



Travel  
Media  
GROUP

# HOTEL MORE THAN DOUBLES WEBSITE TRAFFIC

## A DIRECT BOOKING SUCCESS STORY

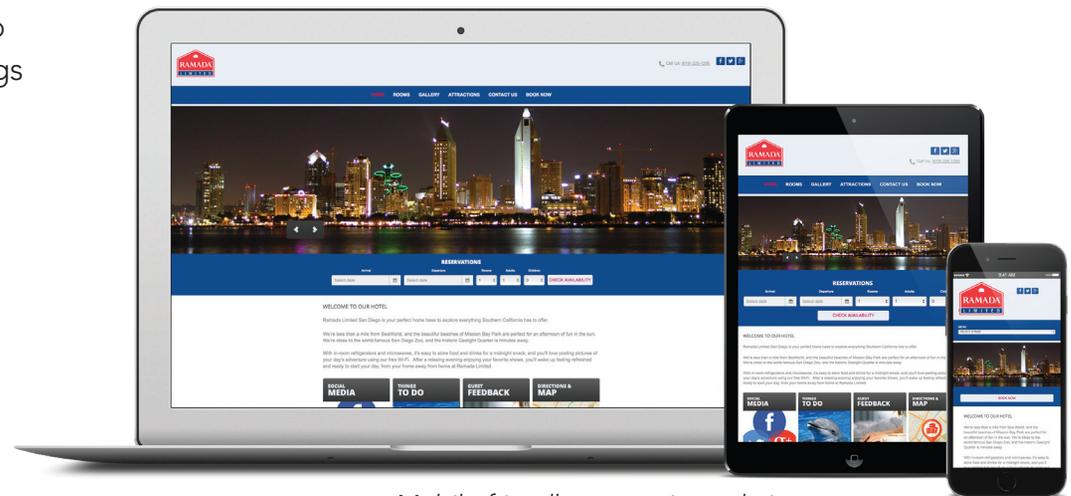
Travel Media Group has helped Ramada Limited San Diego consistently increase their website traffic and direct bookings over the past 18 months. Using responsive web design and SEO-optimized content on their stand-alone hotel website, Ramada Limited has seen dramatic results, including:



**160%** More Website Traffic



**20%** of Traffic Converts to Booking Engine



Mobile-friendly responsive website

## A LITTLE BACKGROUND

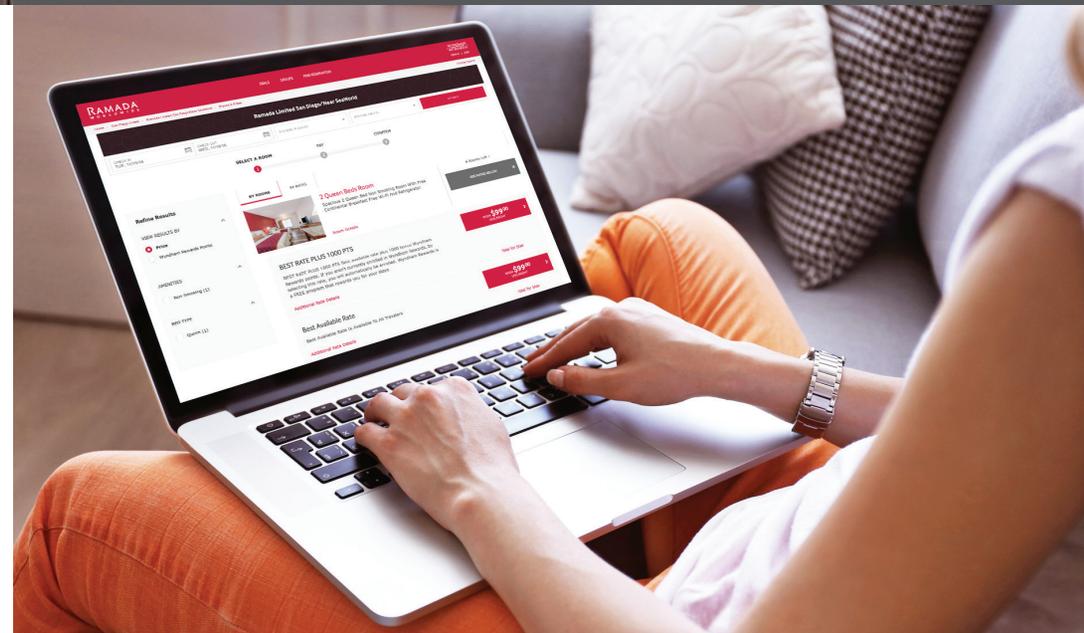


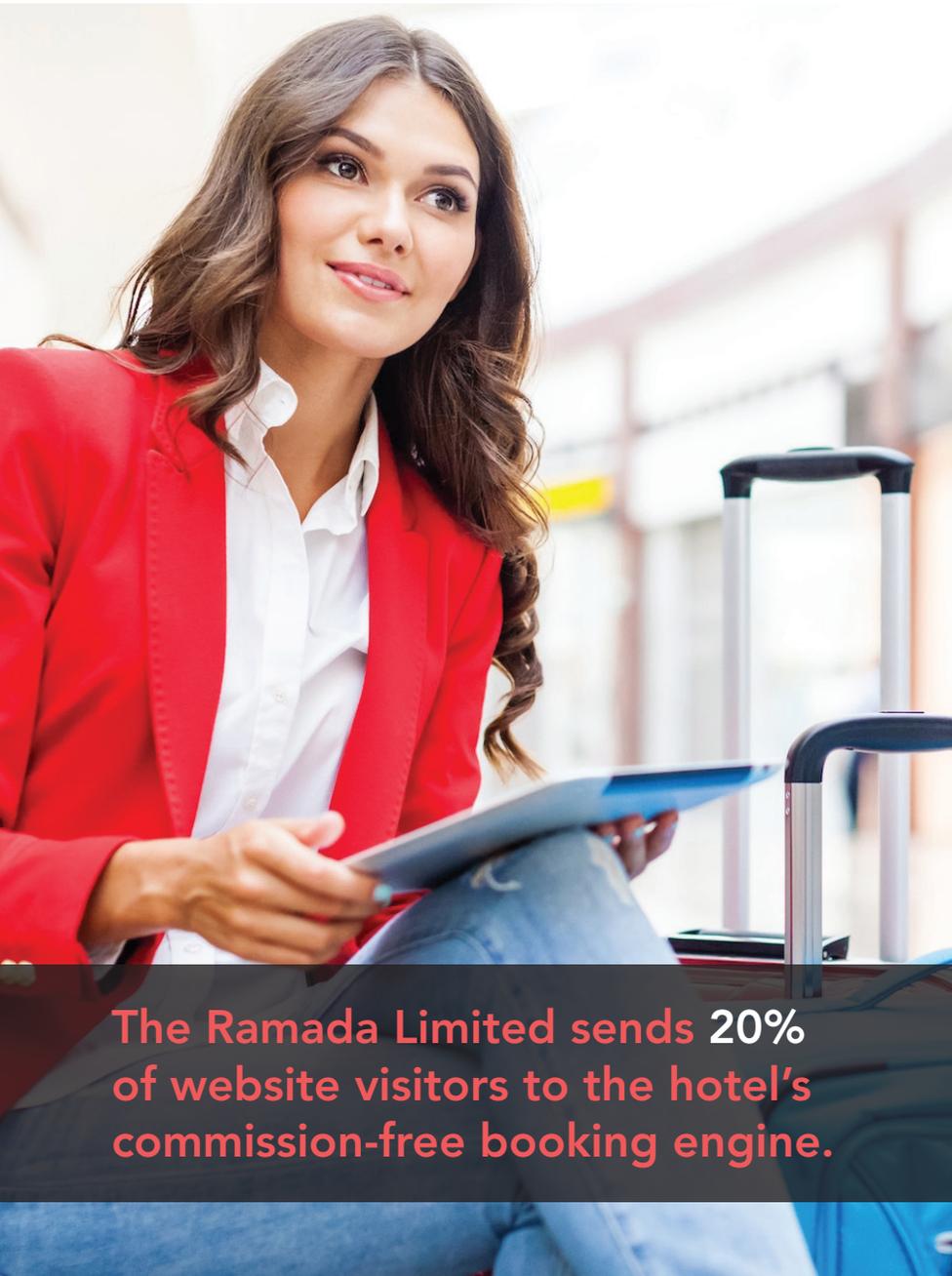
Ramada Limited San Diego is an economy hotel located less than a mile from SeaWorld. The property is also near other attractions like the San Diego Zoo and Legoland, making it an ideal choice for budget-minded families. In addition to spacious rooms, the newly renovated hotel in San Diego, CA offers standard amenities including complimentary Wi-Fi, free breakfast and an outdoor sun patio.

While Ramada Limited San Diego offers an excellent value for travelers to the San Diego area, the hotel faces the challenge of being in a competitive market. When hotels in a competitive market struggle to keep occupancy high, many turn to online travel agencies (OTAs) to help fill rooms. Unfortunately, OTAs charge high commission rates, taking a share of the hotel's revenue. Ramada Limited San Diego needed a direct booking solution to reduce commission fees.

## SETTING A GOAL

The goal of building a stand-alone website was to increase direct booking with the hotel. With 68% of travelers booking hotels on mobile, it is essential for the hotel's website to be fully responsive for viewing on mobile and tablet devices. An optimized website can also provide more exposure on search engines, driving more traffic to the hotel's commission-free booking channel.





**The Ramada Limited sends 20% of website visitors to the hotel's commission-free booking engine.**

## SEEKING A SOLUTION

As part of a complete marketing solution with a responsive website, reputation management and social media, Travel Media Group helped increase the hotel's online presence, drive more website traffic, and ultimately receive more bookings. All of Ramada Limited San Diego's online marketing efforts work together with the ultimate online solution: a unique hotel website. Customized pages integrate the hotel's social media and reputation management components so that each solution is more powerful.

The Ramada Limited San Diego website is designed specifically to help the hotel be found by search engines and get chosen by travelers. Using SEO best practices, our website specialists ensure the website is up-to-date and indexed by search engines like Google and Bing.

The hotel is able to control all of their website content – something that isn't easy to do when managing a brand.com web page. Ramada Limited is able to share essential information about the hotel with travelers, including amenities, room descriptions, nearby attractions, location information and more. The website also features a custom hotel video and photo gallery, so guests can experience the property virtually. 52% of leisure travelers and 61% of business travelers view video when deciding where to stay, so a hotel video on the website helps travelers to make their buying decision and complete a commission-free transaction.

Most importantly, the Ramada Limited sends 20% of website visitors to the hotel's commission-free booking engine. With an easy-to-use date picker on each page, travelers can check rates and availability without being distracted by the competition on the brand website or OTAs. This is where the true ROI of the Ramada Limited hotel website is undeniable. With over \$8,000/year in additional revenue, the hotel website more than pays for itself.

# REAPING THE REWARDS

Through a beautifully designed mobile-friendly website, Ramada Limited San Diego achieved significant results when it comes to reaching travelers and increasing occupancy.



**160%** Increase in Website Traffic



**20%** of Traffic Converts to Booking Engine



**51%** of Traffic Now Comes from Organic Search

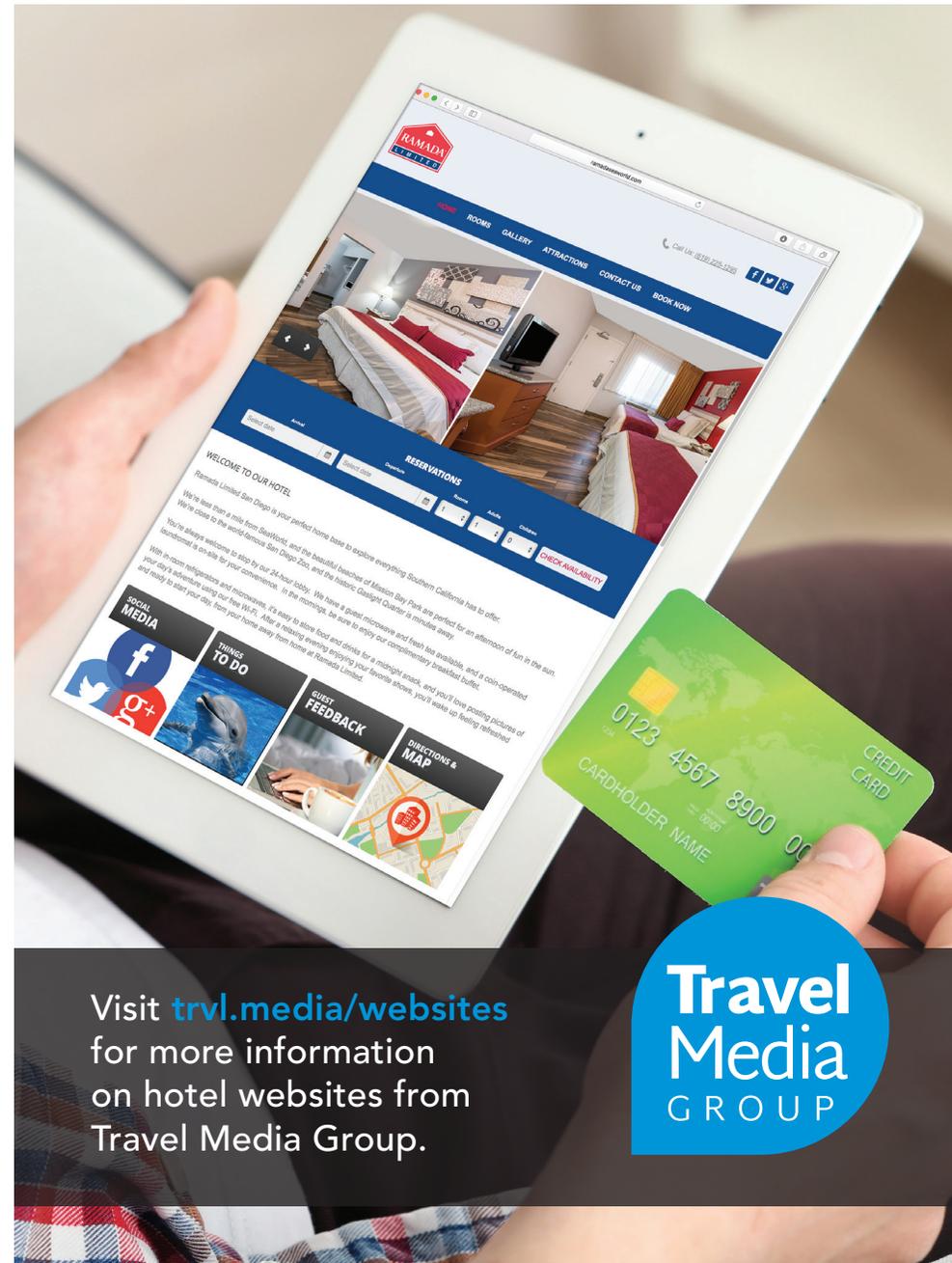


**246%** Return on Investment



**\$8,000+** in Commission-Free Booking

Ramada Limited San Diego continues to actively participate in Travel Media Group's website, social media and reputation management solutions.



Visit [trvl.media/websites](http://trvl.media/websites) for more information on hotel websites from Travel Media Group.

