

## **Background**

Easy Breaks is a leading UK holiday operator with over 400 hotels in Scotland and the North of England offering short breaks and late deals.

Prior to engaging with Occupancy Marketing, the majority of advertising was undertaken via newspapers, regularly the Sunday Post. Additionally, Easy Breaks produce a quarterly colour brochure previewing some of their most popular breaks and updating existing customers on special offers. During this time, Easy Breaks had no online Internet booking facility on their Web site, with customers having to book via telephone.

Easy Breaks recognised the importance of maximising the potential of the Internet as a sales and marketing channel and subsequently requested the services of Occupancy Marketing in August 2005. The emphasis of Occupancy Marketing's role is to drive online bookings.

## **Our Services**

**Consultancy** - During the consultation period, it was decided that the original website had to be redesigned. A specification for the Web site was created and suppliers were sourced to build a new database driven Web site. The design and focus of the Web site was to drive online bookings. Occupancy Marketing then acted as project manager, working closely with the brand management team and website designers of Easy Break, with an overview on all aspects of the website.

**Internet Marketing** – Based on Occupancy Marketing's keyword research and search engine optimisation, content of the website was increased. This is on-going process.

**Domain Name Configuration** – Easy Breaks owned many domain names, these were configured in such a way as to maximise our potential with search engines.

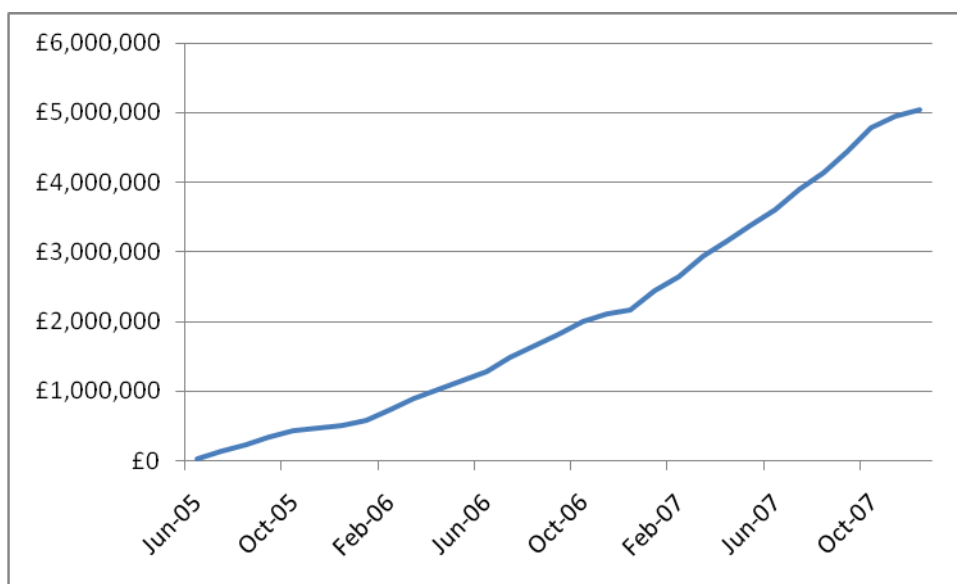
**Keyword Research** – the aims of this research are to corroborate a list of the most commonly typed search phrases in relation to the client's service/product specifications.

**SEO Copywriting** – closely working with the Easy Breaks content team to make the Web site text more visually aesthetic to search engines and most importantly, online visitors.

## **Results**

Since working with Occupancy Marketing, the results for the Easy Breaks Web site have been impressive. Easy Breaks has gone from having 0% of its bookings made online, to 28% of bookings now made online. Our goal is to increase this to 50% in the not too distant future.

Over the last two and a half years, the Web site has taken £5,000,000 in online bookings.



## **Summary**

- Online bookings increased from 0% of total bookings to 28%.
- £5 million online sales achieved in two and a half years.
- A growing online sales channel.
- Less focus and finances on traditional advertising methods.