

Revamped Focus on Conversion Rates Drives Success

Adrift Hospitality case study



Revamped Focus on Conversion Rates Drives Success with Adrift Hospitality using SHR Group Services

Adrift Hospitality is a socially responsible corporation and a certified B Corp that owns and operates a chain of six distinctive hotels across Washington State and Oregon. The properties include the Inn at Discovery Coast, Bowline Hotel, Boardwalk Cottages, Ashore Hotel, Shelburne Hotel, and Adrift Hotel + Spa, each offering a unique experience to guests. Adrift Hospitality values growth, human connection, fun, community, sustainability, creativity and lasting impact.

Challenge: Enhancing Direct Bookings and Loyalty Program Participation

Adrift Hospitality faced a challenge in optimizing its revenue streams and increasing direct bookings. Although they already had a Central Reservation System (CRS) in place, they sought to enhance their customer relationship management (CRM) capabilities to drive engagement and loyalty.

Solution: SHR Group Services

Adrift Hospitality partnered with SHR Group to revamp its focus on conversion rates through a comprehensive suite of services, including CRS, Internet Booking Engine (IBE), CRM and Digital Marketing. The integration of these services aimed to streamline the booking process, improve customer relationships and boost direct bookings.

The key components of the solution included:

- 1. CRS and IBE Integration:** Adrift utilized the CRS with IBE for all their properties, ensuring a seamless and user-friendly online booking experience for guests.
- 2. CRM Implementation:** SHR Group supported Adrift in implementing a CRM system tailored to their specific needs. This allowed for more effective guest management, personalized communication and the integration of a loyalty program.
- 3. Digital Marketing:** SHR Group's digital marketing services were employed to enhance Adrift's online presence and visibility, attracting a wider audience and encouraging direct bookings.

Impact: Significant Improvements in Loyalty Program Participation and Revenue

Following the implementation of these solutions, Adrift Hospitality witnessed remarkable improvements in various aspects of their business:

- 1. Loyalty Program Enhancement:** Adrift implemented a loyalty program developed bespoke for their business, leveraging SHR's loyalty module technology. Guests could now view the loyalty rates before booking, encouraging them to become members. This addition significantly improved enrollment rates.
- 2. Increased Direct Bookings:** Prior to the loyalty program feature, Adrift experienced a decline in revenue. However, the implementation of the loyalty program in 2021 not only doubled the overall member revenue but also captured more guests booking directly.

- 3. Year-on-Year Growth:** Within a few months of working with SHR on digital marketing, the total revenue from members almost doubled year on year. Membership numbers also doubled year on year, demonstrating the sustained success of the loyalty program.
- 4. Consistent Monthly Growth:** Adrift Hospitality continues to experience increased revenue and membership numbers every month, showcasing the ongoing success of the implemented solutions.

The Figures:

Google Ads revenue is up **34%** (\$296.1K vs \$220.7K)

Google Ads CPA – \$17.4K spend resulted in \$296.1K Revenue & 521 Bookings, with a strong CPA of **5.77%**

Metasearch CPA – \$4.2K spend resulted in \$135.2 Revenue & 295 Bookings

Social CPA – \$1.1k spend resulted in \$22.5K Revenue & 33 Purchases

A Sustainable Approach to Growth

Through the strategic implementation of SHR Group services, Adrift Hospitality successfully addressed their challenges and achieved remarkable results in increasing direct bookings, revenue and loyalty program participation. The collaboration not only aligned with Adrift's values of growth and human connection but also contributed to their commitment to sustainability and lasting impact in the hospitality industry. The case study exemplifies how a thoughtful integration of technology and customer-centric strategies can drive success in the competitive landscape of the hotel industry.

"We absolutely would recommend digital marketing through SHR. It is so helpful to work with a digital team who is familiar with our booking engine and CRM and able to optimize campaigns around them. The communication and reporting from the team are always timely and easy to understand. Our account manager, Sarah, shares actionable insights and recommendations at each of our monthly calls.

We've been able to implement some new marketing campaigns and strategies based on her insight that have made a difference in driving revenue for our business. By working with a team that specializes in hospitality marketing and including our entire hotel portfolio, we can engage in a paid digital strategy for some of our smaller properties, which has been cost-prohibitive with other agencies in the past."

Kacia Lessnau
CCO, Adrift Hospitality



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



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.



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.



allora CRS (Windsurfer)

Empower your hotel with a user-centric central reservation management system that works for you. The allora CRS (Windsurfer) streamlines your reservation processes, enhances guest experiences, and optimizes your operations with a system tailored to your specific needs, ensuring smooth and efficient bookings, all whilst reaching a global audience.



allora CRM (Maverick)

Anticipate and cater to the needs of your guests with smart guest engagement enhancing their overall experience. The allora CRM (Maverick) allows you to stay one step ahead by knowing your guests and what they want before they even do. The advanced AI technology learns from thousands of guest interactions every day, allowing you to accurately predict guest behavior and anticipate their needs to engage them at the right time with the right message.