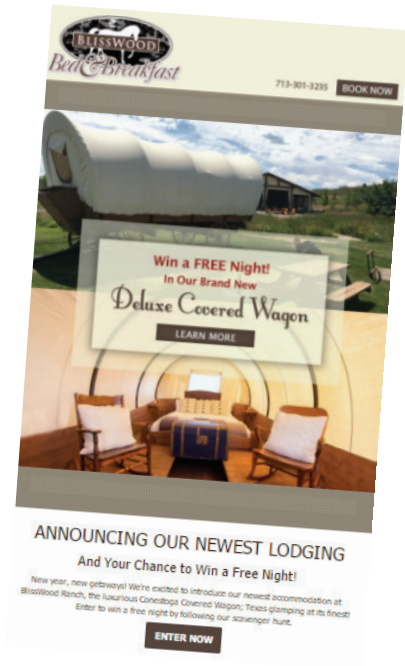
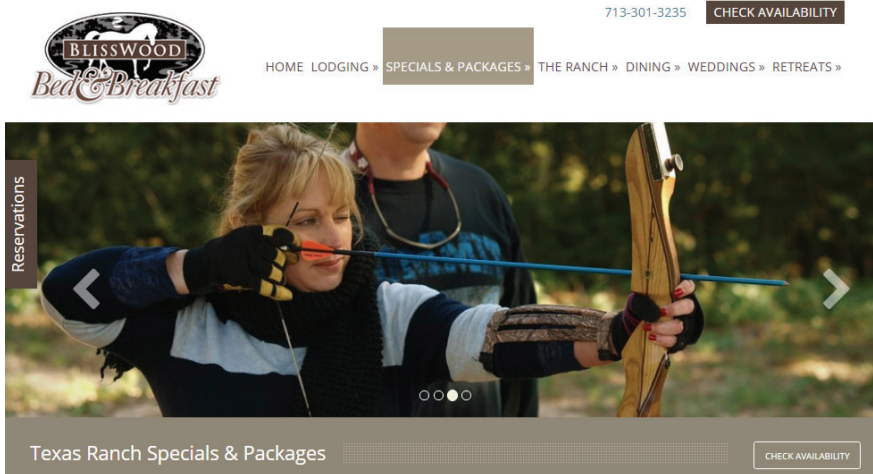


# CASE STUDY

## CAMPAIGN MARKETING



## 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