

QHotels Multi-Channel Spa Campaign Case Study



The QHotels Group
Hospitality industry
www.qhotels.co.uk



AT A GLANCE

To increase revenue for QHotel's spas, we created and implemented a multi-channel spa campaign. The campaign generated £308k revenue in one year which was a 70% increase year on year.

ABOUT QHOTELS

The QHotels portfolio began with just two hotels in 2003. They have since grown successfully and now manage over 20 four-star hotels across the UK. They own a mix of hotels each with an individual character that can be found in city centre locations and the countryside.

WHAT DID WE DO?

To launch the online QHotels spa campaign, we worked alongside the wider marketing team, the Leisure and Spa Manager and Revenue team.

Campaign tracking

Tactical spa offers were delivered each month, with a tracked email campaign and dedicated landing page. Results were analysed and reported back to the team each month. The most successful offer generated a 19:1 ROI with high levels of audience engagement.

3rd party agencies

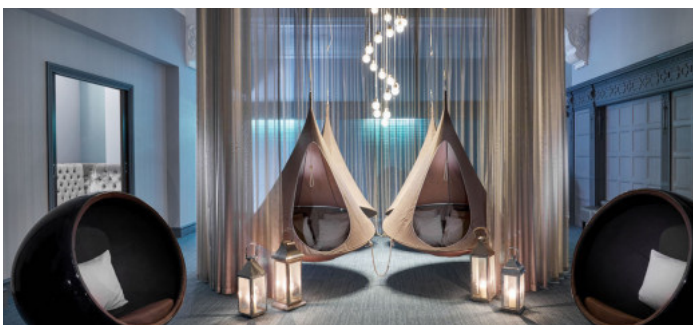
We worked closely with an external design agency to create branded direct mailers and collateral for each spa. In addition we managed the print and distribution of the printed collateral with a local printing agency.



THE RESULTS

Using a mix of carefully implemented marketing strategies a multi-channel spa campaign was delivered that generated over £308k in revenue.

The achievement was recognised by the Leisure & Spa Manager who approved permission to run the spa campaigns each year moving forward.



Claire is a highly intelligent, considered and strategic leader. She has the ability to step back and identify sustainable solutions in maintaining progress towards key organisational goals and the big picture, whilst remaining close enough to the detail to tactically react accordingly.

She always demonstrates high integrity, honesty, being direct yet open, whilst incredibly loyal, committed and passionate in what she does.

Chris Gaines
Sales Director, Board Member

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