



CASE STUDY 5

Hotel E

- Resort Hotel
- Under 40 Rooms
- Europe
- Participating in The Marketplace in 2021
- Joined 3 Last Minute Escapes
- Participating in the I Prefer Member's Rate

Jan – Jun 2022

\$7,200 initial marketing investment

\$459K

REVENUE

64:1

ROI

\$101K

Halo Revenue

305

Bookings

\$499

Average Daily rate

Channel	% of Revenue
Hotel Website	79% (including Halo Revenue)
PreferredHotels.com	13%
GDS	6%
Voice	3%
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)