



INCREASING VISIBILITY LEADS TO INCREASED DIRECT BOOKINGS

ibis Styles, owned by AccorHotels, is an international chain of economy hotels that have their own distinct personality, conviviality, and energetic brand spirit. The 368-room ibis Styles Brisbane has been perfectly designed to reflect Brisbane's vibe of colourful, laid back, yet edgy vibrancy that pervades this growing, evolving metropolis, situated strategically on the edge of the Asian-Pacific rim. The hotel's spaces, design, cuisine, and artworks are fresh, stimulating and bursting with local colour and style.

TRAFF1K D1G1TAL WAS ENGAGED TO:

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

Implementing Search Engine Marketing, focusing on Organic Search.

ANALYSIS: Successfully launching a new hotel in the highly competitive Brisbane market is no easy feat. Not only are there hundreds of hotels within the CBD radius vying for consumer attention, but online accommodation wholesalers (OTAs) hold the monopoly in terms of market share, capturing a large proportion of bookings evidentially driving down the yield per room night. Traff1k D1g1tal's objective was simple - to target high intent and high demand keywords through Organic Search Marketing to raise visibility in Google and ultimately increase direct bookings via their microsite.

STRATEGY:

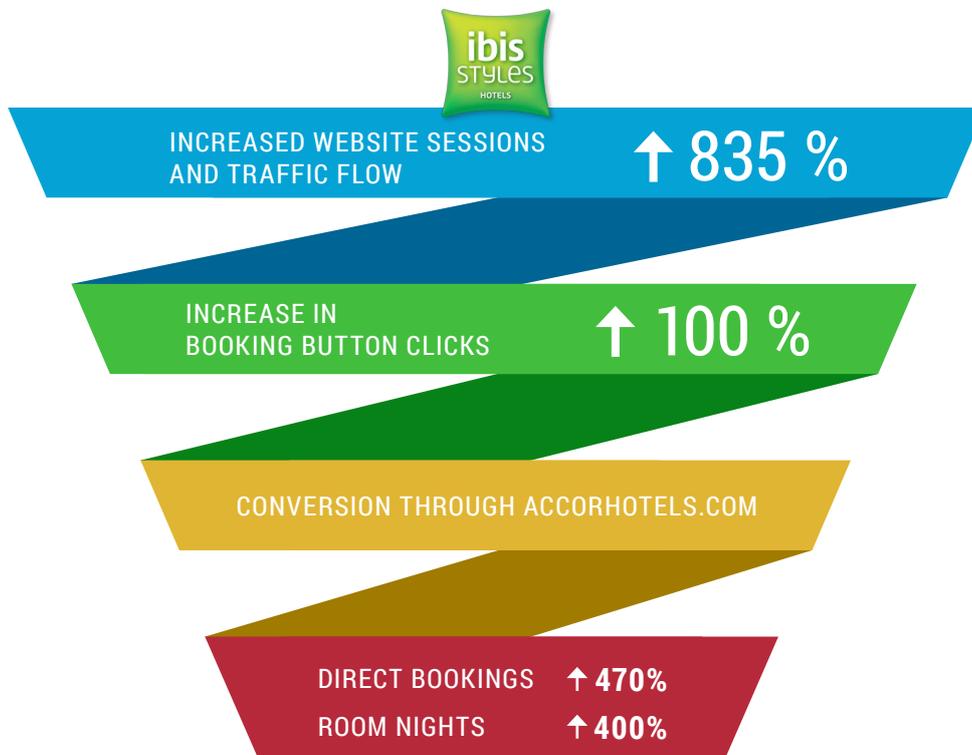


SOLUTION:

- + Brand and Discretionary keyword research and analysis.
- + Initial website optimisation post launch, aligning the website within Google for key high demand search terms.
- + Organic Search Engine Marketing, consisting of both on and off page work.
- + Demand, consumer intent and competitor monitoring and optimisation, aligning the website with seasonal discretionary terms.

RESULTS:

In working with Traff1k D1g1tal, ibis Styles Brisbane have grown online visibility exponentially since launch, and maintain online stability despite countless market influences.



*Sources: ibis Styles Brisbane Google Analytics, September 2017 vs. September 2016; Accor Hotels Direct Web Lever Report, Gross Bookings MTD, September 2017 vs. September 2016.