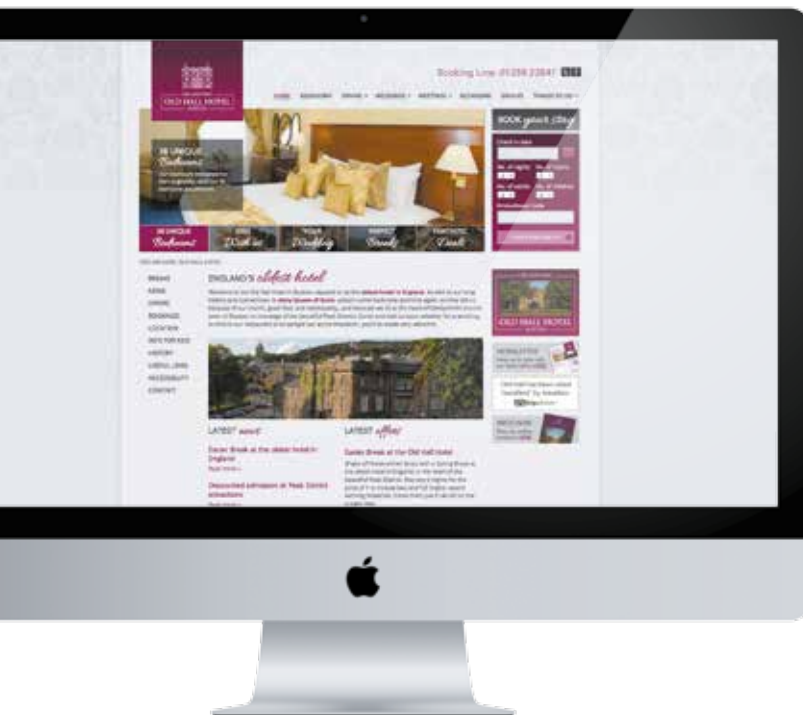


## The Old Hall Hotel

The Old Hall Hotel in Buxton is reputed to be the oldest hotel in England and renowned for its warm welcome, good food and individuality. Like most hotels, the Old Hall is constantly looking for different ways to market its services, and with customers having an even wider choice of communication channels, the Old Hall's in-house resources were increasingly stretched.



## Solution

The Old Hall Hotel has had a long standing relationship with Fig Creative since 2010 helping with most of their marketing activities.

They needed a more strategic approach, and having just launched a brand new website for the hotel, it was the perfect time to build a marketing partner relationship. Together the Old Hall and Fig Creative developed a strategic plan to fit with the hotel's objectives and budget. Fig's team started to deliver those marketing activities including adverts, email newsletters and brochures, through to digital and PR campaigns.

All the marketing activities led customers to the engaging new website which worked to cross sell its services and communicate the entire offering at the Old Hall

## Benefits

Although the marketing partner programme was a new way of working for the Old Hall, the benefits have had a significant and immediate impact on the hotel's income. Sally Burton, Head of Sales and Marketing at the Old Hall Hotel said, "The summer quarter is normally one of the busiest periods at the hotel so the results were particularly pleasing, with occupancy rates reaching a staggering 90%, up from 75% last year."

"We have just started our winter period where we usually have to utilise Groupon or Travelzoo to increase occupancy. Last year they brought us £50,000 worth of business costing us £4,000 in commission and fees. This year we have put together our own Winter Warmer offer with Fig and already we've taken £5,000 of bookings and its only just been launched.

At this rate we'll have taken £25,000 worth of commission-free bookings by the end of October. Our Christmas party night bookings have also gone through the roof and we are nearly full on every night, which is unheard of in September."



**"This joined up, proactive approach with FIG is having a direct impact on our bottom line but it has also freed up some of my time to concentrate on corporate clients. I've already secured a contract with a new client who will be spending on average 150 nights a month with us, equating to £11,000 in accommodation revenue alone, so I couldn't be happier!"**

Sally Burton, Head of Sales and Marketing