



CASE STUDY

Le Merigot Santa Monica faced significant booking challenges as it transitioned brands from a JW Marriott to a white-label Marriott hotel.



Objectives

Le Merigot worked with Second Wave to identify why bookings and revenue were down post transition. Once the reasons were identified, the primary focus was to build awareness in the market around the new hotel name, develop brand equity while under a white label, and increase revenues and bookings.



Challenges

The transition process did not go as planned – during this time, there were distribution changeover problems, delayed website redirect implementation, negative assumptions about the product and confusion in the market. It also coincided with a historically low-demand period for the market as a coastal destination.



Solutions

Second Wave conducted a deep dive analysis on the website and paid digital media campaigns to identify top areas of opportunity. We then implemented a strategic marketing action plan, including building and merchandising demand generation offers, creating new paid media campaigns with awareness goals, and enhanced SEO optimization, as well as collaboration with Marriott's Transitions & New Builds team.

BENEFITS & RESULTS

Website Visits Rebound

Website visits dropped by an average -10% the 2 months immediately following the transition but increased an average +17% over the 3 months after implementing the marketing plan.

Recovery in Conversion Rates

Despite the challenges, Le Merigot's web direct bookings showed resilience with a +.62% points or +14% increase in conversion rates.

Partnership with Revenue & Sales

Because Second Wave is an internal agency for Aimbridge Hospitality, we were able to immediately engage Revenue and Sales to identify challenges and recommend solutions.

17% increase in
website visits

14% increase in
website conversion rates

"[We are] so thankful for the guidance, wisdom, [and] patience you have provided to the property. We have been through a lot of transitions and many of them were not easy... but every step of the way you were there to make sure the task was done.

Thank you so much! – Le Merigot Santa Monica, Director of Sales and Marketing