



DIRECTING TRAFFIC & E-COMMERCE SOLUTIONS

Accor Hotels brands are established in over 100 countries and continuing to grow with a new Accor Hotels address opening every two days. With 4,500 hotels worldwide across 30 brands, from luxury to economy, Accor Hotels group generated 1.9 Billion Euro revenue in 2017.

TRAFF1K D1G1TAL WAS ENGAGED TO:

Increase direct bookings with individual properties in Australia, reducing the reliance on online travel agents, in order to improve yield per hotel through the reduction of commissions. E-commerce gift voucher websites were also required to be developed to provide a cost effective solution of processing gift vouchers.

STRATEGY:

Traff1k D1g1tal utilised our Helium packages, including Website and Search Engine Optimisation, Search Engine Marketing, Re-Marketing, and Social Media Marketing, to re-engage and target a highly relevant audience.

RESULTS:

+148%

INCREASE IN
TRAFFIC

70%

DIRECT REVENUE
CHANGE



Source: Google Analytics 2017-2018. Revenue Source: Accor Hotels Direct Web Lever Reports 2017-2018