

FIELD MARKETING



Guests often choose a hotel on a basis of its location, its meeting facilities, its reputation or even its price. Field marketers must be able to identify the factors that shape each hotel guest's profiles. In the hotel industry it is important to not only monitor these factors but to maximize a hotel's revenues through marketing tactics at the brand-level, as well as the local-level.

At RLHC it was important for us to appoint a field marketing manager to each individual property to provide a cadre of services that are based upon the following principles: extend brand initiatives to market-level activation, assist hotels directly with a depth of both digital and traditional marketing methods, distribution services and revenue optimization experience, and develop local marketing plans and initiatives, report ongoing progress and modify plans as necessary.

OPPORTUNITY

The Red Lion Hotel Salt Lake Downtown in Salt Lake City, Utah was pacing behind their competitors for Q2 2015 occupancy and needed a strategy to improve business during the second quarter.

SOLUTION

BOGO in Salt Lake City

Launch a multi-channel campaign using a limited time offer sale – Stay two nights or more and receive your

second night free. Campaign included paid search, natural search, email announcements and custom mini-site. Website merchandising included offer messaging and an interactive countdown timer to increase urgency with travelers to book the offer. All consumer touchpoints had consistent look and feel to improve awareness and increase offer recall. Campaign goals were to increase bookings and length of stay between May and June 2015. The multi-channel campaign only took 5 business days to roll out.

RESULTS

The limited time offer sale ran for two weeks and in that time period, the hotel saw improvements in online bookings and revenue due to the sale offer. The campaign generated incremental business and improved business compared to the same time the prior year.



How effective are your property-specific marketing strategies?



38.9% I don't have time to think about property-specific marketing

16.8% We only focus on brand level campaigns

18.9% I could use some help with local activation

25.3% I have a stellar field marketing team in place