

CASE STUDY

SOL Y MAR HOTELES

SOL Y MAR HAS GREAT SUCCESS WITH GOOGLE HOTEL ADS ASSISTED BY MIRAI+DINGUS

SOL Y MAR HOTELES

- Family chain with two 4-star hotels
- Beachfront locations in Calpe
- Great cuisine, swimming pools, gym, spa, Jacuzzi and event rooms

www.solymarhoteles.com

MIRAI

- Hotel partner focused on optimising direct sales
- Official Google Hotel Ads integrator
- Integrated with Dingus

www.mirai.com

DINGUS

- Hotel technology provider
- Channel Manager for the online management of all hotel sales channels

www.dingus.es

CHALLENGE

- Connect with GHA to attract existing demand
- Increase direct sales
- Reduce distribution costs

RESULTS

- Impression share of 94%
- 115,000 impressions per month
- 5,500 clicks per month
- Conversion rate above 2%
- Cost less than 10%

“Working with Mirai was a great decision. Their technology allows you to appear in places where small chains like ours could never get to on our own, and the professional support we get from their team at all times keeps us fully up to date about all our campaigns”

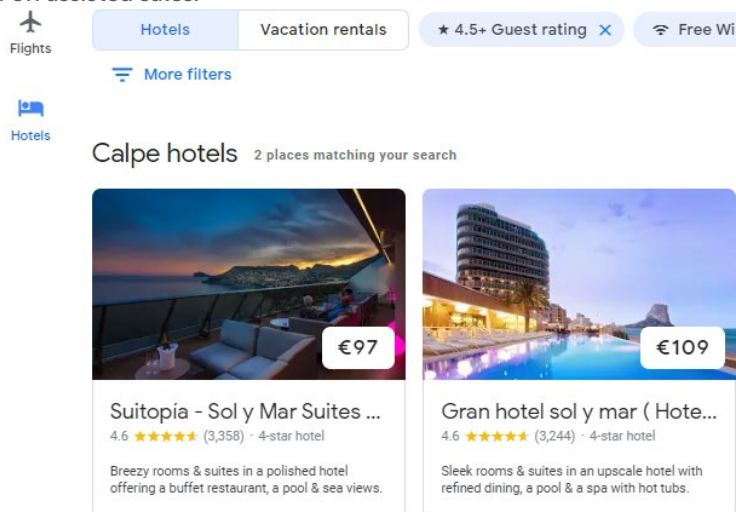
Sergio Baudot
Sol y Mar Sales Manager

Sol y Mar is committed to boosting its online and direct sales. That means it has to optimise its distribution (with a small number of very strong partners that add real value) and provide a better price for direct sales as well as exclusive benefits for customers who book through its website.

Given the current importance of metasearch engines, especially Google Hotel Ads (GHA), Sol y Mar worked with Mirai to connect its direct sales to metasearch engines to attract more traffic. To set up the connection, the first requirement was to get inventory and prices from its Dingus Channel Management system.

Thanks to a solid integration with Dingus, Mirai was able to connect Sol y Mar with GHA in just a few weeks, and it almost immediately became one of the most important direct sales channels. All with a total cost of less than 10% - way below the normal commission rates of OTAs which used to get all of this business-, and with a controlled risk, due to the Google commission model being based on the payment of only 10% of the value of hotel stays (not bookings) that are booked within 24 hours of having clicked on the Google ad.

GHA generates more than 115,000 ad impressions every month, leading to about 5,500 clicks, a conversion rate of more than 2%, and very healthy average booking values close to four figures. And all of this measured on a "last-click" attribution basis, meaning that it would be even higher if it was based on assisted sales.



There are several key factors behind this success: we publish prices for each type of room, occupancy, meal plan, rate and currency in important markets such as the UK, its second largest market after Spain. Call-outs for ads are optimised to include the benefits for direct customers and it's also possible to display a different price depending on the device and the audience. This means that Sol y Mar now appears at the top of search results, with an average position of 1.3, which also allows it to display two room types. All accompanied by the reliability and speed that makes Mirai one of the most important partners for Google worldwide.

According to Jaume Monserrat, CEO of Dingus, "this confirms the success of our strategy to make it easy for other players to cooperate in the sales process while still allowing hotels to retain centralised control over sales. All this takes place in a single and secure environment named Bookincenter, to which Dingus only allows access (integrations) to the most reliable partners.

CONCLUSION

Without having to make risky investments, Sol y Mar enjoys a marketing and distribution channel that has become one of its main sources of traffic and website sales (still growing) and is driving the success of its direct sales strategy.