

Cendyn[∞]™



HHM *Hotels*

2023 HOLIDAY CYBER SALE



HOTELS



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2023 HOLIDAY CYBER SALE

Key Takeaways

- ✓ Cendyn was tasked with leveraging digital channels to maximize revenue, occupancy, and brand awareness for the Independent Collection (IC) of HHM Hotels.
- ✓ A comprehensive multi-level holiday “Cyber Sale” campaign was developed, primarily around SEM and email marketing channels.
- ✓ The campaign met or exceeded its primary objectives — including a shattering of expectations for room night and revenue increases.

Overview

Cendyn sought to develop a Cyber Monday campaign creative strategy for Independent Collection Hotels around “biggest sale of the year” messaging, destination imagery, and simple yet effective holiday themes to appeal to key demographics.



Goals

- ✓ Drive **direct bookings** through special offers during a high-demand period.
- ✓ **Maximize revenue** through discounts of up to 40%.
- ✓ Secure immediate **bookings**, as well as reservations for need periods into 2024.
- ✓ Increase the average **length of stay**.
- ✓ Achieve **higher occupancy rates**.
- ✓ Enhance **cross-property awareness** within the IC portfolio, encouraging guests to explore and book multiple properties within the collection as a whole.



GROW



Implementation and Strategy

The campaign employed a **multi-channel digital marketing strategy**, focusing heavily on **SEM** and **email marketing**. SEM efforts were aimed at capturing high-intent search traffic and driving conversions directly on property websites, while retargeting customer resource management lists allowed both channels to reach brand loyalists.

Creative strategy centered on “year’s best rates” messaging, vivid photos of desirable locations and holiday theming. The offer and final creative imagery varied slightly by property to further enhance the client’s **segmentation categories** (luxury, lifestyle and resort). The sale was then extended from “Cyber Monday” through early December, at which point ad copy was updated across all campaigns to incorporate “sale extension” messaging — creating a **sense of urgency for consumers** over remaining sale dates. This was a unique strategy employed for the first time during this sale.

Headline
Islander Resort | Our Holiday Sale is Here

Description
Our Holiday Sale is here! Book our limited-time sale & save up to 40% on your beach escape. Delight in specialty suites at our Islamorada oceanfront resort. Visit the official site.

Image

Sitelink
Tides Beachside
Oceanside Rooms
Stay More Save More
Advance Purchase

Headline
Islander Resort | Islamorada Oceanfront Resort

Description
Our holiday sale is here! Book our limited time sale & save up to 40% on your beach escape.

Image

Sitelink
Tides Beachside
Resort Weddings
Activities & Water Sports
Oceanside Rooms
Stay More Save More
Islander Resort Gift Card
Advance Purchase

Promotion
Black Friday - Up to 40% off On Your Stay

Headline
Hotel Nia | Official Website - Book Direct

Description
Save up to 40% on your stay at Hotel Nia with our holiday sale. Don't miss out — book now! Experience Palo Alto luxury at our Autograph Collection hotel. Visit the official site.

Image

Sitelink
Special Offers
Porta Blu Restaurant
Work Anywhere Stay Pass
Luxury Amenities

Headline
The Ambrose Hotel | A Premier Santa Monica Hotel

Description
Save up to 40% at The Ambrose Hotel with our Holiday Sale. Don't miss out — book now! Enjoy our Santa Monica hotel with inspired rooms and studios. Visit the official site!

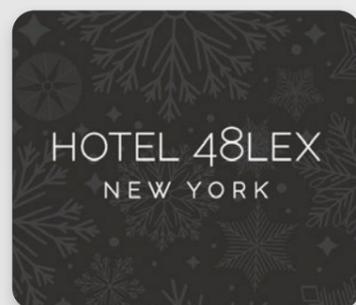
Business name
The Ambrose Hotel

Logo

Image



Creative



Results

The sale was highly successful in converting consumer interest into actual stays, producing an **84.5% increase in room nights** with only +4% more bookings than the prior IC campaign.

The increase in room nights resulted in a **100% revenue increase**.

Occupancy rates also increased across the entire client portfolio, with November – December 2023 seeing **50% of the room night boost**, followed by 35% midweek need periods into 2024.

Average daily rate for the campaign was **\$349, a 7% increase** compared to prior campaigns with lower discounts.

Average length of stay **increased to 3.1 nights** (over 2.7 leading up to the campaign).

The campaign achieved a higher level of engagement via SEM efforts, with a recorded **click-through rate increase of 33%** (from a combination of +131% clicks and +69% impressions against the prior IC portfolio campaigns).

Return on Investment

11:1

ACROSS THE PORTFOLIO
solely via paid efforts

+100%

IN TOTAL REVENUE

12:1

RETURN

via SEM campaigns alone

SEM and Display
campaigns generated

+7M

TOTAL IMPRESSIONS

+50k

TOTAL CLICKS

25%

TOTAL RATE PLAN
PRODUCTION



Cendyn™

Bringing it
all together

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