



Increased direct bookings for resort chain led by FBLs and Hotel Ads

Sterling Holidays

Multiple destinations, India • [Sterlingholidays.com](https://sterlingholidays.com)



The challenge

Sterling Holidays, a leading resort chain of India, realised the current share of OTAs (~70%) in the business is not a healthy mix and is an alarm to start focusing on direct bookings. With this vision, they embarked on a journey to increase their direct bookings from every source possible.

Partnering with Hotelzify

Hotelzify provided Sterling Holidays with Google FBL, a microsite specifically designed to be attached to the FBL and Hotel Ads with AI's assistance. Hotelzify's AI automatically adjusted the bids and campaigns basis the change in traffic trends such as age-group, devices, hot-dates, traffic source etc. This automation resulted in better utilization of the ad budget and improved ROAS.

The results

The shift to Hotelzify was a remarkable success for the chain as within 60 days FBL and Hotel Ads started to generate an average of 600 direct room nights a month for the brand and started to add 75,000\$ (USD) a month to direct revenue.

“The surge in our booking numbers is a testament to Hotelzify’s effective AI-backed Hotel Ads services. We’ve seen a significant boost in direct bookings and revenue”

—Surej K Hassan, SVP, Revenue Management

600

Room Nights a month booked via FBL

75000

Direct Booking Revenues (USD) a month

9500

Savings in Commissions (USD) a month

About Google Free Booking Links: Free Booking Links display your site name or hotel name along with the room rate for the itinerary selected, allowing you to show the best rate to travelers. With Free Booking Links, your booking site can appear across Google when users search for hotels. You can connect with more travelers and drive more bookings at no cost.

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Hotelzify

Boosting visibility and direct booking for a boutique hotel in the city.

Mount City Park

Bangalore, India • mountcitypark.com



The Challenge

Mount City Park is a boutique hotel located strategically in the bustling city of Bangalore. While the hotel has a lot offer, it faced stiff competition from the sheer number of hotels around.

Mount City Park's was a new property and as every hotel does, they signed up with all the major OTAs and generated some traction for the property. While the sales started to happen but the team wanted to drive direct business and identified visibility on Google to be their first step towards direct bookings.

Partnering with Hotelzify

In Feb 2023, Hotelzify, a Google connectivity and Ads partner, accepted the challenge at hand and offered a range of services including optimization of the GMB profile, Google free booking links, Hotel Ads, personalising the responses for every review left and ensuring high activity on GMB profiles by making regular posts

The results

Mount City Park saw immense growth in its direct business after the implementation of the services mentioned above. For every 1,130 impressions, CTR was 15%+ (177 clicks) and secured 34 conversions. All of this ultimately resulted in Hotel Ads being the biggest contributor to the business with ROAS of whopping 3,260%.

I thank Hotelzify's team and their tech for our hotel's success. Their efforts on our Google My Business, hotel ads, and booking engine have brought more visibility, increased calls, and inquiries, resulting in boosted bookings.

— Arafath, Partner

Impressions	Clicks	Conversions	Actual ROAS
1.13K	177	34.00	3,260.51%

3260%

ROAS

20%

Of online sales are via FBL and Hotel ads

+45%

Increase in direct revenue

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Hotelzify