

# Three Hotel Success Stories

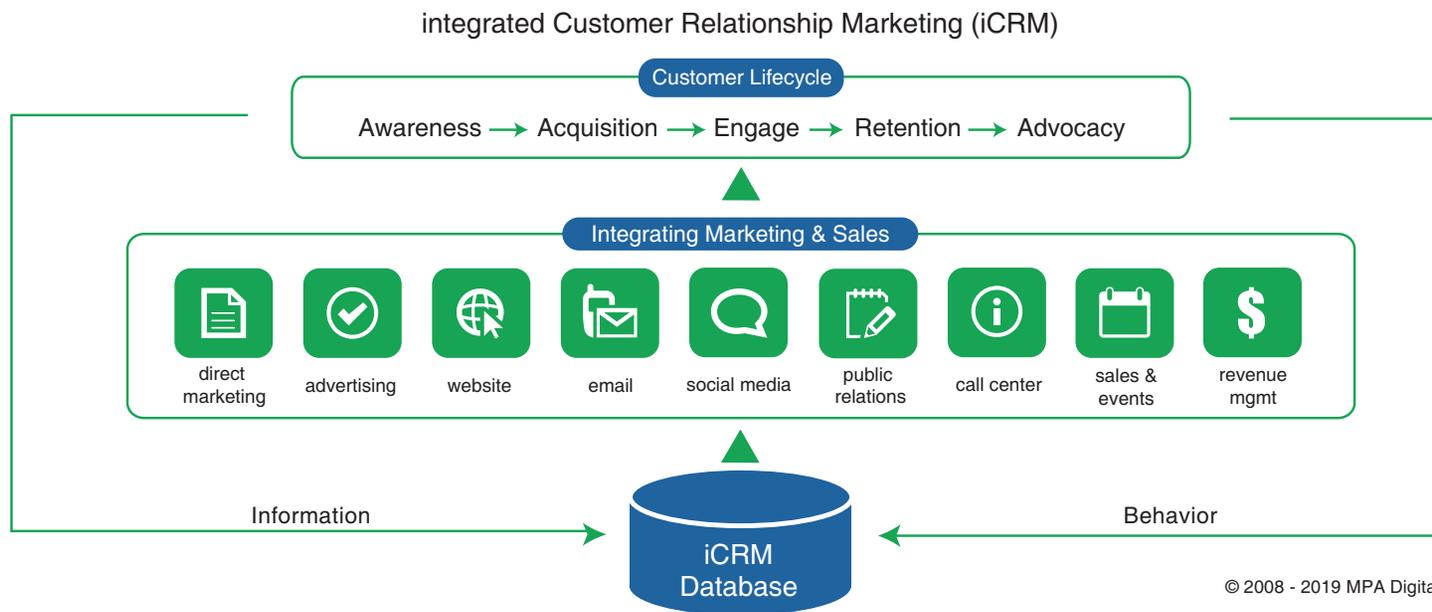
*by*



Following are examples of successful hotels that embraced the philosophy of integrated Customer Relationship Marketing (iCRM). iCRM is a methodical marketing approach to building loyal guests and proving that companies with the most loyal guests are the most profitable.

The 3 major components required for iCRM include:

1. Management of the customer life cycle from awareness through loyalty
2. Open clear lines of communication across all sales and marketing entities. No silos
3. Create a centralized marketing database tied to your PMS to measure sources of revenue



*“Every client who has fully embraced our iCRM approach has outpaced its goals for occupancy and revenue growth.” – Madigan Pratt*

## Casa del Mar Beach Golf & Spa Resort – Los Cabos, Mexico

**History of iCRM** – In 2003, well before hotel CRM software was available, MPA Digital applied the principles of CRM to dramatically **increase occupancy, revenue and average daily rates**.

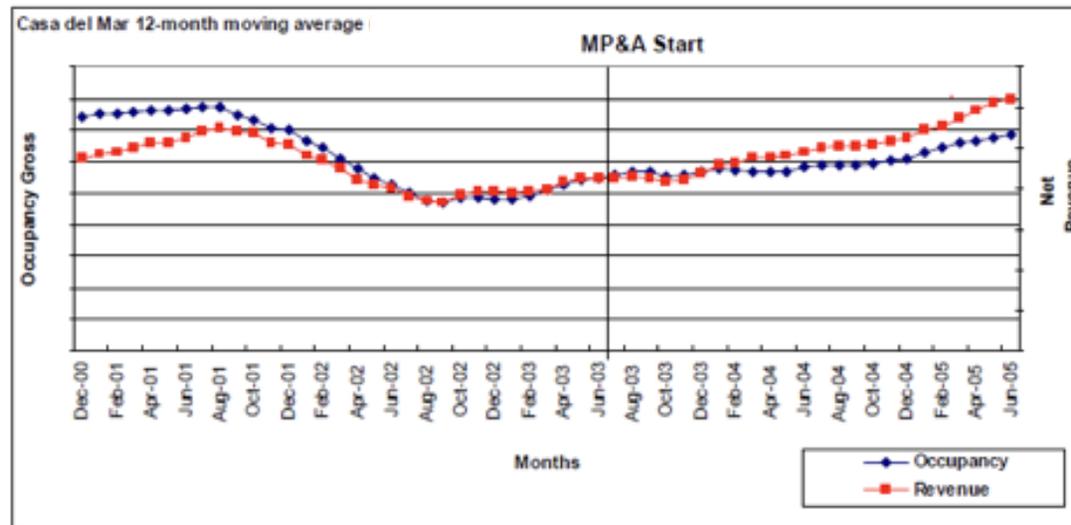
## The Somerset on Grace Bay – Providenciales, Turks & Caicos

**The Turnaround** - This luxury condo resort sits on the #1 beach in the world (TripAdvisor). Following the 2008 recession it fell on hard times. MPA was retained for iCRM and over the next six years **revenue increased 240%**.

## Jamaica Inn – Ocho Rios, Jamaica

**Making The Best Even Better** - TripAdvisor ranked Jamaica Inn the #1 hotel out of 300+. Revenue was stagnant, the owners felt the resort should be doing better and called in MPA. The hotel nearly **doubled revenue** over the next six years.

## Casa del Mar Beach Golf & Spa Resort - Los Cabos, Mexico



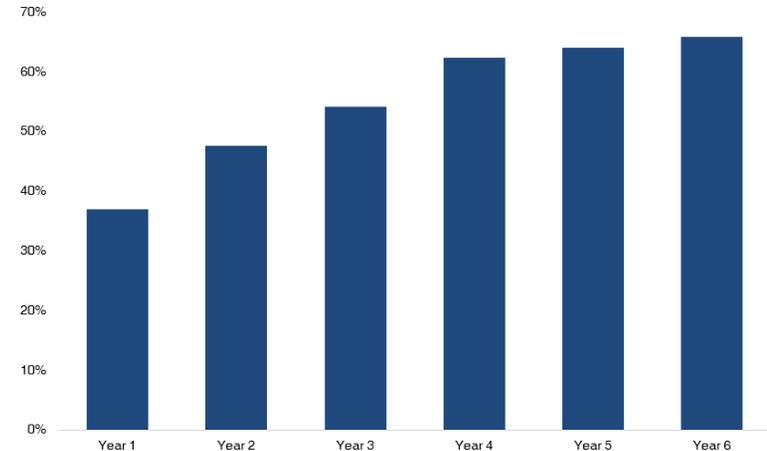
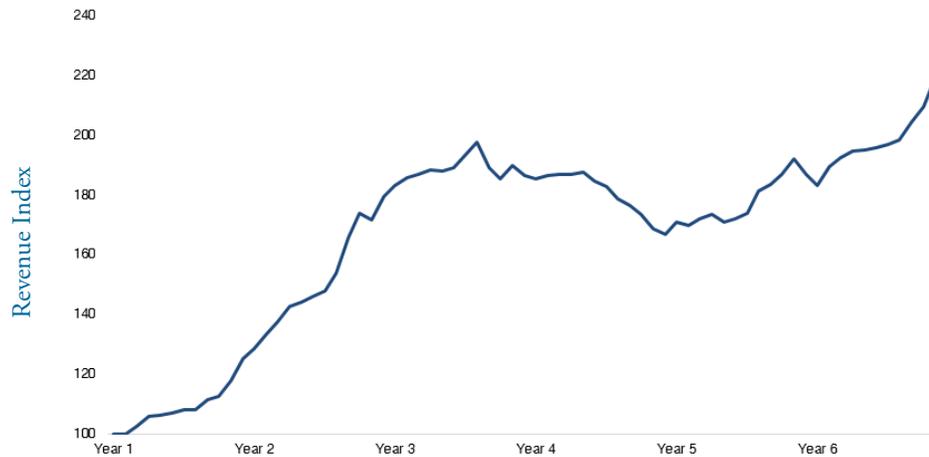
**Problem:** Like many Mexican resorts, Casa del Mar relied on low prices to increase occupancy during the 2001 recession. It didn't work. Occupancy and revenue declined sharply through mid-2003.

**Solution:** MPA set up a custom iCRM program. It included a new positioning (“Your Hacienda Oasis in Cabo”), a full complement of iCRM tools starting with a new optimized website.

**Results:** In two years revenue rose to record highs. ADR also rose allowing the resort to realize substantially higher profits. It transformed from selling on “price” to selling on “value.”

In 2006 Casa del Mar received the prestigious Peppers & Rogers 1-to-1 Marketing Impact Award for customer strategy.

## The Somerset on Grace Bay - Providenciales, Turks & Caicos



Direct Revenue Share

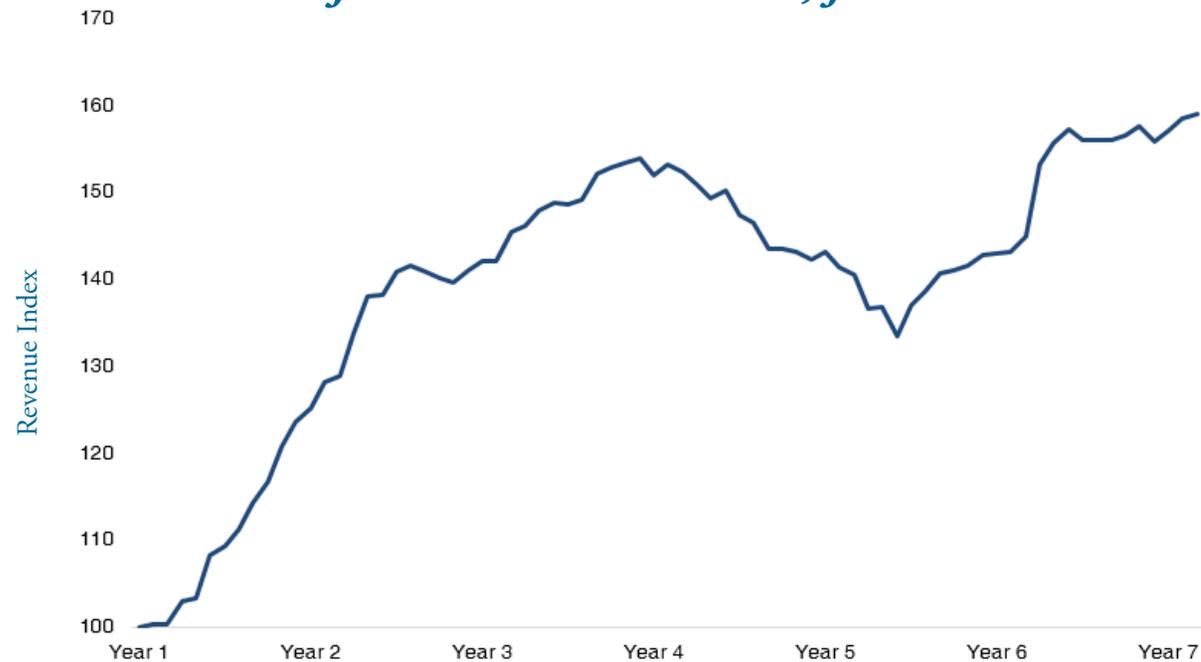
**Problem:** Like most Caribbean hotels, The Somerset saw revenue decline following the 2008 recession. Unlike other hotels that bounced back in 2011, The Somerset's revenue continued to decline despite spending heavily on marketing.

**Solution:** An MPA audit revealed serious deficiencies including no strong USP for consistent messaging, no communication between its six marketing firms and overdependence on OTAs. The Board agreed to embrace iCRM in 2013.

**Results:** Revenue responded immediately nearly doubling over the next 2-½ years but declined in 2016-17 due to Zika, two hurricanes and a major pricing misstep. In 2018, Revenue Matters was added to the team and revenue increased 27% the next year.

OTA dependence decreased significantly as direct revenue jumped to 67% from 37% prior to iCRM.

## *Jamaica Inn - Ocho Rios, Jamaica*



**Problem:** Although Jamaica Inn ranked #1 out of 300+ hotels, the owners felt it could do better. They lacked a USP and there was little coordination between the owners, resort management and its marketing partners. An iCRM program was approved.

**Solution:** The first step was to develop a strong USP. It's Time to Unwind was approved due to its meditative and relaxing connotations consistent with the hotel's experience. MPA launched the iCRM program and

brought in its partners as needed – NAVIS CRM after year one, NAVIS Reservations in year two and most recently Revenue Matters.

**Results:** Similar to The Somerset, revenue started increasing with the launch of Jamaica Inn's iCRM program. It dipped due to Zika and hurricanes and began rising again as revenue management was added. The owners were right – significant revenue growth was possible for the #1 hotel in Jamaica.