



“We have been a client of VIZERGY for seven years. We look forward to even greater success.”

John Shreve | Director of Sales and Marketing
Royale Parc Suites

Royale Parc Suites – A Quality Suites Hotel in Kissimmee, FL

With its New Orleans style French Quarter charm, Royale Parc is the fresh redesign of the former Quality Suites Maingate East. An affordable luxury hotel that targets vacationing families, small groups and events, Royal Parc Suites offers a convenient location near Orlando’s popular attractions.

Situational Analysis:

Royale Parc Suites, a Choice property, partnered with VIZERGY to develop their online presence and improve visibility in an overcrowded Orlando, FL market. The property is an all suite resort located one mile from Disney world, in the heart of one of the world’s most competitive hotel markets. The property’s ultimate goal was to increase online presence, group leads and revenue.

Goal:

The VIZERGY team, with a primary goal of at least 10:1 ROI, worked diligently to quickly assess the hypercompetitive market to identify opportunities and work closely with the property level team to better understand their goals. Through research, they recognized the need for an integrated marketing program that would successfully capture an audience of quality online travel shoppers, increase Web site traffic and send awareness of Royale Parc Suite’s resort skyrocketing.

Recommendations:

● Pay-per-click advertising	● E-mail marketing
● Focus on local demand generator keywords	● Social/friend to friend marketing techniques
● Enhanced Web site design	● Natural search marketing
● Stand alone reservations system to measure ROI	● Multi language for largest target audience
● Dedicated account management	● Focus on group Keywords
● Reporting and Web analytics	● Grow e-mail database

Execution:

To boost online marketing and revenue, VIZERGY designed a user friendly Web site (<http://www.royaleparcsuitesorlando.com/>) with aggressive natural search marketing (also known as search engine optimization) to ensure high visibility on Google, Yahoo! and MSN. An impressive photo gallery along with Invite a Friend, Send a Postcard, Sign up for Specials and Spanish language options, help build awareness. Professionally written, branded HTML email campaigns engage the hotel’s database of guests to build relationships and generate repeat bookings. To further increase online revenue and surpass their competitors’ efforts, robust Internet marketing, including pay-per-click advertising, is ongoing. VIZERGY has provided a solution that quickly became the property’s top revenue generator.

Results:

Through VIZERGY’s unique services, Royale Parc Suites realized some very impressive results in one of the most difficult markets in the U.S.:

- 38:1 total ROI in 2008
- 27:1 total ROI to date in 2009
- Reservations booked increased 24% year over year
- Natural search revenue increased 31% year over year
- Visitors subscribing to e-mails up 60% year over year
- Total Web site visitors up 12% year over year
- International Web site visitors up 22% year over year