



NOVOTEL
HOTELS & RESORTS
DARWIN AIRPORT



Mercure
HOTELS
DARWIN AIRPORT
RESORT

INCREASING REVENUE THROUGH STRATEGIC SOCIAL MEDIA MARKETING

Business-friendly value and resort-style ambience in one convenient setting. After touching down in Darwin the choice is yours, with the best of

both worlds at Mercure Darwin Airport Resort and Novotel Darwin Airport Hotel across the street from each other.

With its lushly landscaped gardens, lagoon-style pool with spa, waterfall feature, and tropical pool bar, guests forget that the Mercure Darwin Airport Resort is just steps from the airport.

Designed for corporate travellers and school or sports groups, the adjacent Novotel Darwin Airport hotel offers 131 stylish rooms, suites and dorm rooms, conference facilities and a newly remodeled gym with lap pool. Perfectly suited for both business and leisure travellers.

TRAFF1K D1G1TAL WAS ENGAGED TO:

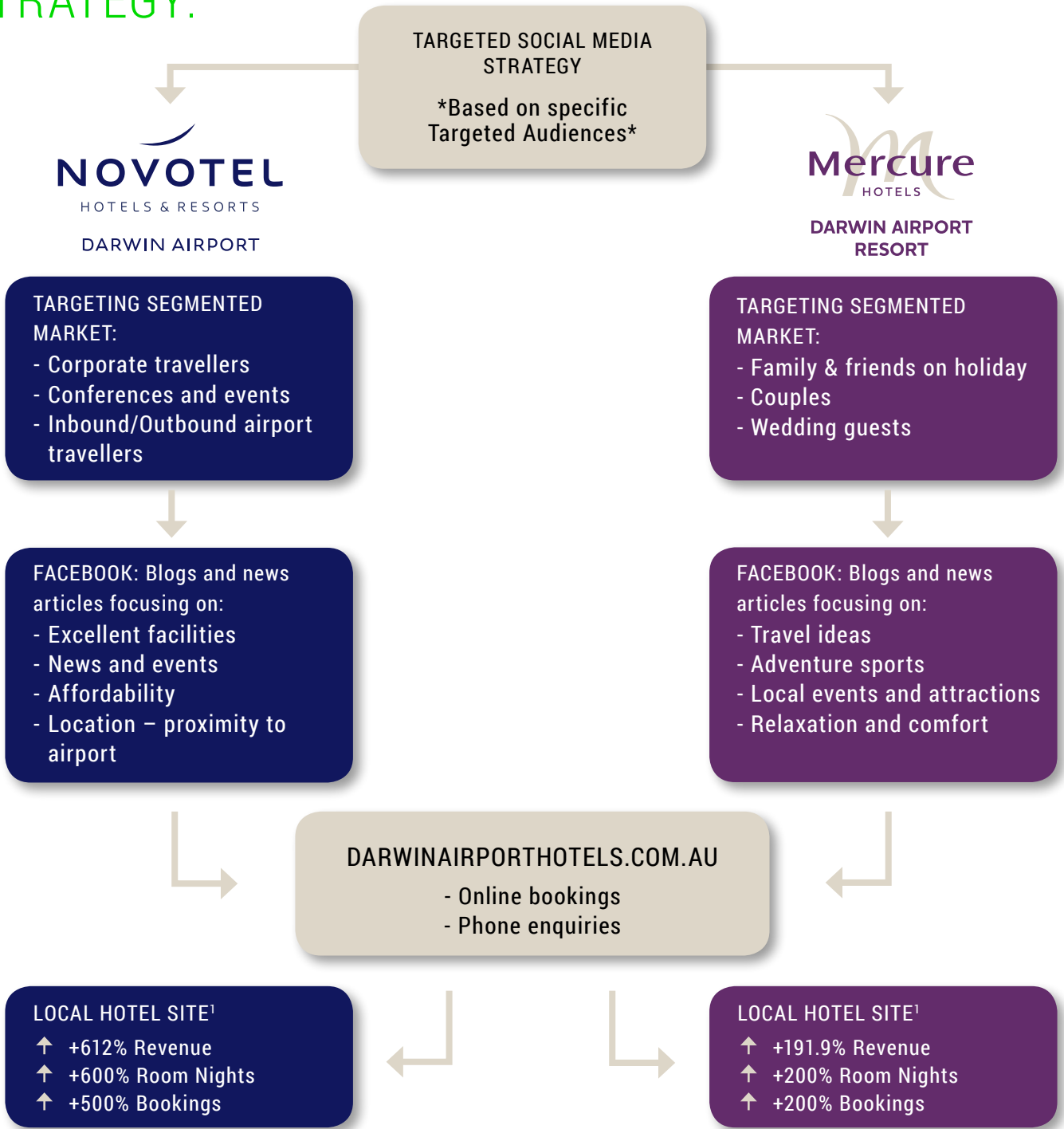
Assist in driving qualified traffic to the website.

Increase booking enquiries.

Increase direct phone call enquiries.

ANALYSIS: Traff1k D1g1tal analysed the different target markets and formulated a highly targeted Social Media strategy. This involved segmenting the audience according to hotel brands with Mercure Darwin Airport Resort focusing on families and couples, and Novotel Darwin Airport Hotel concentrating on corporate and inbound/outbound airport travelers. After identifying each segment, the Social Media strategy was developed independently with monthly blog articles and Social Media posts used as engagement tools.

STRATEGY:



RESULTS:

The highly targeted Social Media strategy developed and operated by Traff1k D1g1tal, combined with ongoing Organic optimisation, delivered:

+509.52%	+84.44%	+17.37%	+141.94%	+133.96%
SOCIAL MEDIA SESSIONS	INCREASE IN NEW SESSION USERS	DARWINAIRPORTHOTELS.COM.AU BOOKING BUTTON CLICK INCREASE	PHONE CALL ENQUIRIES	ORGANIC SEARCH SESSIONS

*Source: Darwin Airport Hotels Google Analytics, 31 March 2017 – 30 June 2017 vs. 01 July 2017 – 30 September 2017.
¹Accor Hotels Direct Web Lever Report, Gross Bookings MTD September 2017 vs. September 2016.