



Downings Bay Hotel Marketing Report

November 2018

November was an excellent month for website performance compared with October. Online Reservations increased by 18%. Traffic surged - particularly in the second half of the month, as a result of ongoing promotional efforts with hotels.com.

California and Florida emerged as the largest producer of online reservations this month. We believe that our ongoing promotional efforts with travel agents there are beginning to bear fruit. In particular, we received an unusually large number of reservations from California this month, which is explored in more detail in this report. Search Traffic (people finding us through Google Search) is increasingly our largest source of website visitors. This is a very good sign, as it means the word is getting out about our hotel, and people are searching us out.

In terms of Social Media, we continue to do very well on LinkedIn and Twitter. Unfortunately, these sources of traffic do not yield many reservations. We believe that Facebook could be working better for us. We have recently hired an associate to work on engaging with the Facebook community and hope to see an improvement there in the coming months. Lastly, Mobile users (from Tablets and Smartphones) are **not** a growing percentage of our overall visitors. We will need to address our website design to make it easier for these users to navigate the site and complete the reservation process.