

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

HT HOLIDAY

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SummitCrew.com



Understanding the Client

ABOUT

HT Holidays is a premier ski accommodation provider in Niseko, Japan. They have managed and marketed high-quality condominiums and resort-style homes in Niseko for over 13 years. They are the market leaders in relation to products, services, and service delivery.

THE SITUATION

HT Holidays' advertising had reached a plateau; they were looking to expand their marketing efforts to gain more bookings through their slower seasons from their top markets, which include: Australia, Japan, the United States, and S.E. Asia. One of their biggest challenges was that they were in a very competitive space, and they were not getting a strong enough return on investment from their campaigns. Their campaigns lacked strategy, unique messaging, and, most importantly, integration of digital channels.

THE SOLUTION

Summit Crew knew that this would be a challenge. It would require implementing a unique strategy to differentiate HT Holidays from their local competitors while expanding to new target markets and integrating each digital channel to complement each other to gain results. Below is how Summit Crew tackled their unique situation.

Summit Crew planned to create a strategy focused on providing a well-rounded, integrated marketing plan. Their efforts were designed to connect with current customers, prospects, and brand loyalists throughout their decision path to booking. Summit Crew put in place activities to gain more visibility and traffic directly to HT Holidays' newly designed website and, finally, to keep current customers engaged and encourage return visits to build brand advocacy.



ACTION STEPS



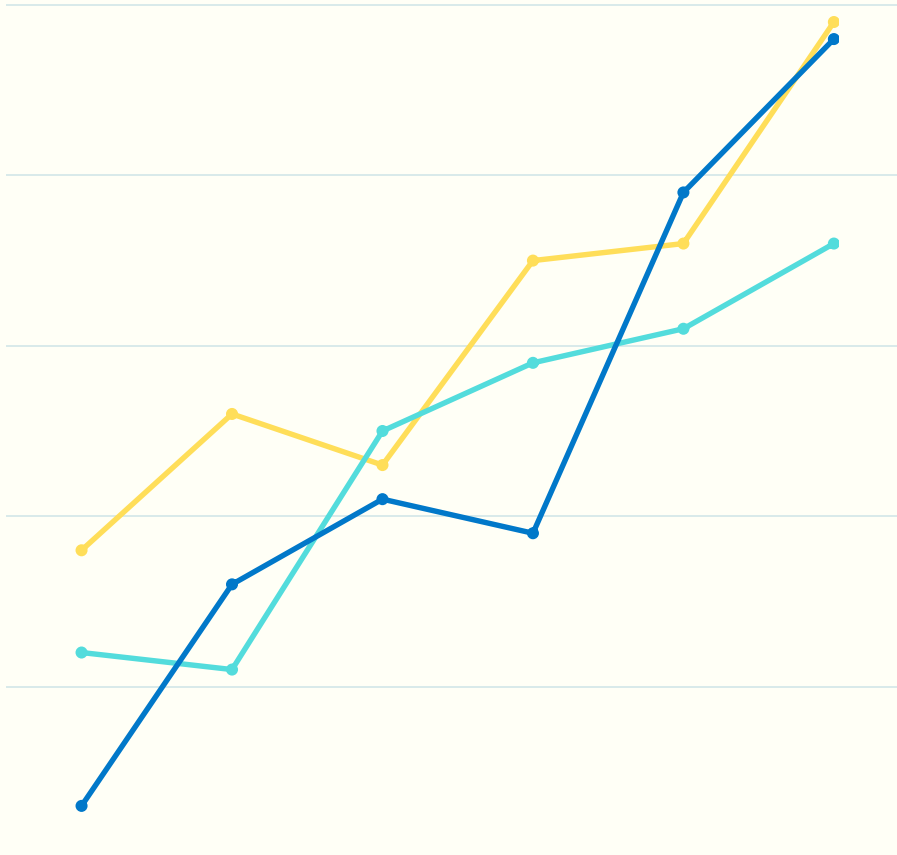
1364%

INCREASE IN SOCIAL REFERRAL

495%

INCREASE IN BOOKINGS

The Results



NUMBERS ON THE RISE

Comparing Year-over-Year Results
Traffic increased: 108% Referral, 109%
Direct, 146% Organic, 1,364% Social
Referral
The goal conversion rate increased by
400%
Bookings increased by 495%