



DELIVERING SUCCESS TODAY WHILE REDEFINING HOSPITALITY TOMORROW

With nearly 5,200 hotels worldwide, IHG's family of hotel brands has a

powerful heritage that guests know and love, with hotels that are instantly recognized by millions around the world.

At Holiday Inn Express, we keep it simple and smart. As IHG's fastest growing hotel brand, 2,400 hotels worldwide and counting, we're the first choice for the increasing number of travellers who need a simple, engaging place to rest, recharge, and get a little work done. We offer everything guests need and provide more where it matters most.

TRAFF1K D1G1TAL WAS ENGAGED TO:

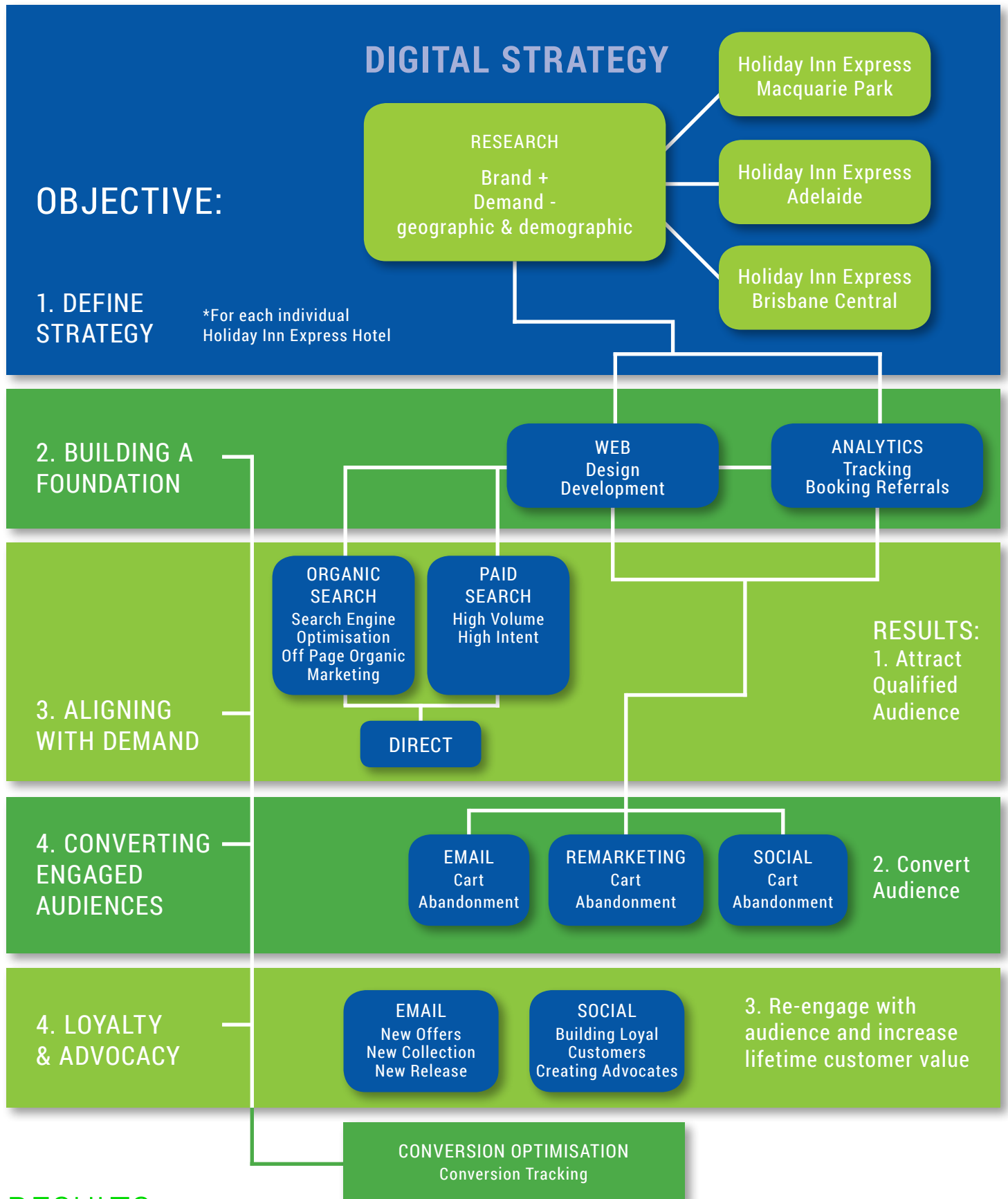
Define Digital Strategy.

Incorporate website design, development, and marketing, through Organic and Paid Search, Remarketing, Email marketing, and integrating social media campaigns. Supported by radio, activation, and display.

ANALYSIS:

A partnership between IHG and Pro-Invest has seen them develop a portfolio of Holiday Inn Express Hotels across Australia and New Zealand. Traff1k D1g1tal assists with the marketing for Pro-Invest and individually works with each hotel to develop a local presence through an independent, responsive site. With an all-round digital strategy, Traff1k D1g1tal customizes individual strategies for each Holiday Inn Express, based on differing customers, trends, event campaigns, and positioning within the market. Ongoing Search Engine Optimisation, consisting of a blended paid and organic marketing strategy, allows Traff1k D1g1tal to help Holiday Inn Express raise occupancy rates, increase direct bookings, and reduce reliance on online travel agents.

STRATEGY:



RESULTS:

Defined a Digital Strategy to support cost effective, easily implemented hotel micro-sites, as well as marketing for Pro-Invest's suite of Holiday Inn Express hotels across Australia and New Zealand. Strategy focused on: maximizing visitor conversion, increasing direct bookings, reducing reliance on online travel agents, and improving yield by reducing commissions.