



24/7 ACCESS TO PULLMAN'S PLAYGROUND

Pullman Hotels and Resorts are a key brand of the internationally acclaimed Accor group, one of the world's leading hotel operators.

Pullman is much more than just a refined hotel. It's where new nomads find inspiration and make

connections, adding elements of local interest, cultural intrigue and visual ingenuity to all their hotels. Their motto is "work hard, play hard" and they offer their customers the opportunity to treat their world as "Your Playground", blurring the boundaries between leisure, work and play.

TRAFFIK DIGITAL WAS ENGAGED TO:

Provide an online solution for the purchase of gift vouchers across the three core Pullman service areas; hotels, day spa and restaurant.

Develop a back of house system to allow seamless processing and accounting of gift voucher transactions.

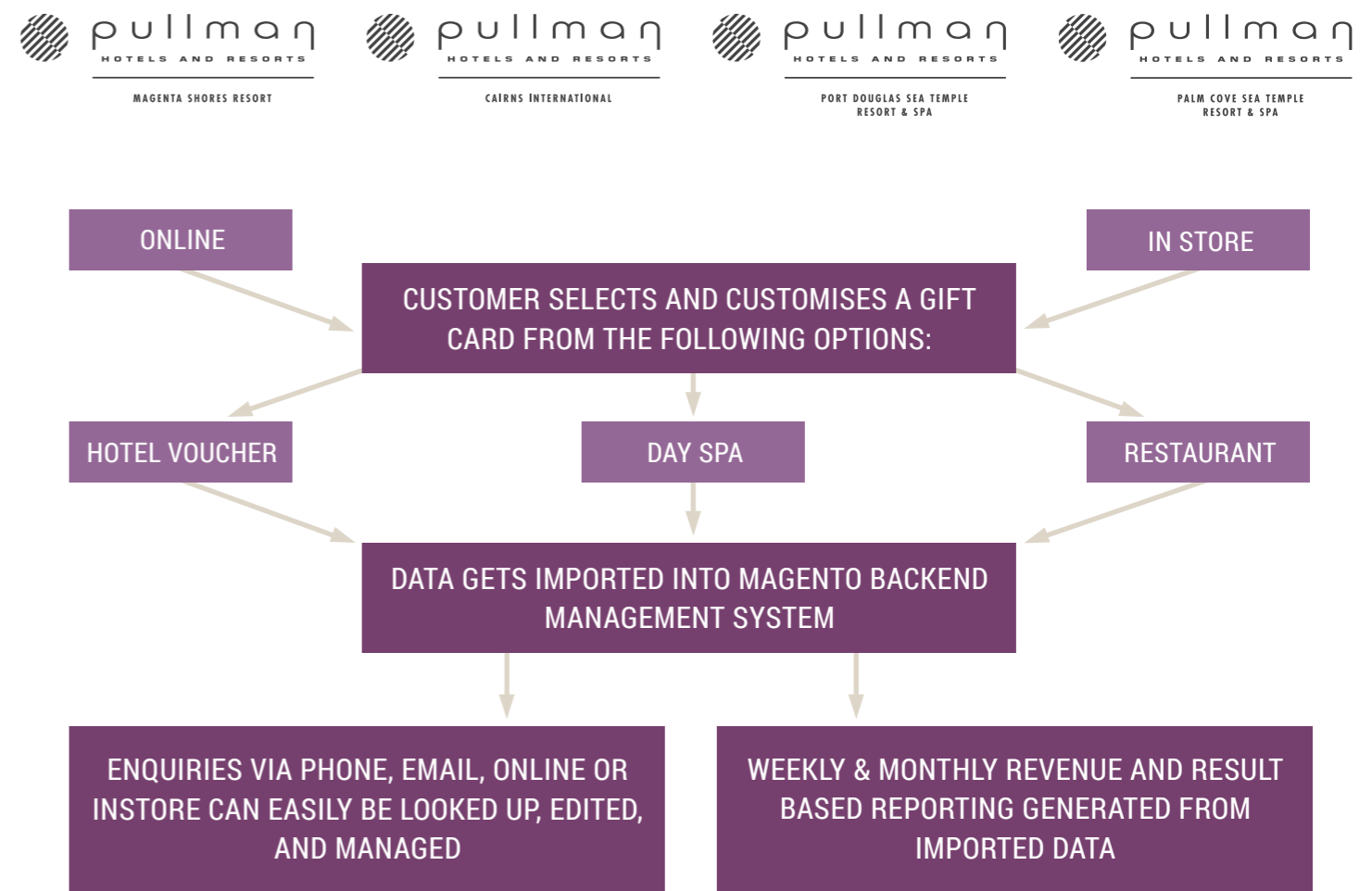
ANALYSIS: Traffik Digital have successfully produced high converting e-commerce websites for several Pullman Hotels across Australia. The e-commerce websites have been specifically developed in order to sell gift vouchers for hotel, spa and restaurant products and experiences. Merging all physical and digital receipts into one online location for easy access and management. Not only are the websites a highly effective revenue driver, but they also act as a fully integrated gift voucher management portal in which all vouchers can be created, recorded and redeemed with revenue and result based reporting options available to management.

shop.pullmanpalmcove.com.au
shop.pullmanportdouglas.com.au

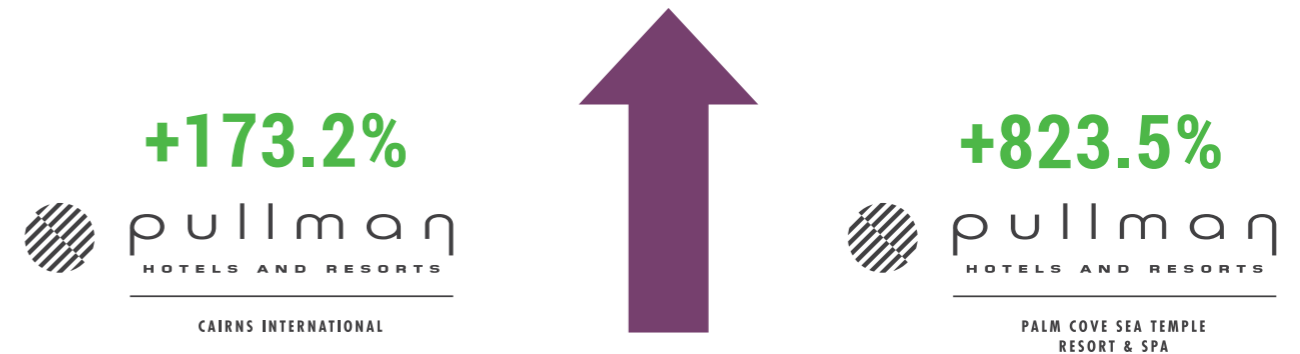


shop.pullmancairnsinternational.com.au
shop.pullmanmagentashores.com.au

STRATEGY:



RESULTS:



REVENUE GROWTH OF GIFT VOUCHERS Y.O.Y

Source: ACCOR Hotels Ecommerce ROI Report, September – December 2016 vs September – December 2017.