



SYDNEY  
MACQUARIE PARK



# GETTING IN BED WITH SUCCESSFUL SEARCH ENGINE MARKETING

Holiday Inn Express offers consumers value-for-money accommodation in their newly opened hotel, situated in a prime location in Macquarie Park. Holiday Inn Express Macquarie Park is surrounded by a commercial district

bursting with growth from a newly expanded Macquarie Centre and Macquarie University, an easily accessible train station, and is in proximity to Lane Cove National Park. All rooms are provided with modern amenities, including free breakfast and Wi-Fi - because you don't need to spend a fortune to obtain luxury.

## TRAFF1K D1G1TAL WAS ENGAGED TO:

Define Digital Strategy.

Develop a stand-alone, responsive website design, build, and launch.

Conduct Search Engine Optimisation.

Complete ongoing Paid and Organic Search Engine Marketing.

Raise occupancy rate, increase direct bookings, and reduce reliance on online travel agents.

## ANALYSIS:

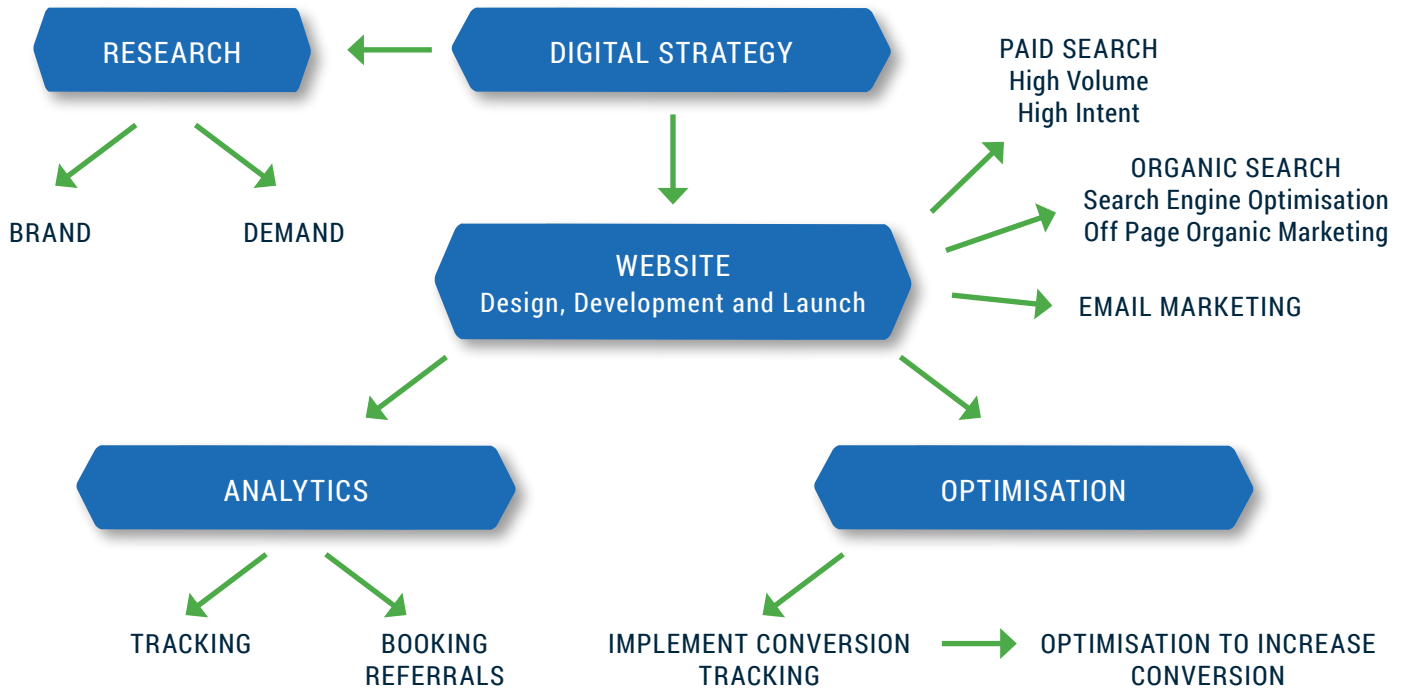
Holiday Inn Express Macquarie Park planned to open their doors on the 4th April 2016. Being a subsidiary of the InterContinental Hotel Group and investment partner Pro-Invest, they required a stand-alone responsive website to assist with direct bookings and be visible on Google against competitors. Traff1k D1g1tal supported Pro-Invest by defining a digital roadmap for Holiday Inn Express Macquarie Park to undertake, from implementation, to launch, and to be continued throughout their ongoing development.

The unique strategy incorporated website design and development, linking social media campaigns, email marketing, Google Analytics, and Search Engine Marketing (both paid and organic) to actively help launch the hotel, secure reservations, build brand awareness and, ultimately, raise their occupancy rate.



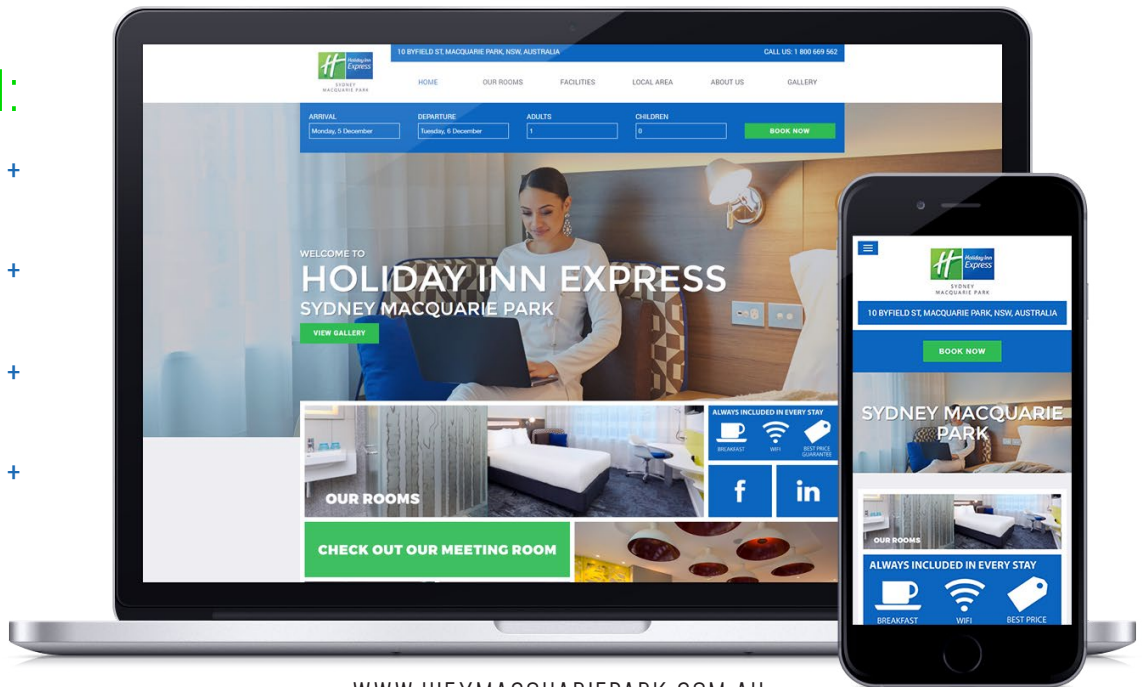
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# STRATEGY:



# SOLUTION:

- Demand driven keyword + research and patterns.
- Align with Online Consumer + Intent (OCI).
- On page and off page + optimisation of website.
- Ongoing Search Engine + Marketing to align with seasonal demand.



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# RESULTS:

Maximised visitor conversion, increased direct bookings, reduced reliance of online travel agents, and improved yield by reducing commissions.

1. Reached maximum occupancy capacity within first year (4 months).
2. Achieved budget 4 months out of the first 10.
3. Increased occupancy in the shoulder periods, boosting direct bookings.
4. Improve yield by reducing commissions payable to Online Travel Agents.