

How Centre Hotels grew its online bookings with SO WIFI

Overview

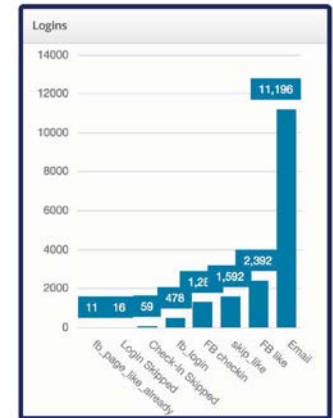
Centre Hotels is a family owned business, with three hotels in the centre of Amsterdam. Since the internet is quickly becoming a main source for new bookings for the Hospitality industry, growing their Social Media following and expanding their online reach are important goals for Centre Hotels. More Facebook Likes and higher rankings on TripAdvisor can be directly instrumental in obtaining more new and returning guests. SO WIFI allows companies to improve their own online marketing position, without the need for specialised knowledge, expensive agencies or lots of man-hours.

Goals

- More Social Media followers and Facebook Likes
- Provide guests with free, fast and secure guest Wi-Fi
- Being found easier online by new guests
- The tools to contact past guests directly, and incentivise them to return more often – automatically
- Better insight into who exactly their guests are in order to provide an even better service

Results within 6 months

- More than 11,000 email addresses
- 2,300+ additional Facebook Likes
- Fast and secure Wi-Fi for all guests
- Useful analytics and insights into guest demographics and interests
- More new and returning customers, thanks to the higher visibility online and the SO WIFI marketing tools



“Initial talks with other hotel owners in the area already revealed the great results achievable with SO WIFI. Any company that wishes to grow their Social Media following, or has a lot of visitors should really consider getting SO WIFI. I highly recommend it. It’s a guaranteed surge in relevant Facebook likes.”

Steffan Hoogland, MD of Centre Hotels

What would the typical SO WIFI results* do for you business?



5-8% returning customers



In the Top 25 on TripAdvisor in your category within 6 months



2-5% more revenue per visitor, with SO WIFI than without SO WIFI



£1,100- £2050 additional monthly revenue

*Average results for 200 randomly selected small businesses with 10-50 employees

