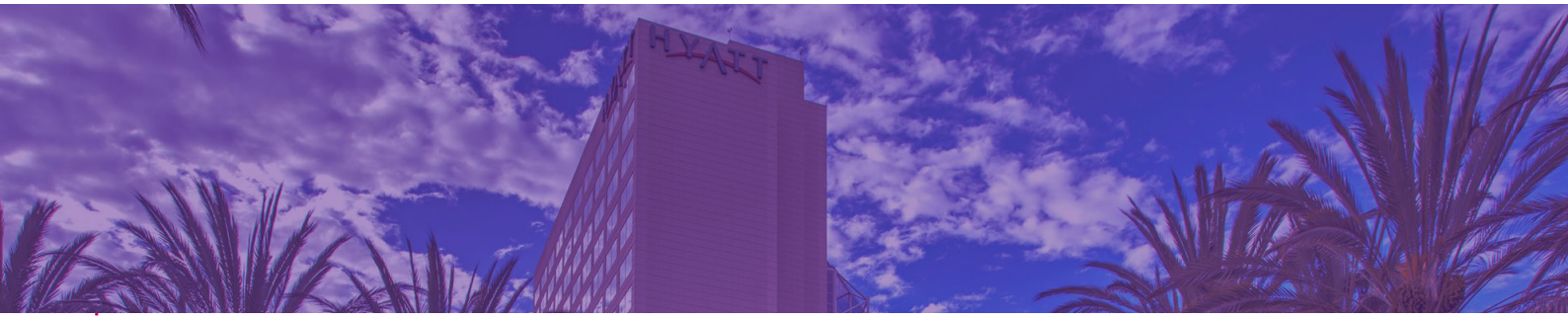
ADARA Case Study

Hyatt Regency Orange County

HYATT REGENCY



The Challenge

Hyatt Regency Orange County is a top hotel for travelers to Disneyland. They wanted to drive bookings to their property effectively and efficiently.

Hyatt Regency Orange County wanted to focus their online prospecting efforts to family and leisure travelers who are actively booking and searching for travel to Anaheim and the surrounding area. Given their proximity to Disneyland, they were interested in capturing a significant percentage of the hotel market for park visitors in the area.

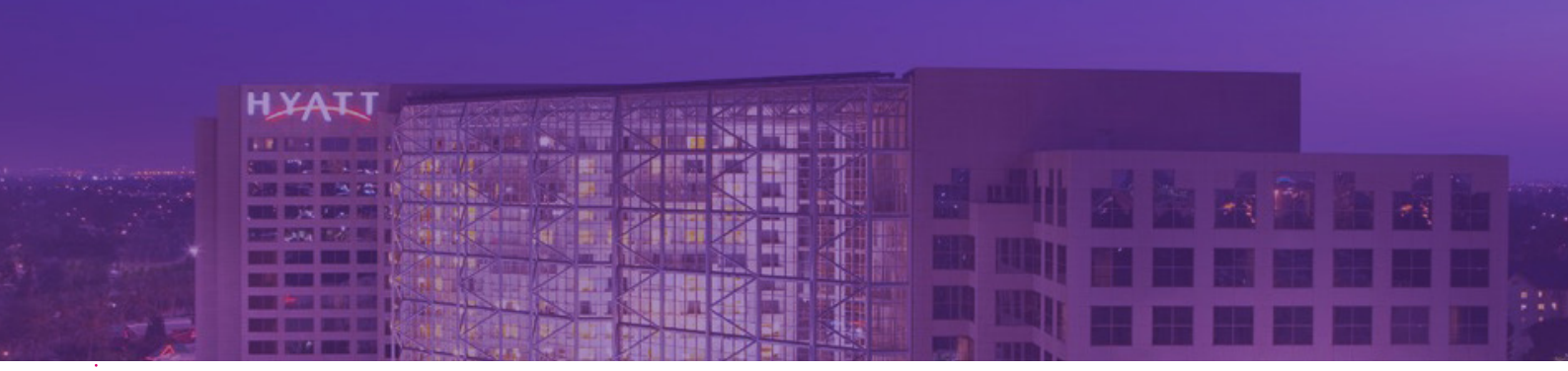
The Strategy

ADARA focused on reaching family and leisure travelers who have shown true travel intent into Orange County. By placing special emphasis on those booking and searching for flights and searching for hotels in Orange County for family and leisure travel, ADARA was able to focus specifically on the travelers that are most likely to have interest in Hyatt Regency Orange County and eliminate others from the audience pool. 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 Regency 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 Regency Orange County partnered with ADARA to reach relevant family and leisure travelers in-market for travel to Orange County
- 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 an eight-month campaign, ADARA delivered $161,100 in 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 Orange County in real time, including both direct and OTA / Meta activity. By using 100% real-time first-party travel data, ADARA was uniquely able to provide a platform for driving efficient hotel bookings at scale.

The Results

- ADARA drove $161,100 in total hotel revenue across the eight-month campaign on a spend of $4,200.
- ADARA's models and algorithms focused on optimizing booking revenue, ensuring progressive ROI growth for the duration of the campaign.

Brand: Hyatt Regency Orange County
Date of Campaign: August 2016 to March 2017, with a renewal through the end of 2017

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