Harvey's Point Case Study

How SHR Group helped Harvey's Point grow revenue by 185%

WD   DM   IBE

Luxury hotel utilizes progressive technology partner to increase revenue

Harvey's Point is a 4 Star Luxury Donegal hotel, set in the idyllic surroundings of Lough Eske, with the Bluestack mountains in the background. With breath-taking scenery at every turn you can relax in the ambient surroundings while enjoying the famous Donegal Hospitality. With large and luxurious bedrooms and award winning cuisine, the team at Harvey's Point have a genuine desire to see guests who are happy, relaxed and pampered. Whether you want to unwind and do nothing or plan to explore Donegal, Harvey's Point is the perfect base to enjoy it all.

The Challenge

Although Harvey's Point has been in business for many years, they needed to develop a digital strategy in order to grow their brand awareness both domestically and internationally. The hotel had briefly used paid advertising over a seven month period between December 2015 to July 2016 but did not generate the desired results.

The Goals

- Launch a new Harvey's Point website

- Develop a paid digital strategy

The Solution

Harvey's Point partnered up with SHR Group in October 2019 for booking engine, website design and digital marketing.

Following the launch of their new site, the next step was to open their paid advertising channels in order to attract new audiences:

- Google Ads Search campaigns were activated to target their primary markets

- Google Display and Video campaigns were set up to grow brand awareness

- Display campaigns were expanded to include wedding advertising as this was an area the business wished to grow

- Metasearch was also enabled on Google Hotel Ad to help increase room revenue as well as tackle OTA's head on

It's clear that a cohesive paid marketing strategy is essential to drive results. By focusing on low-intent traffic through display and video campaigns Harvey's Point were able to reach their target market and improve their brand awareness. This attracted more high-intent visitors, increasing traffic and revenue through both organic and paid channels. Enabling metasearch allowed the hotel to reduce their dependence on OTAs, by competing with them directly and driving more direct bookings.

The Results

Overall revenue increased by 185% over the first 6 months year on year.

- The paid campaigns accounted for 26% of all traffic to the website

- Google Search Ads showed a return on investment of 131:1

- Metasearch return on investment was 58:1

31%
Paid ads accounted for 31% of booking revenue

7.7m
Google Display & YouTube campaign impressions

"Windward Management have embraced Allora, SHR Group's AI booking engine technology, which ensures our guests get a personalised customer experience when they arrive on our websites… Our results and KPIs from booking engine to digital reinforce the effectiveness of our partnership and SHR Group's exceptional technology."

Stephen Williams
Group Sales & Marketing Director
Windward Management

Discover the world's leading intelligent & automated hotel technology platform

WD

Website Design

Make your website stand out with customer-centric design tailored to your guests' every need. Through the power of data allora.ai understands how your business is unique, with its own set of goals, target audience, and brand identity. That's why every element of the hotel website design reflects your specific requirements.

DM

Digital Marketing

Harness the power of personalization and talk directly to every one of your customers. Know your customers better than they know themselves by using AI to analyze their behavior and create personalized digital communication targeting their every need.

IBE

allora Internet Booking Engine

Unleash the full potential of your most lucrative channel: your personal booking engine, is an invaluable asset that can significantly boost your business's profitability. By utilizing this powerful tool, you have the ability to maximize your revenue and take control of your bookings like never before.