

CASE STUDY

CAMPAIN MARKETING



WHITE STONE
MARKETING

The website for BlissWood Bed & Breakfast features a prominent header with the ranch's name and a "Bed & Breakfast" logo. Below the header is a navigation bar with links to "HOME", "LODGING", "SPECIALS & PACKAGES", "THE RANCH", "DINING", "WEDDINGS", and "RETREATS". A phone number "713-301-3235" and a "CHECK AVAILABILITY" button are also present. The main content area shows a woman in archery gear aiming an arrow. Navigation arrows and a "Reservations" link are visible on the left side.

A mobile promotional offer for BlissWood Bed & Breakfast. It features a large image of a "Deluxe Covered Wagon" with a bed inside. Text overlay reads: "Win a FREE Night! In Our Brand New Deluxe Covered Wagon" with a "LEARN MORE" button. At the bottom, there's a call to action: "ENTER NOW". Above the mobile offer, the BlissWood logo and a "BOOK NOW" button are visible.

BlissWood Bed and Breakfast Ranch

The Challenge

A unique guest ranch and bed and breakfast combination in rural Texas, BlissWood Bed and Breakfast Ranch needed to establish themselves as a destination property. They also sought to increase their midweek and international business.

The Strategy

Together we created a series bundled vacation packages highlighting the unique activities available to the ranch that made them a "uniquely Texas" experience. In combination with more strategic revenue management, promotion to press contacts, and increased distribution, they have seen substantially increased revenue while enhancing the overall guest experience and building loyalty.

The Results

- \$95,965 year over year revenue growth
- 75 more room nights
- \$25 increase in average room rate
- \$123 increase in average online reservation