



# WHITE STONE MARKETING



## Saratoga Arms

### CAMPAIGN MARKETING CASE STUDY

#### The Challenge

Set in the heart of Saratoga Springs, New York, the major draw for this family-run boutique hotel was the historic Saratoga Race Course. They found demand was high around top races, but they were still struggling to build midweek and off-season business.

#### The Strategy

We created marketing campaigns highlighting unique off-season activities and events, as well as midweek savings and activities during the racing season. In combination with a strategic revenue management program, they have seen substantial year over year growth they didn't think was possible as a long-established business.

## The Results (1 Year In)

- \$110,064 total revenue growth
- 12.87% increase in average occupancy
- 5.76% increase in room subtotal



## Sample Marketing Campaign

- [Blog](#)
- [Landing Page](#)
- [Sample Email](#)