



Palm Holdings Shifts 3% of Bookings from OTAs to Direct


HOTEL TYPE
Multi-Property


SOLUTIONS USED
Marketing


REGION
North America

Goal	Strategy	Results
Reduce reliance on OTAs	Use email marketing to communicate directly with past guests to promote special offers, announcements and discounts	Generated \$24k with first email and ultimately shifted 3% of bookings from OTAs to Direct

Ryan MacDonald is Director of Revenue Management and E-Commerce for Palm Holdings where he oversees a portfolio of 13 franchised hotels representing such brands as IHG, Wyndham and Marriott. In his current role, he is responsible for all revenue and digital marketing strategies.

Ryan felt that in addition to the marketing taking place at the very high corporate level for the various brands, there was significant opportunity for more property-specific efforts as well.

A customer of Revinate Reputation and self-proclaimed “data junkie,” Ryan was intrigued to learn about the company’s CRM & Email Marketing solution. “What I always liked about Revinate is how innovative their products are and how they are constantly evolving. When I saw a demo of Revinate Marketing, I knew I had to at least pilot it.”

Ryan initially tested Revinate Marketing with two properties and was immediately drawn to how easy the platform makes it to track campaign performance, revenue attribution and booking details (including lead time, number of nights and rate plans) in real time. He also praises how straight forward it is to access his guest database, build segments, and set up automated campaigns, like Pre-arrival Upsells and OTA Winbacks.

The results were immediate as Ryan was able to generate more than \$24,000 with his very first campaign. Between the two hotels, he drove \$100,000 in just six months. “When you have small properties and you’re not paying commission on bookings that is huge!” Most impressively, Ryan was able to shift 3% of bookings from the OTAs to direct channels for one of the properties. With such outstanding results, he quickly signed up six more hotels and plans to bring on even more soon.