

# Hotel Opening

## Full Marketing Oversight

A Marriott Autograph Collection Hotel situated in the heart of a historic district and owned by one of the largest privately owned commercial real estate developments in the U.S. had an opening scheduled during challenging market conditions with a local negative perception about the area to overcome.

53%

Increase In  
Direct Bookings

37%

Revenue Increase  
Over Projections

4.1%

Return On Ad Spend  
(ROAS)

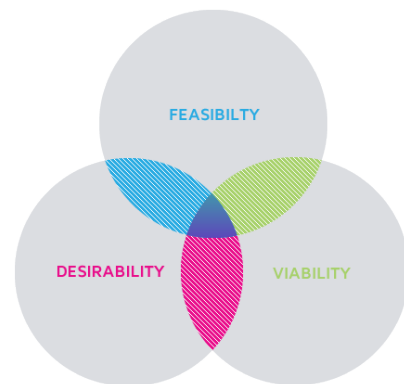
## About The Client

**Industry:** Hotel

**Company Size:** 200 rooms; 2 restaurants, two bars, wedding and convention space and historical entertainment district.

**Location:** Texas

**Focus:** CMO level oversight on all elements including market research, strategy development, planning, AI tech stack curation, digital marketing, influencer campaigns, brand development and creative media buying, campaign deployment and measurement.



## Challenge

As a new property in a competitive market, this Marriott Autograph Collection Hotel faced the dual challenge of introducing its brand to potential guests while driving bookings directly through its website to avoid high commission fees from third-party OTAs (Online Travel Agencies). To ensure a successful launch, the hotel needed a data-driven marketing approach that would create widespread brand awareness leading up to the grand opening, attract high quality direct bookings during launch and beyond at a premium rate and overcome the negative local perception of the area.

## Results

Our tailored, full-funnel digital strategy turned this uniquely themed luxury property into a premier destination, driving exceptional results. Targeted paid media, dynamic retargeting, and personalized email campaigns boosted direct bookings by 53% and achieved a 37% revenue increase over projections. With a 4.1x return on ad spend, this approach exceeded ROI goals and firmly established the property's luxury appeal in the market.

## Solution

Develop an integrated, full-funnel digital marketing strategy tailored to the hotel's unique position uniquely themed luxury property. By leveraging targeted paid media, dynamic retargeting, and personalized email campaigns, we aimed to engage prospective guests early and establish the property as a premier destination in the area.

To learn more, contact Thrive Marketing Science now.

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