



CASE STUDY 4

Hotel D

- City Hotel
- Over 200 Rooms
- Europe
- Participating in The Marketplace in 2021
- Joined 3 Last Minute Escapes and 1 Spotlight Campaign
- Participating in the I Prefer Member's Rate

Jan – Jun 2022

\$7,200 initial marketing investment

\$1.6M

REVENUE

223:1

ROI

\$149K

Halo Revenue

3,098

Bookings

\$283

Average Daily rate

Channel	% of Revenue
Hotel Website	85% (including Halo Revenue)
PreferredHotels.com	8%
GDS	2%
Voice	5%
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)