



CASE STUDY

Second Wave Partners With TETRA to Increase Expedia Guest Experience Scores by 65%



Objectives

TETRA Hotel needed to increase Guest Experience Scores in Expedia's Partner Central to optimize both the organic listing and sponsored TravelAds to drive increased visibility and performance.



Challenges

Low Guest Experience scores are impacted by both negative experience and low participation/score quantity. In turn, this hinders listing visibility and creates both organic and paid conversion challenges.



Solutions

By conducting proactive content audits and aligning profile details with guest feedback, our team not only enhanced listing accuracy but also partnered with property teams to foster positive guest experiences and encourage feedback, leading to increased review counts and significantly improved Guest Experience Scores

OUR BENEFITS & MEASURABLE RESULTS

Score Surge

Our solutions propelled Guest Experience scores from 57 to 94 in six months, reflecting significant service improvements.

Rise in Rankings

Enhanced guest experiences and optimized content listings contributed to moving up six places in sort order, achieving the #1 spot in the competitive set.

Revenue Growth

Strategic changes resulted in a notable year-over-year increase in Expedia revenue, with July 2023 revenues quadrupling from \$8,335 (July 2022) to \$32,604, among other significant monthly gains.



"Guest experience is an integral part of our brand, so prioritizing our score and seeing it improve was beneficial on many levels. With our Marketing Manager's partnership, we not only drove revenue but created an area of engagement for our team to work toward this goal together."

ALEX LANE

General Manager, TETRA