



## Case Study – Rufflets Country House Hotel

### Client Background

The Rufflets Country House Hotel is a medium sized luxury hotel located in St. Andrews. The long established hotel operates at the premier end of the market (STB 5 Star). Rufflets enjoys a high level of repeat business and a large proportion of the hotel's customer's book independently.

Rufflets was an early adopter of the Internet within its peer group. Its website was launched in 1997 and was designed and managed by a third party. In 2002, Rufflets recognised that they were not realising the sales and marketing potential of their site and subsequently engaged the services of Occupancy Marketing.

### Our Services

**Consultancy** – Occupancy Marketing carried out an initial health check of the existing site and identified a number of areas that needed addressing. In 2005, a complete revamp of the Web site was launched utilizing a Content Management System (CMS). Occupancy Marketing created the specification for the new site, identified technology suppliers (online booking engine, e-mail marketing tools etc) and project managed the build.

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

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

**Web site Link Acquisition** – As part of the optimisation process, Occupancy Marketing identifies appropriate Web site links.

**Pay per Click (PPC) Strategy** – A PPC campaign was launched to drive online bookings. Keywords were carefully selected on the basis of their relevancy and cost effectiveness.

### Results

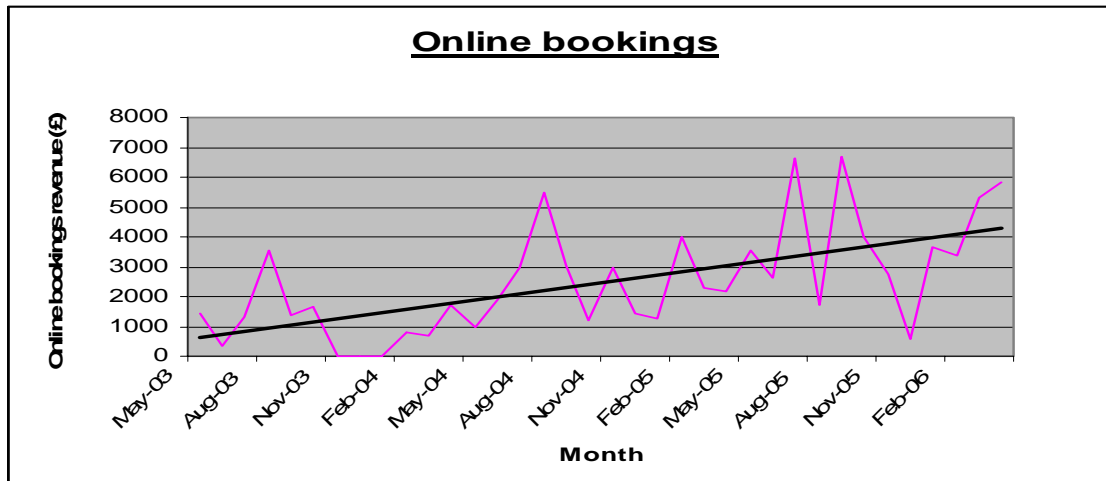
Since working with Occupancy Marketing, Rufflets has experienced a consistent rise in unique visitors and online bookings. Traffic has primarily been driven by the rise in

'organic' visitors (non pay per click traffic). This is a direct result of the search engine optimisation carried out by Occupancy Marketing.

Visitors to the site have risen from less than 1,000 per month to 10,000 plus per month.

Most importantly, online bookings have risen considerably over the past three years. Bookings made via the internet now account for 38% of accommodation revenue.

The online booking pattern is seasonal and due to the unique nature of the property, with individually styled rooms, many customers book via the phone.



## Summary

- Visitor traffic has increased from 1,000 visitors to 10,000 visitors per month.
- A steadily growing Internet sales channel, which now accounts for 38% of total accommodation revenue.
- Considerable reduction in advertising budget due to the cost effectiveness of the Web site.