

Hyatt Centric French Quarter



● The Challenge

Hyatt Centric French Quarter is a premiere hotel in the bustling French Quarter District of New Orleans. They wanted to drive bookings to their property effectively and efficiently.

Hyatt Centric French Quarter wanted to focus their online prospecting efforts on people who are actively booking and searching for travel to New Orleans. They were also interested in reaching those who visited their specific property pages on Hyatt's website.

● The Strategy

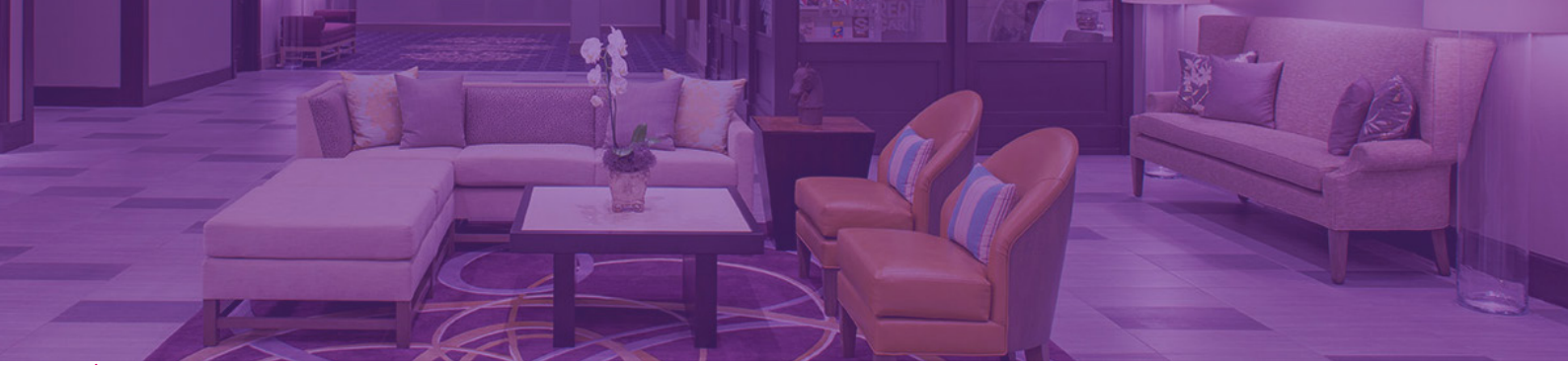
New Orleans--and the French Quarter in particular--is a prime leisure destination in the American South. By placing special emphasis on those booking and searching for flights and searching for hotels in New Orleans for leisure travel, ADARA was able to focus specifically on the travelers that are most likely to have interest in Hyatt Centric French Quarter. ADARA reduced waste by targeting only those who are most likely to ultimately book.

The campaign was run on the ADARA Magellan platform, giving Hyatt Centric and Their agency full transparency into the targeting methodology, 24/7 access to reporting, insights into who the bookers were at this property and the ability to adjust the implementation as needed to maintain and exceed the ROI goal.

At a Glance

- Hyatt Centric French Quarter partnered with ADARA to reach leisure travelers in market for travel to New Orleans
- The advertising campaign was executed using ADARA's Magellan platform for its full campaign management and analytics capabilities, giving Hyatt Centric and Their agency complete transparency of the campaign performance with on-demand 24/7 access
- Over a seven-month campaign, ADARA delivered \$38,260 in total booking revenue





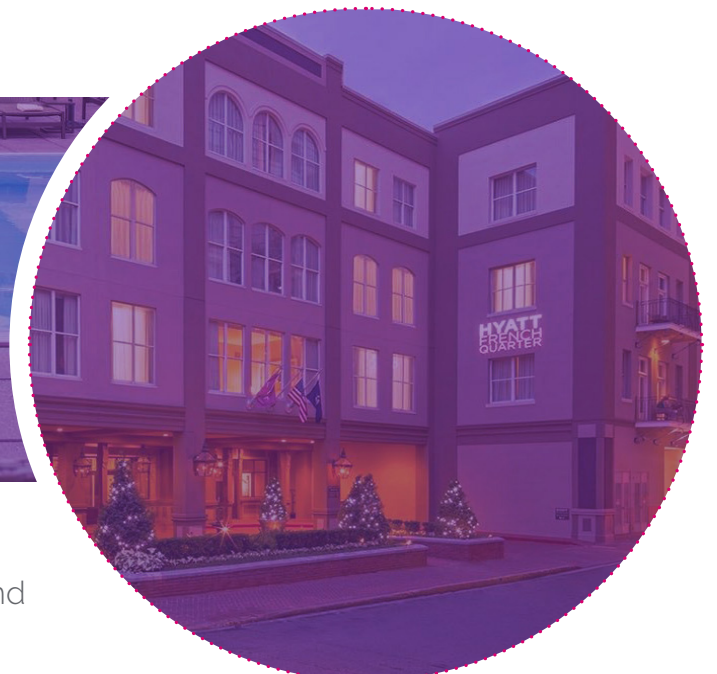
● Why ADARA?

ADARA has direct data partnerships with more than 175 of the most recognized travel brands across the globe including many of the leading airlines, hotels and OTAs. ADARA's global travel data co-op provides unparalleled visibility into travelers searching for trips and hotels in New Orleans in real time, including both direct and OTA / Meta activity. By using 100% real-time first party travel data, ADARA was perfectly suited to provide the solution Hyatt Centric French Quarter was looking for.



The Results

- ADARA drove \$38,260 in total hotel revenue across the seven-month campaign on a spend of \$3,500.
- ADARA's models and algorithms focused on optimizing booking revenue, ensuring progressive ROI growth for the duration of the campaign.



Brand: **Hyatt Centric New Orleans**
Date of Campaign: **Sept 2016 to March 2017,**
with a renewal through the end of 2017



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