



InterContinental Hotel- New Orleans, Louisiana  
Success Story

# The Client



## INTERCONTINENTAL® NEW ORLEANS

*“Authentic New Orleans luxury meets you at the InterContinental New Orleans—where impeccable, Four-Diamond accommodations and service are matched only by our perfect location.”*





# InterContinental Hotel - New Orleans

## Experience New Orleans

Immerse yourself in Big Easy culture, just steps away from the historic French Quarter and the riverfront.

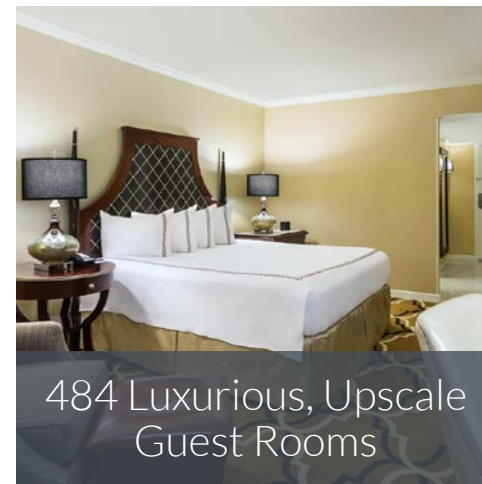
Soak in the subtle quiet of our hotel while remaining close to the exciting pace of the city.

## Professionalism

Inspirational meeting spaces, intriguing location, professional event-planning teams, unrivaled service, and local knowledge help to create the perfect meeting for your group.

## Guarantee

The InterContinental provides luxurious, upscale accommodations featuring a unique blend of classic and contemporary New Orleans décor that makes an uplifting first impression.

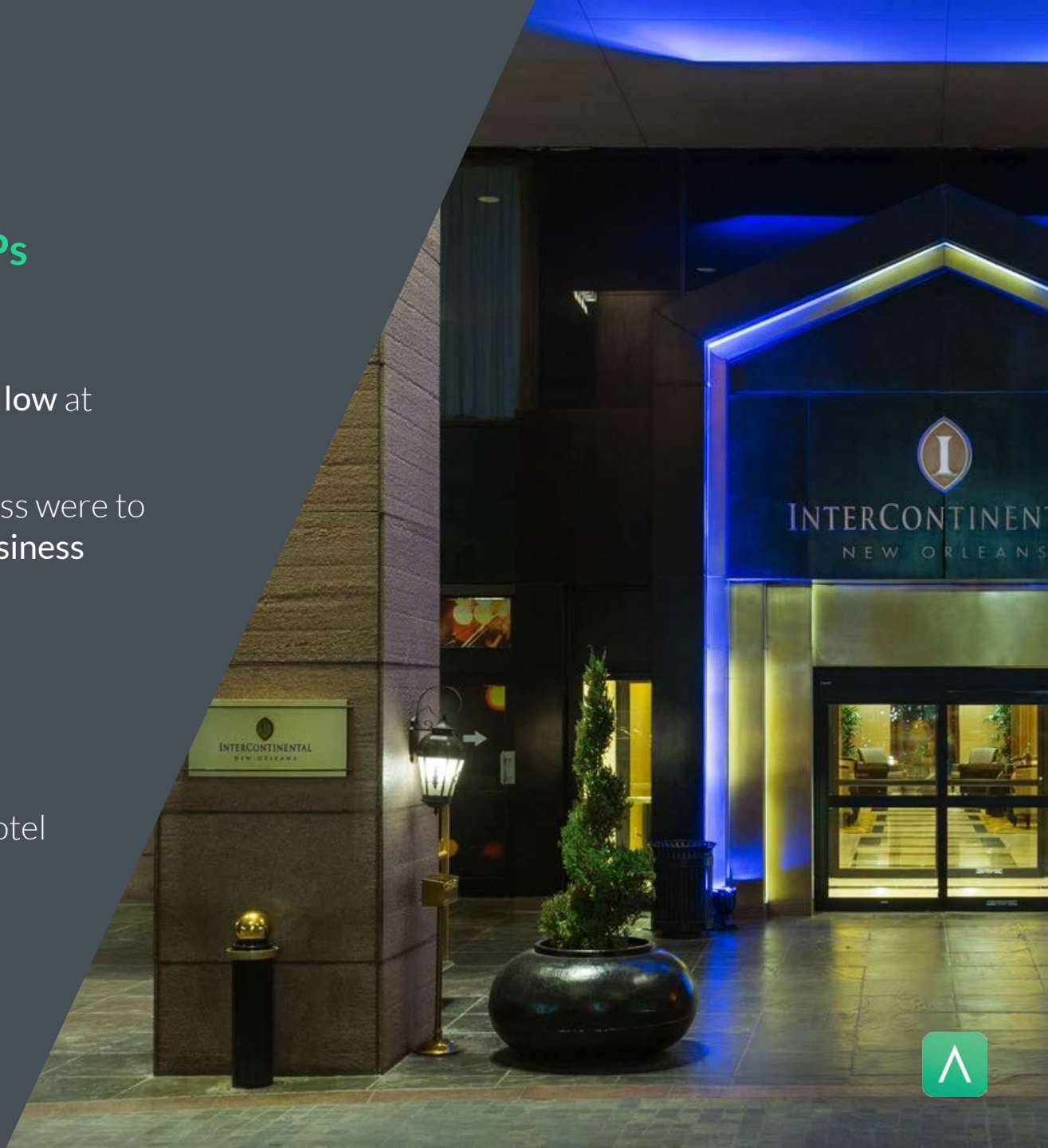


# The Problem

## The website was not delivering bookings or RFPs

- The hotel was **underperforming** in the leisure segment
- The InterContinental New Orleans **brand recognition** was low at less than 20%
- If group business, meetings/conferences and events business were to fall off, the hotel could **struggle to attract leisure business**
- The property's website...
  - **did not enlist RFP submissions**
  - **was poorly optimized for search**
  - **was difficult to manage**
  - **did not reflect the true character** and image of the hotel

When asked what the website did well, the InterContinental team simply responded - *"nothing."*





# The Goals



Increase Transient Retail Bookings



Drive Revenue via Group, Wedding & Event RFPs



Increase Visibility of Property and Recent Renovations



# Vizergy's Solution

After a deep marketing analysis, the Vizergy team concluded that in order to achieve all marketing goals set by the InterContinental team, Vizergy proposed:



## **A Custom Website hosted on Vizergy's Digital Marketing System**

Vizergy's Digital Marketing System makes website management and digital marketing easy



## **On-Going Search Engine Optimization (SEO)**

Effective SEO helps to improve search engine rank and drives more natural traffic to the website



## **Paid Search Marketing/Pay-Per-Click Advertising (PPC)**

PPC is another cost-effective way to drive ready-to-book shoppers directly to the site



## **Display Advertisements**

Display Ads keep the property top-of-mind for potential guests outside of search

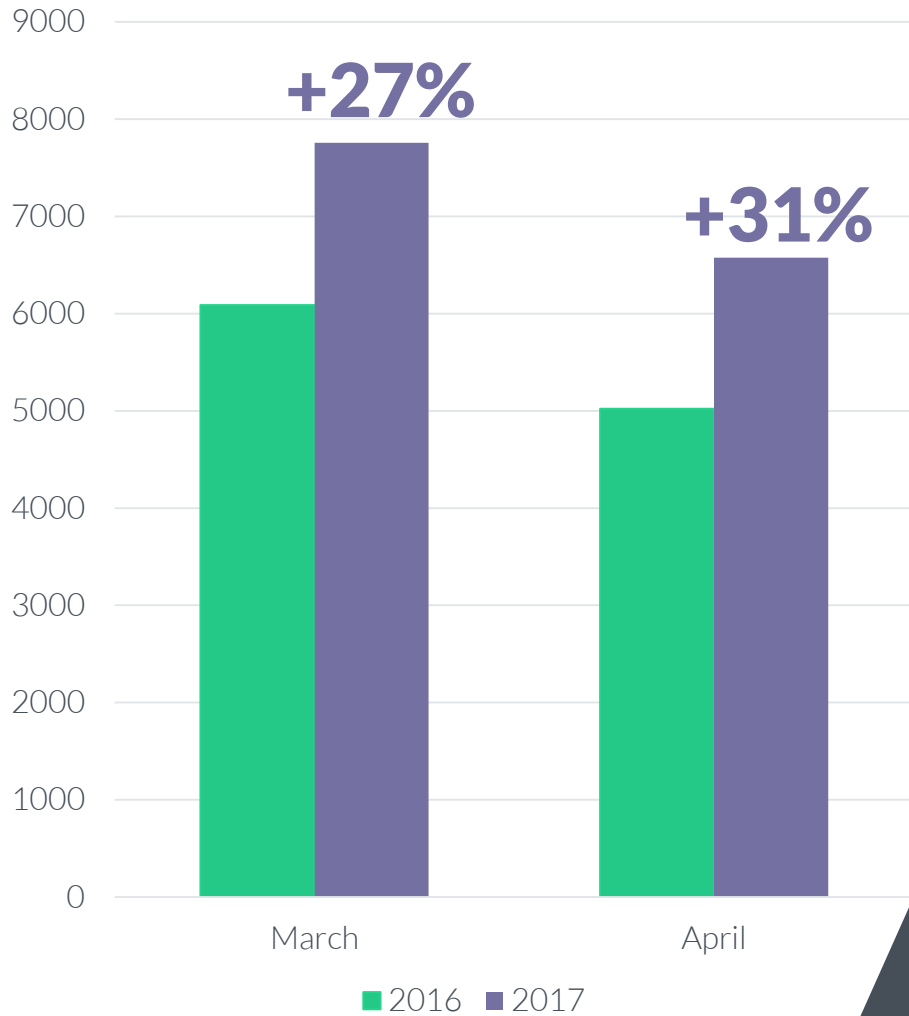


## **E-mail Marketing**

Enhanced Email Marketing helps grow interest, guest loyalty and drives bookings and RFP submissions through targeted Calls-to-Action (CTAs)



## Website Traffic



# The Results

## Website Traffic

**March**

**27%**

In March of 2016 the site had 6,088 visits.  
In March of 2017 the site had 7,758 visits. Up 27% from 2016.

**April**

**31%**

In April of 2016 the site had 5,023 visits.  
In April of 2017 the site had 6,576 visits. Up 31% from 2016 results.

With both teams' fully committed to the success of the project, Vizergy was able to provide excellent results and continues to deliver.

Revenue and bookings continue to increase over time with the work Vizergy implemented to the InterContinental's' website.

Additionally, the accommodations page has become the most popular page.



# The Results

## Mobile Click-to-Calls



### Mobile Click-to-Call Estimated Revenue

(Avg. Daily Rate x PPC calls = Estimated Revenue)

YTD:  $\$211.39 \times 704 = \$148,818.56$

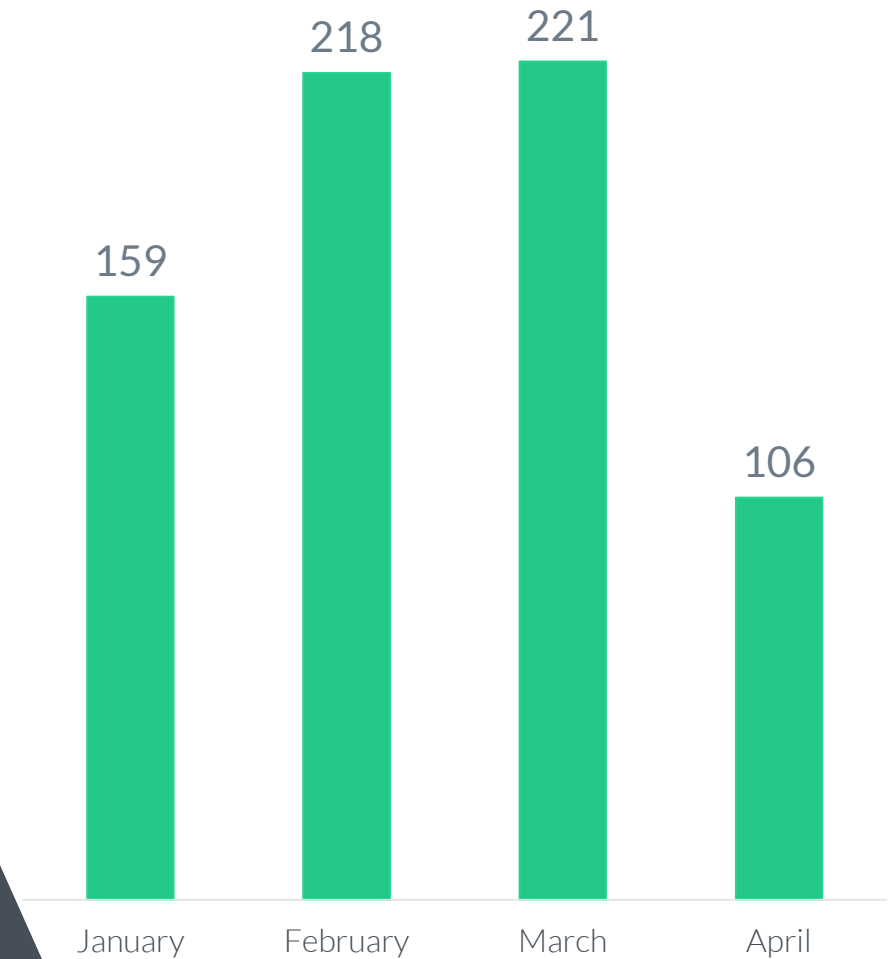
April 2017:  $\$211.39 \times 106 = \$22,407.34$

### Estimated CTC Revenue Delivered by PPC Campaigns

# \$148,818.56

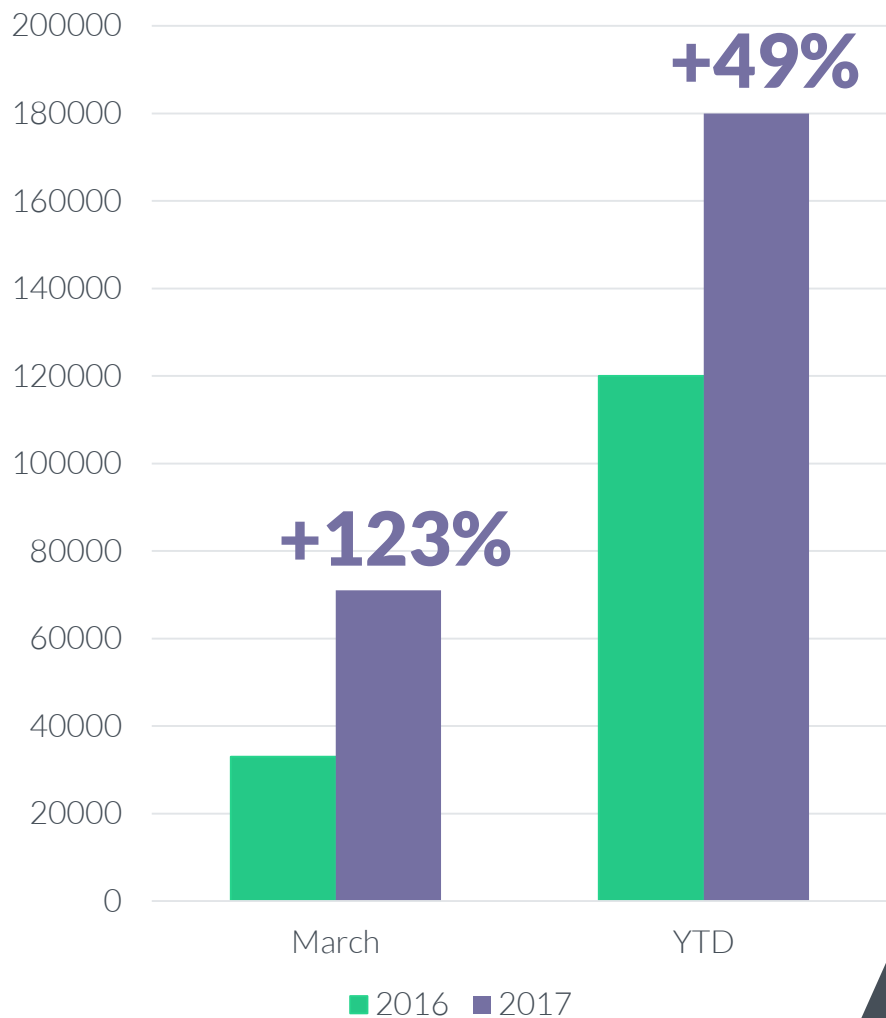
Since launching the InterContinental's PPC Campaigns, Vizergy has been able to deliver more than 704 mobile click-to-calls from Paid Search ads with a potential of \$142,808.

### Mobile Click-to-Calls





## Revenue from Vanity Website



# The Results

## Website Revenue

With the help of Vizergy, **InterContinental New Orleans** has seen an **increase in revenue of nearly 50% YoY** since the start of this project.

*"Dimension Development & The InterContinental New Orleans is proud to have Vizergy as their digital marketing partner.*

*We chose Vizergy for their ability to produce results, clearly articulate performance and opportunities for our stakeholders, their flexibility, and above all, their superior customer service.*

*It is a true partnership where we share ideas for growth on both sides, celebrate successes and overcome challenges together."*

- Nathaniel Philippsen  
Corporate Director of eCommerce





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