

**Travel
Media
GROUP**

**HOTEL GETS
536% ROI ON
COUPON ADS**



A COMMISSION-FREE SUCCESS STORY

Travel Media Group has helped Best Western Gateway Grand fill empty hotel rooms for the past five years. Using a combination of print and online coupon advertising to drive last-minute revenue, the hotel has seen dramatic results this year, including:



\$56,760 in Commission-Free Revenue



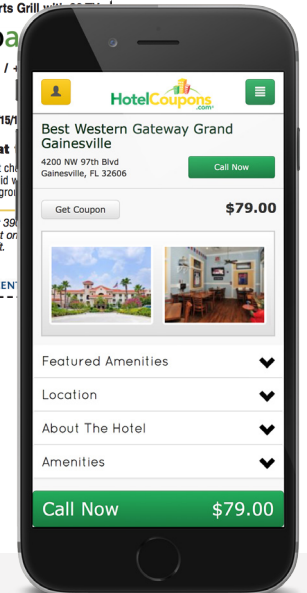
738 Guest Booking Leads



536% Return on Advertising Investment



2MM HotelCoupons.com Travelers Reached





A LITTLE BACKGROUND

Best Western Gateway Grand is a hotel and conference center located in Gainesville, Florida. The hotel is located near the University of Florida along with many natural and historical attractions. In addition to offering updated amenities including free Wi-Fi, complimentary breakfast and an outdoor pool, the hotel also features meeting and event space.

Like many hotels, the Best Western Gateway Grand had turned to online travel agencies (OTAs) to help fill unsold hotel rooms. Unfortunately, OTAs charge high commission rates, taking a share of the hotel's revenue. Best Western Gateway Grand was seeking a solution that would increase occupancy without the high cost of OTA fees.

SEEKING A SOLUTION

Best Western Gateway Grand turned to Travel Media Group to help them be found and get chosen by travelers. Through a strategy of online and print advertising on HotelCoupons.com, Travel Media Group helped the hotel reach more travelers.

For the past 5 years, Best Western Gateway Grand has advertised in the HotelCoupons.com Florida guide, reaching over 2 million travelers annually. The hotel uses a two-space ad in the guide to attract more last-minute guests. The hotel also has a premium listing on HotelCoupons.com and exposure on the HotelCoupons app. This mix of online and print advertising has provided at least two leads per day for Best Western Gateway Grand.



REAPING THE REWARDS

Through increased walk-in traffic, website referrals and call-ahead booking, Travel Media Group has provided 536% return on investment in 2016.

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We have been advertising with Travel Media Group for years. The customer service is impeccable. I can call at any time and ask for assistance and it is taken care of immediately. The dashboard is so helpful to me and our reservation team. Thank you Travel Media Group for all you do!

– Kimberly Denmead,
Best Western Gateway Grand
Hotel & Conference Center

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Best Western Gateway Grand continues to actively participate in Travel Media Group’s print guides and online coupon advertising services.



Visit trvl.media/HCads for more information on HotelCoupons advertising from Travel Media Group.

