

TEN
HILL
PLACE
HOTEL



Marketing 
Suite
by Hotelbeds

CASE STUDIES

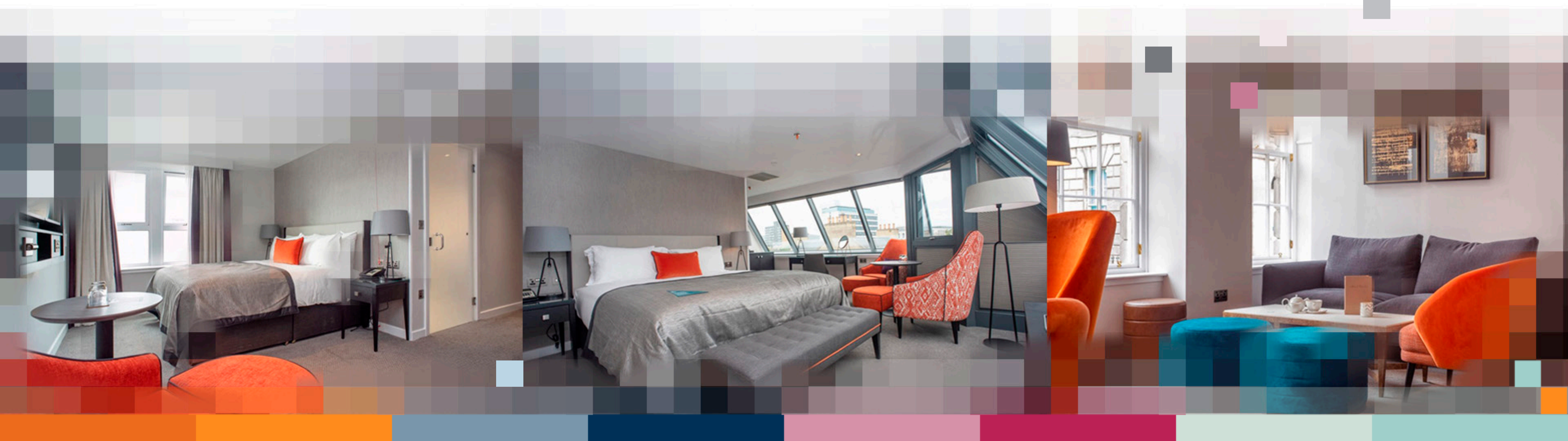


OVERVIEW

Ten Hill Place Hotel opened its doors in November of 2006. Located in the **Old Town of Edinburgh**, just a short walk from major attractions including **Edinburgh Castle, Holyrood Palace and The Royal Mile**, it is the ideal choice for leisure and business travellers alike.

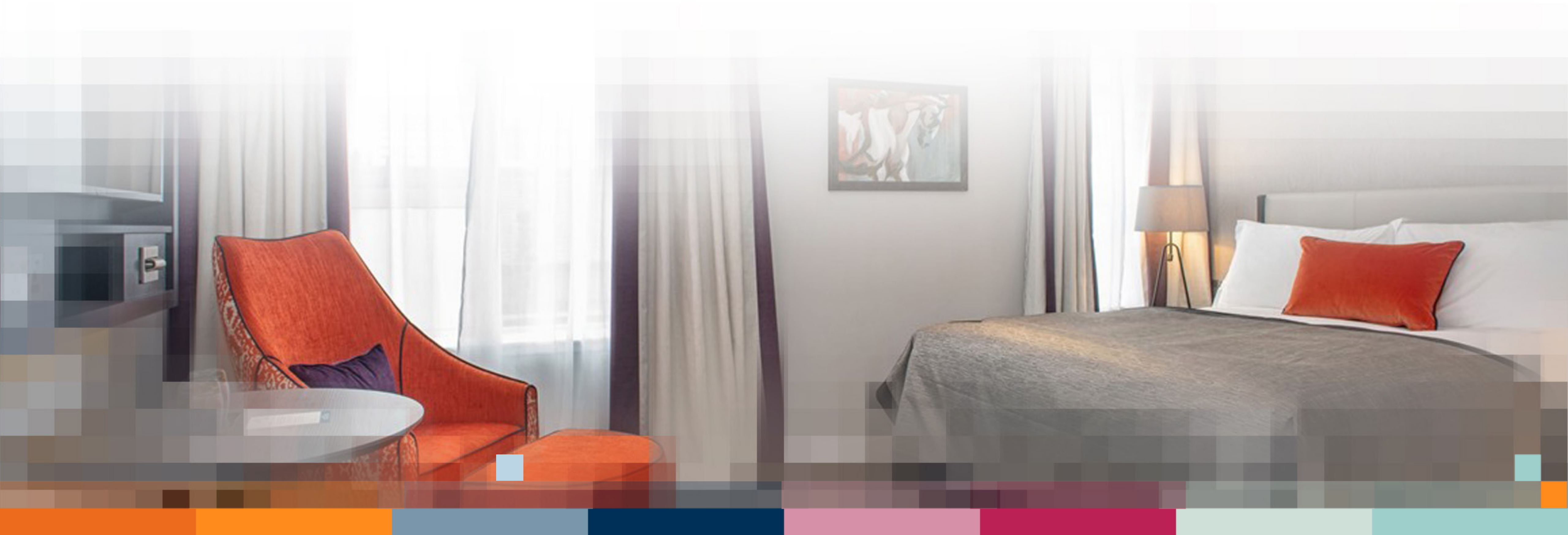
One of the unique USPs of the property, beyond its location, is that the hotel is **owned by the Royal College of Surgeons of Edinburgh** and profits are used to fund the training of surgeons worldwide.

In 2018, the hotel was renovated and the number of bedrooms doubled, which meant there were a lot more rooms to sell and fill. The hotel was interested in collaborating with Hotelbeds in order to ensure **stable business levels** and decrease its reliance on the domestic market.



OPPORTUNITY

To ensure a steady and **consistent base of business**, they were looking for a strategic partner who could guarantee a monthly allocation of rooms sold without cannibalizing their direct UK business. That meant the partner needed to have a **strong presence** outside of the UK.



THE SOLUTION

Given our **global presence** and our ability to work at scale and target select markets, Ten Hill Place Hotel felt that Hotelbeds were the only partner who could fulfil their needs. We were able to offer a **clear commitment** and a **staggered marketing plan** to ensure we were able to rise to their challenge and **deliver tangible results**.

CANADA STAR
COLLECTION 2019



THE SOLUTION

We identified the USA and Canada as the **two strongest non-domestic target markets for Ten Hill Hotel** and advised the hotel to participate in the **USA & Canada Star Collection 2019 printed brochure**. The results were so positive that we researched secondary target markets such as China and Australia and then identified **Gold membership of the Star Collection Programme** as the ideal channel to reach them. This also proved to be so successful that the hotel has since purchased further exposure in all six of our source market-based printed brochures for 2020.

BOOKING ENGINE
GOLD ICONOGRAPHY



RESULTS

- 2019 hotel production to date has grown **223%** from under **3,000** room nights to just under **10,000 room nights**.
- The exposure provided by the Star Collection Programme in China and the loyalty multipliers offered has helped achieve a **1185% increase** in this source market.
- Other key international markets including the USA, Spain and Australia saw an overwhelming **increase of +113%, +93% and +144%** respectively as a result of the marketing activities carried out.
- Not only did the overall number of room nights increase for the property, but the **biggest increase (+123%)** was for **stays between Monday and Thursday**, which supported rather than threatened the domestic weekend business.

