

Case Study

Marketing & Communications Strategy • Hospitality

Background

A well-established operator of camps and conference centers was struggling with dramatic decreases in reservations in its southeastern locations. Historically, it had provided week-long youth camping and recreation programs as well as conference center accommodations for businesses and professional organizations. The company had experienced continuing declines within all segments for several years, with declines most pronounced in its conference center activities.

Our client was seeking a marketing and communications strategy that would reverse the negative sales trend, extend its reach into untapped market segments and leverage its core strengths to improve sales results within its primary customer segments.

Analysis and Teamwork

We performed comprehensive market and competitive research, assessed economic factors within the targeted regions and held in-depth interviews with the client's key personnel. Additionally, we visited its southeastern locations to analyze and understand the customer experience and identify unique facility differentiators.

Our analysis identified significant economic and demographic shifts in the client's targeted segments. Based on this, we worked closely with the client to restructure its customer segmentation models and determine specific changes in the timing and content of its different programs. We also recommended changes in brand positioning and marketing channels to align with the new segmentation models.

The Altyris creative team updated the client's brand image for increased appeal, created new brand messaging and produced a library of marketing materials specific to the targeted segments.

Results

As a result of their new strategy, the client's negative sales trend was reversed within the first operating season. Revenues increased by 60%, and conference center usage grew 70%. Our client reached its 5-year financial goals in the second year of strategy application.