

Case Study: OTA Websites

Goal:

- To increase room night revenue from OTA sites by 10%

Solution:

- Create packages and promotional deals to place throughout OTA sites. Work with area Market Managers on site placement.

Results:

- Within the first two months of the year, we saw a 133% increase in Jan and 100% increase in Feb on Orbitz.com

YOY Growth⁵

133%

100%



For more information call 407-909-9036