

Bahamas Luxury Resort & Casino

A luxury mega resort and casino was struggling with a lack of Ultra High Net Worth (UHNW) and High Net Worth (HNW) individuals in their database to fill the property. Thrive Marketing Science was brought in to boost revenue by solving this challenge.

38%

Customer Acquisition
Rate Overage

4.7X

Booking Revenue
Increase

22%

Increase In Marketing
Campaign Profitability

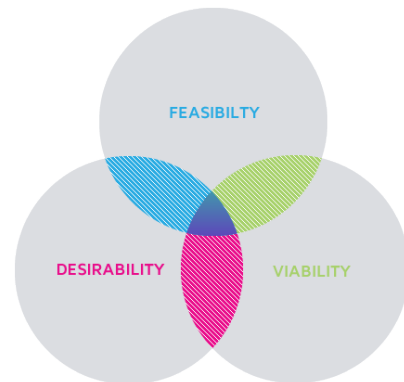
About The Client

Industry: Gaming & Hospitality

Company Size: 2,200 rooms; 400 Slots; 119 Table Games, a Spa, a private island and 40 restaurants, bars, and lounges.

Location: Nassau, Bahamas

Focus: Specialized Database Acquisition & Customer Relationship Management (CRM) Strategy Development



Challenge

A large luxury brand mega-resort and casino in the Bahamas was slated to open within five months and had only small customer database to leverage – there was no corporate resource to pull from. Acquiring a responsive database with a large volume of ultra-high net worth (UHNW) and high net worth (HNW) prospects was identified as being the crucial linchpin needed to meet target occupancy rates and revenue goals. Luxury brands, notorious for being decidedly protective of their databases, were thought to be a remarkably unlikely source for customer acquisition. The budget available for expenses associated with customer acquisition campaigns was minimal. In addition, there was no overarching CRM strategy in place for the property and customer services levels for incoming reservations was suffering as a result.

Results

A CRM strategy was developed for the property that entailed multi-system integration for one customer view to allow for exceedingly customized and high-quality guest service. A database acquisition strategy was developed and executed that focused on targeting luxury brands including Cartier, Saks 5th Avenue, Tiffany & Co. and Alexander Yachts as well as multiple private yacht and country clubs. Successful acquisition deals were brokered with brands that never previously released their databases for cross marketing. The program developed was executed using the Thrive Now CRM & automated marketing software.

Solution

Exceeded ultra-high net worth (UHNW) and high net worth (HNW) consumer record acquisition thresholds by 38%. The property experienced a 4.7X increase in revenue. 22% Increase In marketing campaign profitability.

To learn more, contact Thrive Marketing Science now.

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