



RAISING REVENUE AND ROOM NIGHTS

Sofitel, a part of the esteemed AccorHotels Group, is the only French luxury hotel brand with a presence on five continents with 120 addresses,

in almost 40 countries. Sofitel Hotels & Resorts are the luxurious interpretation and answer to the modern luxury travel's quest for the good things in life. Each Sofitel draws inspiration from local culture and tradition, offering a one-of-a-kind experience for consumers who expect and appreciate beauty, quality and excellence.

Located in the heart of Hastings Street, Sofitel Noosa Pacific Resort is the only 5 star hotel in Noosa. It offers a genuine experience of the French 'art de vivre' with 176 studios, suites and villas, to discover a world of shopping and dining experiences, indulging in their spas or Noosa's pristine beaches.

TRAFF1K D1G1TAL WAS ENGAGED TO:

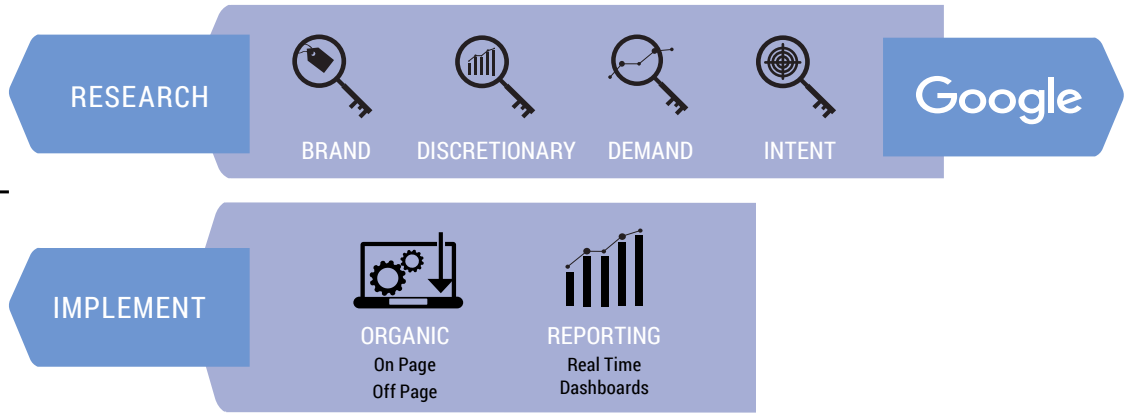
Post launch Organic Search Engine Optimisation & Marketing

Track online demand and maintain rankings in Google

ANALYSIS: Launching a new and enhanced website in June 2017, Sofitel Noosa Pacific Resort needed to make sure their online presence didn't diminish and their rankings in Google didn't drop. Working alongside Traff1k D1g1tal since 2014, we were tasked with helping their post launch Search Engine Marketing. By optimising Organic Search, targeting high intent and high demand keywords, online sessions were expected to soar and in return provide an increase in direct bookings and revenue.

STRATEGY:

SOFITEL
HOTELS & RESORTS

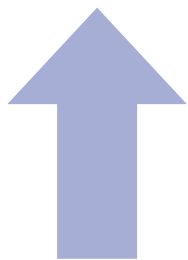
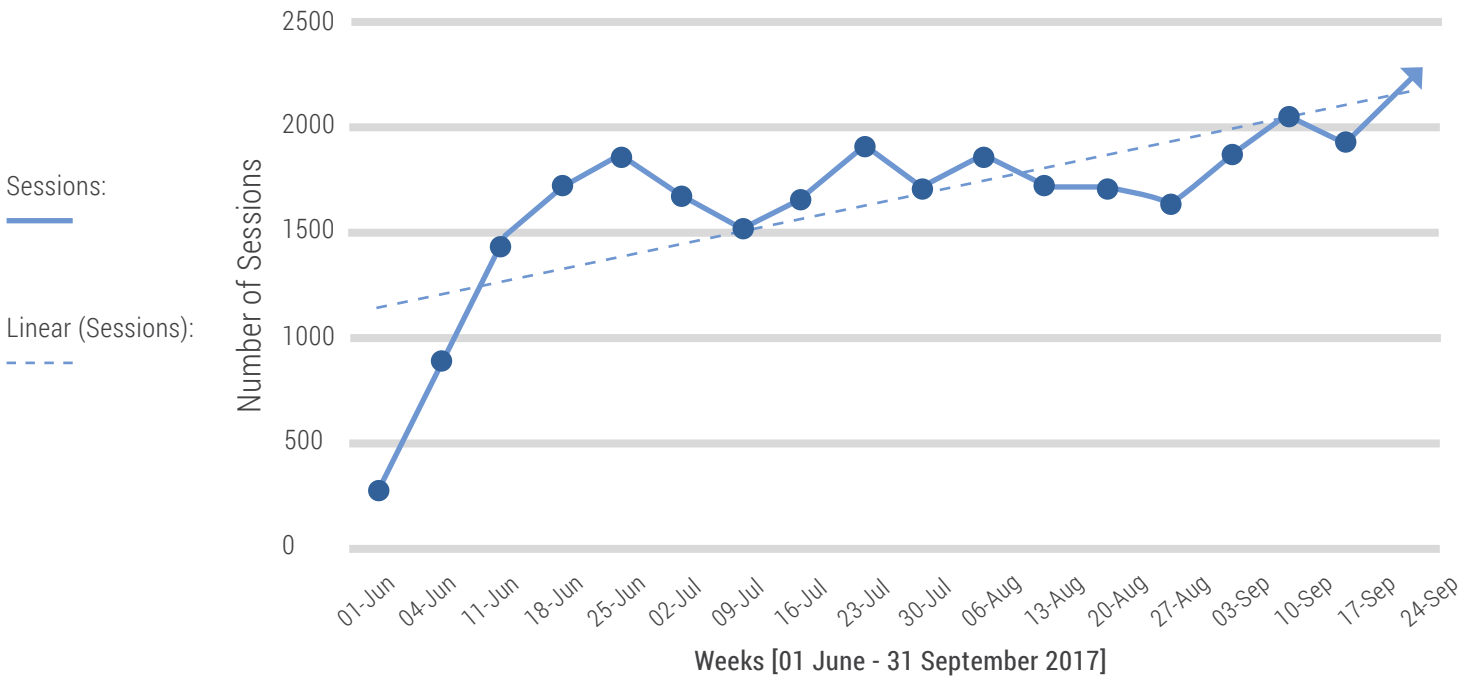


SOLUTION:

- + 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:

Session Growth Post New Website Launch



<p>+124%</p> <p>FIRST MONTH REVENUE GROWTH¹</p>	<p>+22.9%</p> <p>AVE REVENUE GROWTH²</p>	<p>+18%</p> <p>ROOM NIGHTS³</p>	<p>+11.2%</p> <p>BOOKINGS⁴</p>
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Source: ¹June 2017 vs July 2017, Accor Direct Web Lever Report, Gross Bookings.

²Ave month on month increase in revenue generated through microsite June-October 2017, Accor Direct Web Lever Report, Gross Bookings.

³Ave month on month increase in room nights booked through the hotel microsite June-October 2017, Accor Direct Web Lever Report, Gross Bookings.

⁴Average month on month growth in bookings through the hotel microsite June-October 2017, Accor Direct Web Lever Report, Gross Bookings.