



CASE STUDY

Established in 2007, The Grand Dragon Ladakh is one of the premier star properties in Ladakh. It is the only property in Ladakh with a host of state of the art amenities such as electronic keycards and baggage scanners. The entire property is wheelchair accessible, centrally heated, and solar powered, thus making all the services offered by the hotel eco-friendly. The Grand Dragon Ladakh also provides multiple dining options, with a coffee shop, an oriental restaurant, and a terrace garden and restaurant.

CHALLENGES



- Seasonal variations at the property's location: Owing to the extreme weather conditions during winter, Ladakh tourism flourishes primarily during the summer months (June-September). This seasonal appeal of a property is undesirable from a revenue point of view
- Thus, revenue to carry through for the entire financial year had to be amassed primarily in the few summer months
- A number of popular tourist spots become inaccessible during the winters, making it impossible to promote travel using these spots as attractions
- The existing competition set was to be considered while designing strategy

OBJECTIVES

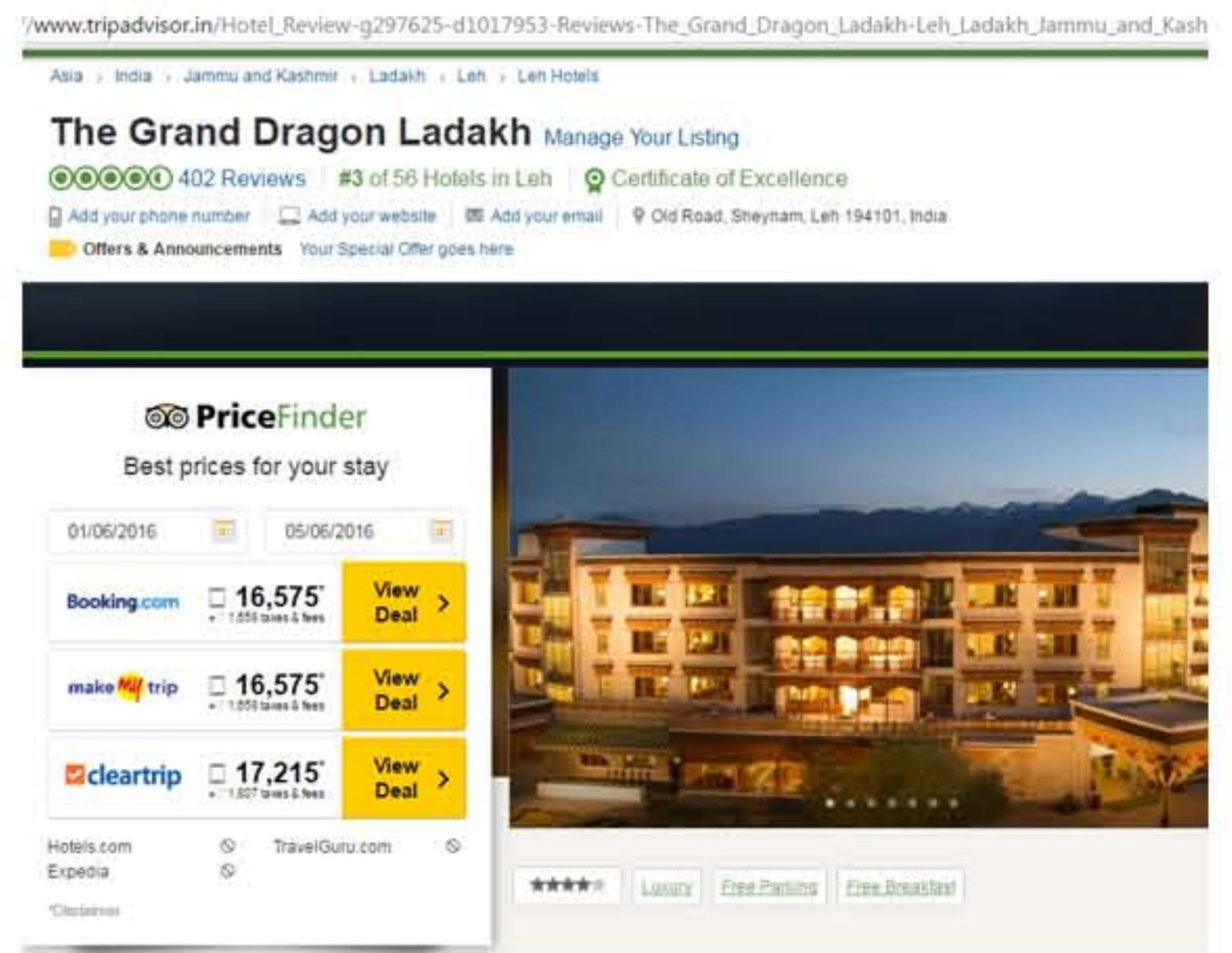


- Revenue acquisition and growth: The overarching goal in designing strategy was to foster visits to Ladakh and thus, The Grand Dragon Ladakh all year round, and foster growth in ARRs in the process
- Branding: A critical objective was to highlight the star facilities offered uniquely by The Grand Dragon Ladakh and establish it as a premier property in Ladakh.
- Maintain high OTA ranking: In order to increase visibility, listing high across meta search engine sites was evaluated as crucial
- Promote 'off-season' travel: An opportunity to explore Ladakh's natural winter beauty, without the constant influx of tourists as in the summer months was highlighted

ONLINE MARKETING STRATEGIES

Setting up the Online Travel Agents (OTAs) :

- Dynamic rate management based on occupancy was being taken care of and the rates were kept on a lower side w.r.t the demand to ensure that the hotel witnessed maximum looks / books.
- Continuous audit of effectiveness of Pricing Strategy by checking the pickup of room nights vs the package vs the rate; analysis thus helped us to remove the unwanted rates and promote the desired selling rates.
- Establish the brand by ensuring only high quality content (text, images, audio, and video) conveying the same brand message to be posted across online channels



RESULTS

Revenue Growth: The result of all the steps taken was that the hotel witnessed a very strong growth in the number of Bookings, Room nights, and Revenues month on month.

Growth Rate from January- November 2015 is thus observed:

