heritage Tea Factory

An advertisement for Heritage Tea Factory showing a large white building complex situated in a lush green tea plantation on a hillside. The Heritage logo and name are visible in the top right corner.

Full Board Stays from  
LKR 11,063 per person

[BOOK NOW](#)

THANK YOU!

