



# Using a Landing Page to Drive Direct Sales for a Hotel

A hotel in California wine country wanted more direct sales.

## OUR SOLUTION

- 1 After initial topic research, created content around 'Temecula wine event'.
- 2 Launched a Temecula wine events page on the site in May 2015.

## 2016 Results

<b>2,344</b>	<b>1,043</b>	<b>31</b>
VISITS STARTED ON THIS PAGE	VISITORS CHECKED RATE	TOTAL RESERVATIONS

*DIRECT REVENUE GENERATED\**

**\$8,250**

*\*Assumes 3% of those who checked rate made reservations and the average number of nights booked is 1.8 with an ADR of \$150.*