

driving direct booking growth for The Dörr Hotel

how Vizergy strengthened digital visibility and increased revenue for a 100% direct-book hotel

The Dörr Hotel is a boutique, independent hotel built around a 100% direct-booking model. Since partnering with Vizergy in March 2020, the goal has been clear: ensure the hotel's digital presence accurately reflects the high-quality guest experience delivered on property while supporting sustainable revenue growth through direct channels.

the challenge

As a hotel that relies entirely on direct bookings, The Dörr Hotel's website and search presence play a critical role in driving revenue. Over time, the team needed greater refinement and clarity across their digital foundation.

The risk was not just operational. If the website, search visibility, and booking journey failed to match the in-person experience, the hotel risked losing qualified guests, creating friction in the booking process, and weakening its competitive position in organic search.

the Vizergy solution

Our team led a digital refinement strategy to strengthen visibility, usability, and cross-channel alignment. The Vizergy Marketing System was deployed—website platform, hosting, CMS, and analytics—alongside enhanced SEO and Google Business Profile management to boost local visibility and brand control.

FAQs were migrated and structured schema added to help guests and search engines surface key information, including within AI-driven results. Ongoing account management and quarterly reviews have ensured continued alignment to goals and performance insights.

the results

Vizergy's work delivered measurable and meaningful improvements across key performance indicators:

- > Revenue year to date increased by 34%
- > Reservations year to date increased by 25%
- > Overall website visits increased by 7%
- > Natural search traffic increased by 14%

In addition to these gains, Vizergy streamlined the website experience, reduced friction in the booking journey, and improved organic visibility. Guests are finding the hotel more easily and moving through the booking process with greater confidence and clarity.



client perspective

"Vizergy helped clean up the foundation—website, SEO, Google Business. We're showing up more clearly, with better control over how we're presented. That brings in more qualified guests, which is what matters most to us." - James Lohmiller, General Manager, The Dörr Hotel

key takeaways

- > Vizergy enhanced digital infrastructure to drive sustained direct bookings.
- > Our SEO and Google Business updates boosted visibility and guest quality.
- > Backend improvements like FAQ and schema markup gave a competitive edge.
- > Strategic oversight kept digital strategy aligned with business objectives.

ready to strengthen your hotel's digital foundation?

See how Vizergy can deliver the same results for your hotel. Talk to our team about building a smarter, higher-performing digital strategy designed for direct bookings.

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