



THE DESIRED DESTINATION: BOOKING ROOMS & RAISING REVENUE

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

The Pullman Cairns International offers the perfect combination of comfort and convenience located in the heart of the city. With its close proximity to the fleet terminal the Pullman Cairns International provides a convenient location while exploring the world famous Great Barrier Reef. This unique 5-star hotel reflects the ambience and spirit of Far North Queensland and exudes the architectural style and grandeur of the city centre's rich colonial past.

TRAFFIK DIGITAL WAS ENGAGED TO:

Increase direct bookings, reducing reliance on OTAs and increasing overall yield

Organic Search Engine marketing, including both on and off-page optimisation

ANALYSIS: A beautiful 5-star hotel in an award winning tropical holiday destination would be assumed a recipe for instant success, however due to the incredibly high competition, achieving above adequate occupancy and rooms nights is more challenging than it sounds. In the online environment, the Pullman Cairns International is not only competing with other accommodation providers within the Cairns market, but also from a destination level; vying to be the next holiday destination for prospective guests. It's for this reason that Organic Search Engine marketing was implemented with the overarching goal to increase online visibility. This in turn boosts market share, driving a higher proportion of bookings directly through accorhotels.com, increasing yield per room night and the hotel's reliance on third party booking providers (OTAs).

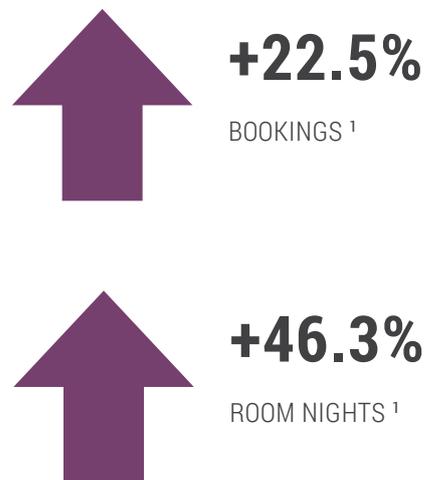
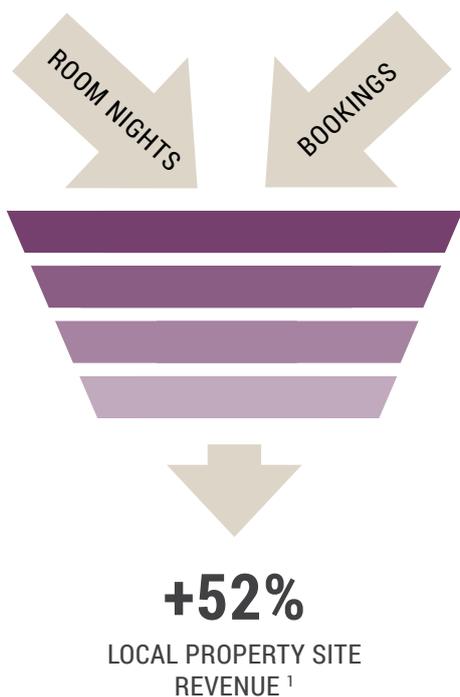
STRATEGY:



SOLUTION:

- + Brand & non-brand keyword research: Extensive research into keyword trends, competitors, consumer behavior, demand and intent. Traff1k D1g1tal reviews historical conversion data to identify those which are more qualified to convert, delivering the highest possible ROI.
- + Initial optimisation of the website: Involves aligning the website with high demand search terms; a core focus being to rank above the fold (top 5 places) for keywords which convert at a rate of 80% or greater.
- + Increase website visibility (long term strategy): With the goal to achieve position #1 in Google organically, 185 factors are monitored on a daily basis to determine trends, demand and rankings. Tactical adjustments are then made to the on/off page strategy based on this. This is part of a long term Search Engine Marketing strategy with Traff1k D1g1tal.

RESULTS:



Source: ¹ Revenue/Bookings & Room Nights through the hotel microsite, Accor Direct Web Lever Report, Gross Bookings September 2017 Vs September 2016.