



CASE STUDY 7

Hotel G

- City Hotel
- Over 500 Rooms
- Southeast Asian City
- Participating in The Marketplace in 2021
- Joined 3 Last Minute Escapes and 4 Accelerator Campaigns
- Participating in the I Prefer Member's Rate

Jan – Jun 2022

\$7,200 initial marketing investment

\$408K

REVENUE

57:1

ROI

\$177K

Halo Revenue

482

Bookings

\$197

Average Daily rate

Channel	% of Revenue
Hotel Website	66% (including Halo Revenue)
PreferredHotels.com	8%
GDS	26%
Voice	0%
PMS	0%

*Halo revenue reports on:

- Organic halo: when a guest visits preferredhotels.com first (organically, not directly via an ad) and then books one of the MKT rate codes on the hotel's direct website
- Ad-based halo: when a guest clicks on one of PHR digital ads and then books one of the MKT rate codes on the hotel's direct website. (cookies track bookings within 30 days of interacting with the advert)