

SALES AND MARKETING

Bel Jou Hotel, St. Lucia

Following Bel Jou Hotel's acquisition by SunGroup in 2017, it was decided the property would be rebranded as a 4-star modern hotel. The rebranding process included 12 new guestrooms, a spa, coffee shop, pool, self-service pool bar and rooftop bar. Additionally all staff were retrained in customer service.

The three-part sales and marketing strategy-included extensive market research, brand promotion and building of sales channels. Activities such as email marketing, influencer partnering and print media were implemented.

This initiative has resulted in an Average Daily Rate increase of 22 percent, 40 percent increase in occupancy and room revenue increase of 42.5 percent. So far, expectations were surpassed with the millennial client base increasing by 20 percent and the Generation X client base up by 50 percent.

The Somerset on Grace Bay, Turks and Caicos

Following the 2008 recession, The Somerset on Grace Bay's occupancy and revenue declined and continued to do so for the next several years, even when most Caribbean hotels returned to pre-recession norms around 2011. An independent audit revealed that the property deficiencies included a lack of a clear market position.

As a result, the Board of Directors employed an integrated Customer Relationship Marketing Initiative (iCRM) to manage the customer lifecycle through marketing best practices. Without significantly increasing marketing spend, the property has seen a

room revenue growth of nearly 250 percent. Direct bookings now make up 68 percent of total revenue (compared to 37 percent in recent years).

Valentines Resort & Marina, Bahamas

As the largest resort, largest employer and busiest marina on Harbor Island, Valentines Resort & Marina lacked a central brand. However, new initiatives to brand the hotel as “the heartbeat of Harbor Island” - consistent with the resort’s valentines theme - have proved successful.

Improving its brand awareness across social media platforms and via email marketing has resulted in an increase in room revenue by 25 percent since the beginning of the fiscal year (November 1) and 44 percent year-over-year (as of April 2019).