

# How Long Meadow Ranch Achieved 2x Higher Guest Spend By Cross-Selling Unique Experiences



## 100%

INCREASE IN AVG. GUEST SPEND USING SEVENROOMS' OFFERS LANDING PAGE

## 1%

NO-SHOW RATE USING SEVENROOMS' ONLINE PAYMENTS TO ENFORCE CANCELLATION FEES

## #1

RANKED LOCALLY IN EVERY CATEGORY ACROSS YELP, TRIPADVISOR, ETC

With a portfolio spanning five properties across California's Napa and Anderson Valleys and West Marin, the Hall family has been practicing organic winemaking since taking over this once-dormant farmland in 1989 and founding Long Meadow Ranch. In scenic St. Helena, their Farmstead site includes a restaurant, cafe, general store and farmer's market.

Frustrated by winery management software that made crossover bookings overly complicated for guests, Long Meadow Ranch VP & COO Chris Hall sought a better way of marketing restaurant reservations alongside wine tastings and other unique experiences. With reputation management top of mind, the team also looked for a guest engagement platform that would help them capture, track and analyze feedback and reviews.

**SevenRooms' unique technology offering was able to help them address both goals through:**

- A white-labeled reservation widget
- Booking prepayments & cross-selling
- Automated tracking of guest satisfaction

## A Better Way to Book

Long Meadow Ranch incorporated SevenRooms' white-labeled reservation widget on their website, Google My Business Listing and email communications. Guests could now make direct bookings for wine tastings, pairings, chef's table experiences and more through their owned online channels. As a result of creating this unified landing page to market all of their offerings simultaneously, Long Meadow Ranch immediately saw significantly more crossover bookings and doubled their average guest spend. For this high-volume restaurant doing over 250,000 covers per year, the incremental revenue generated has been enormous.

## Nixing No-Shows

With wine tastings averaging around \$90 across Napa Valley, it has become customary for wineries to require prepayment or impose fees for no-shows and late cancellations. However, throughout the restaurant's eleven-year history, the team at Farmstead at Long Meadow Ranch had never asked guests for this information. However, with capacity restrictions in place due to the pandemic, they sought to curb costly no-shows. SevenRooms' online payment tools enabled them to collect credit card information from guests at the time of booking. As a result, Long Meadow Ranch saw no-shows drop from 15% to 1% overnight.

It used to require multiple widgets on multiple pages for a guest to be able to book a wine tasting and reserve a restaurant table. With SevenRooms, we're able to market all of our unique guest experiences on a single landing page, doubling our check average. This unified booking flow creates more crossover bookings, a significantly higher cumulative guest spend, and greater lifetime value.

**Chris Hall**  
VP & COO



## Happy Guests, Healthy Bottom Line

Reputation management has always been extremely important to the team at Long Meadow Ranch. By utilizing SevenRooms' Guest Feedback and Review Aggregation tools, they are able to keep a close eye on customer satisfaction and address any issues before they escalate

By automating a process that enables every guest to be heard, negative feedback left on public channels has been greatly minimized. Today, Long Meadow Ranch ranks #1 locally on review platforms like Yelp and TripAdvisor.

The management team also carefully examines an aggregated summary of guest reviews each day. They respond to every guest who says anything negative about their experience or leaves less than 5 stars within 24 hours. Close monitoring of these owned guest feedback channels has proven to be an incredible guest recovery and retention tool for their business.

Reputation management is extremely valuable for our business. With SevenRooms, we know exactly who our guests are, which allows us to solve customer service issues proactively. The platform's Guest Feedback tool allows every customer to be heard immediately and privately, making them far less likely to post anything negative on public platforms. Because of how well we're able to manage guest satisfaction, we're ranked #1 locally in every category across Yelp, TripAdvisor, etc.

**Chris Hall**

*VP & COO*



**SevenRooms**

a DoorDash company

Interested in learning how SevenRooms can help your business more effectively merchandise your offerings, boost revenue and keep guests coming back?

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