



Sales & Marketing Award



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- Bay Gardens Resorts in St. Lucia used an aggressive marketing approach to increase its direct bookings by upgrading its website provider to HEBS Digital
- Website bookings rose by 71 percent with increased website traffic, average time on site and conversion rate. Other metrics improved significantly and the hotel has reduced commissions paid to OTAs and other third parties.





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- Grew and strengthened its direct business by creating a roadmap with weekly and monthly reports measuring pace, revenue, pick up and the percentage of direct business.
- Having a 5% differential on its rate can help parity in the online world of OTAs.
- Guests reviews are taken seriously and all are responded to. Feedback is used critically and constantly used to improve service and policies and processes.





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- Management employed the Customer Relationship Marketing (CRM) approach and retained a CRM/Database specialist agency Jamaica Inn has minimized its media silos, created a single centralized marketing communications platform and driven significantly more revenue to the hotel. It also expects to double its revenue this year.



Sales & Marketing Winner

