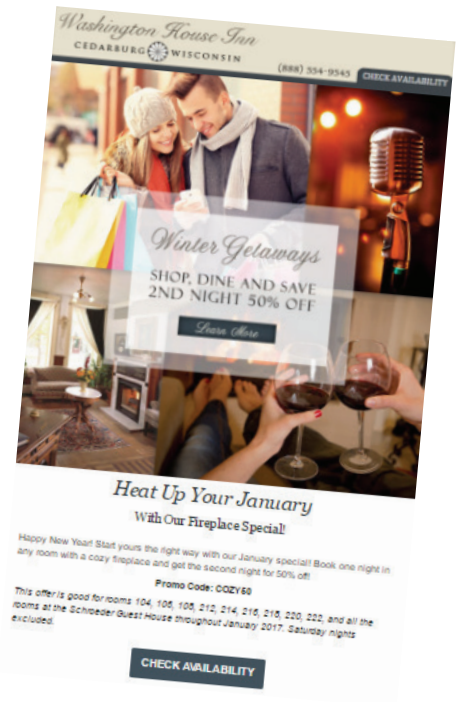
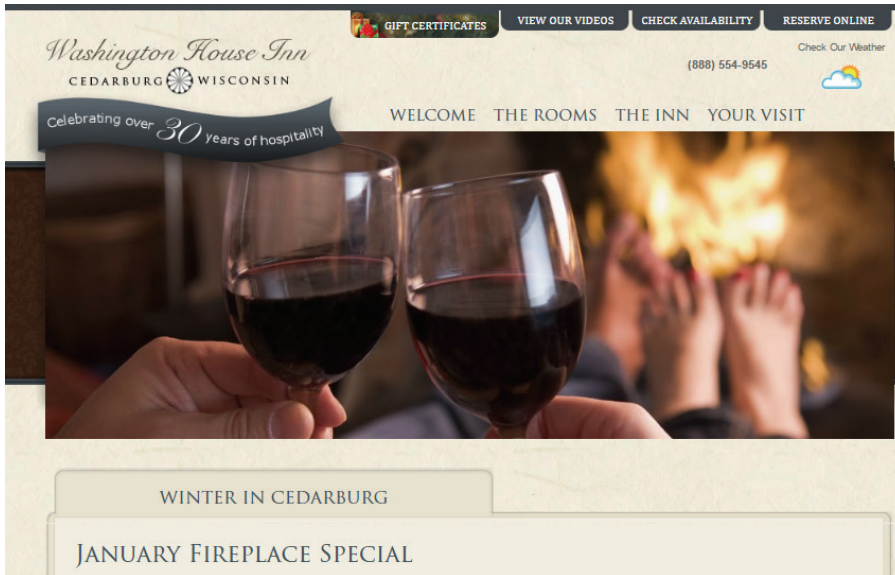


CASE STUDY

CAMPAIGN MARKETING



WHITE STONE
MARKETING



Washington House Inn

The Challenge

As a mature lodging property in business for more than 30 years, Washington House Inn needed fresh ideas to grow revenue. They had historically low demand dates they needed assistance filling, while needing to stay top of mind with past guests and build brand loyalty.

The Strategy

We created monthly, multi-channel campaigns with targeted offers designed to fill in low demand periods and room inventory that would likely go unsold. We also helped Washington House Inn design and manage an anniversary giveaway contest, with the goal of keeping past guests engaged with property, as well as build their email database.

The Results

- \$134,160 year over year revenue growth
- 689 more room nights
- \$22.95 increase in average reservation value
- 145 direct from email bookings