



Bay Gardens Resorts Application – Sales & Marketing

Explain the approach undertaken.

Coming out of the pandemic, Bay Gardens Resorts took an ROI focused approach to its commercial recovery strategy that focused on maximizing revenue earned from its most profitable channels (direct bookings) while maintaining and even growing business from key travel partners such as OTAs and tour operators. Post-pandemic we noticed a greater focus by travelers on cultural, culinary, nature, and adventure experiences. The overarching marketing strategy thus pivoted towards positioning ourselves as information hub and a base for exploring the island's offerings. This was reflected in our social media, email marketing and website. All platforms highlighted exciting newly curated experiences such as our Live Like A Lucian Experience, our Dine around Program which was further enhanced and celebrated during our groundbreaking Taste the Bay Food Festival, as well as several specials that incorporated the wider tourism community to create a network effect to our mutual benefit.

How are you measuring the success of your initiative?

As a result of this approach booking engine revenue has increased up to 40% YTD for some properties due to higher website conversion rates (See Exhibit 1). Several digital marketing tools were used. Triptease pop-up messages effectively guided users through the booking process, offering members only discounts and last-minute deals. This campaign produced substantial revenue as seen in Exhibit 2, 3 and 4. Revinate email marketing, including newsletters, achieved an impressive 30x ROI and generated substantial revenue (shown in Exhibit 5). Google AdWords, Meta Search, and Sojern's programmatic ads boosted visibility during the buying process, delivering incredibly high ROI as depicted in Exhibits 6-7. The Guestbook's cash-back rewards for direct bookings helped maintain competitiveness against OTAs and airline-owned tour operators like BA and Air Canada. From the tour operator perspective, The UK, one of our top source markets, saw significant market share growth thanks to international representatives' efforts. Sales calls, tool kits, rewards programs, and events targeting niche markets such as diaspora, sports, and education were key strategies.



What lessons have you learned?

We've learned that striking a balance between direct bookings and partnerships with OTAs and tour operators is essential. This equilibrium allows us to maximize revenue while maintaining flexibility in reaching diverse customer segments. Data has become essential in our strategy. Being able to closely monitor KPIs and customer behavior has allowed us to fine-tune our customer-centric approach. By continuously enhancing the guest experience and addressing their needs, we can build brand loyalty and encourage repeat business. We've discovered that staying at the forefront of technological advancements and industry trends is essential to stay competitive. Advancements in digital marketing with the integration of AI in the hospitality sector, which has allowed us the opportunity to streamline a lot of our processes, increasing productivity. Lastly it is clear that taking a destination first approach to our marketing delivers the best ROI. Our best performing social media posts and best converting specials were ones that incorporated the tours, attractions, diverse off property culinary offerings and culture.

What role has innovation played in this initiative?

We've embraced cutting-edge technology and digital tools to enhance our online presence. Innovations like Google's new AI-powered digital marketing platform (Performance Max) were adopted early and have driven high ROI. Dynamic pricing algorithms, and data analytics have allowed us to optimize our website and booking process. One of the key ways we have used innovation is the implementation of Hovr, a tool that helps transform static website elements into high-value opportunities to increase engagement, time on site, and purchase intent. Our aggressive social media approach, particularly with TikTok, has helped expand our reach, enabling creative storytelling, leveraging user-generated content, tapping into viral potential, collaborating with influencers, launching campaigns, fostering real-time engagement, gaining valuable insights, and reaching a global audience. In fact, within seven days of one of our most viral post, our TikTok page's following had grown over 15%. Our Instagram and Facebook pages continue to grow at an average rate of 2% or 600 followers per month.