



**Ebook**



# Vislow Resort

*Case study*



**Profitroom** 



# Resort Opening

# The Project

Surrounded by lush forests, Vislow Resort is located in the heart of the Silesian Beskids in Wisła Czarne right by the source of the Vistula River. Inspiration from nature, unconventional thinking and the desire to implement a project unlike any other resulted in the creation of 125 comfortable luxury apartments. The guiding principles of Vislow Resort are #eco and #slow.



**We began Vislow Resort's paid campaign strategy in the third quarter of 2020, a few months before the opening of the facility. The resort officially opened in April 2021.**



# The Challenge

## PAID CAMPAIGNS

Before we created a marketing strategy, our priority was getting to know the resort thoroughly and understand what distinguishes them from their competitors. We focused our analysis on the facility itself: the decor, amenities, and attractions offered - both inside the resort and its surroundings. Together with the client, we identified key business goals, but as the facility was brand new, we did not have historical data to lead a marketing strategy. Instead, our first step was to determine the target market - guests who would most likely book apartments there. At this stage, our 15 years of experience in the hotel industry and detailed analysis of data from the region turned out to be invaluable. We formulated an offer that stood out from the competition and was tailor-made for potential guests.

## SEO POSITIONING

Effective website positioning begins with developing a well-thought-out SEO strategy to increase visibility on Google. Properly selected key phrases play a crucial role. The better the website is optimised for these phrases, the greater the visibility and the higher the chance for conversion. The challenge of Vislow Resort is that it's not considered a traditional 'hotel', which limited the use of popular phrases such as "hotel Wisła" or "hotel in the mountains". We had to instead focus on more precise phrases, addressed to specific demographics - e.g. families with children, people looking for a spa or single adults. While these phrases tend to generate fewer searches, they are more focused on guests who know exactly what they are looking for, making them more likely to book and reserve quickly.



# Paid Campaigns

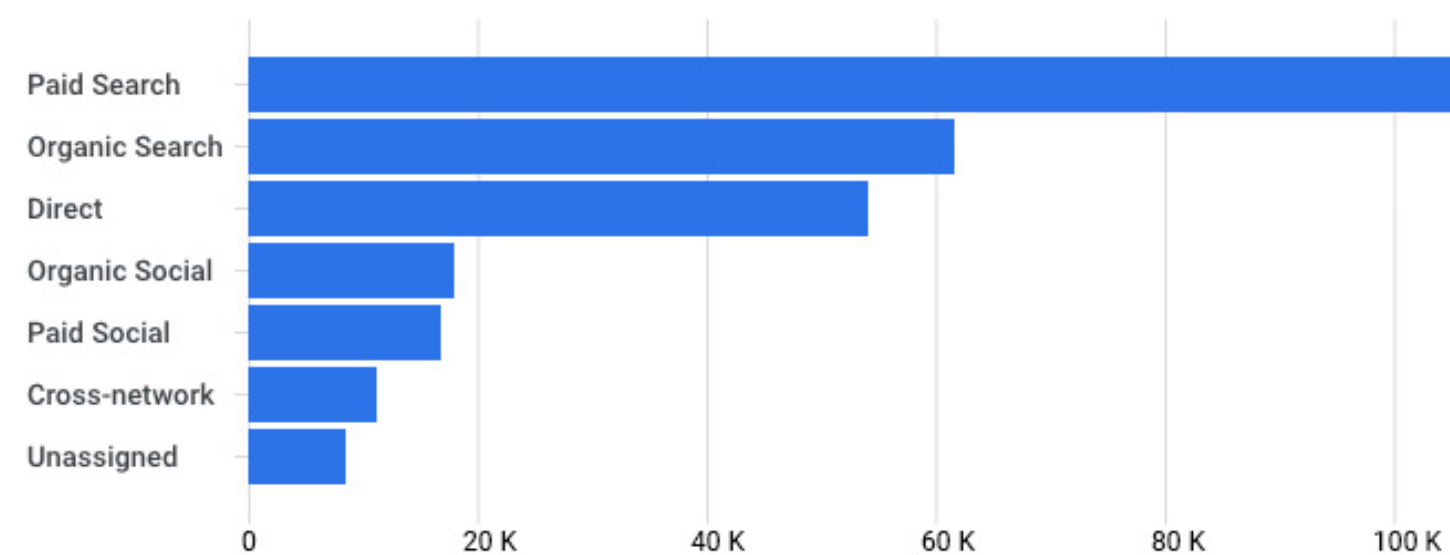
# Action Plan

We implemented our plan through Google Ads and Meta platforms. We crafted campaigns with targeted keywords, ad content, and demographics that we believed would be receptive to Vislow. We used diverse graphics such as static images and short videos, which were prepared specifically for each demographic.

## STAGE 1: AWARENESS

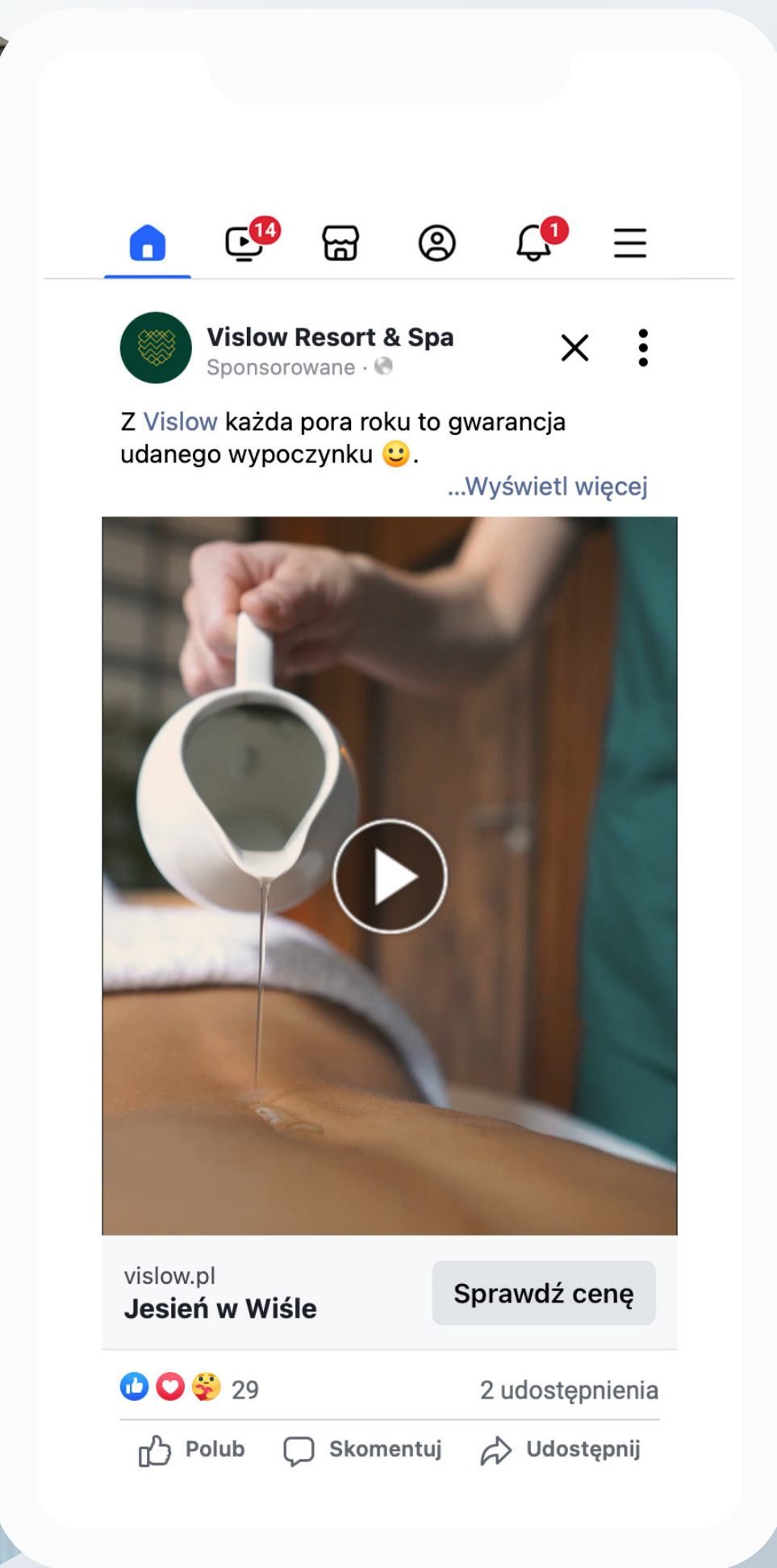
We managed to generate interest and commitment to the newly established resort through a properly selected target group and engaging content. This interest resulted in lively interaction on social media, which attracted the attention of additional users and ultimately resulted in higher traffic on the website.

New Users by: New User Main Channel Group



**133 K**  
returning users from the paid campaign





# Action Plan

Sponsorowane

vislow.pl  
www.vislow.pl/apartamenty/w\_wiśle

**VISLOW Resort Blisko Natury - Beskidy Na Wyciągnięcie Ręki**

Położone na uboczu apartamenty VISLOW Resort. Wyjątkowe miejsce. Nowoczesne wnętrza. Apartamenty Resort VISLOW. Elegancja. Nowoczesność. Blisko natury. Śniadanie w cenie. Sala zabaw dla dzieci. Wyposażony aneks kuchenny.

**27 K**  
returning users from the paid campaign

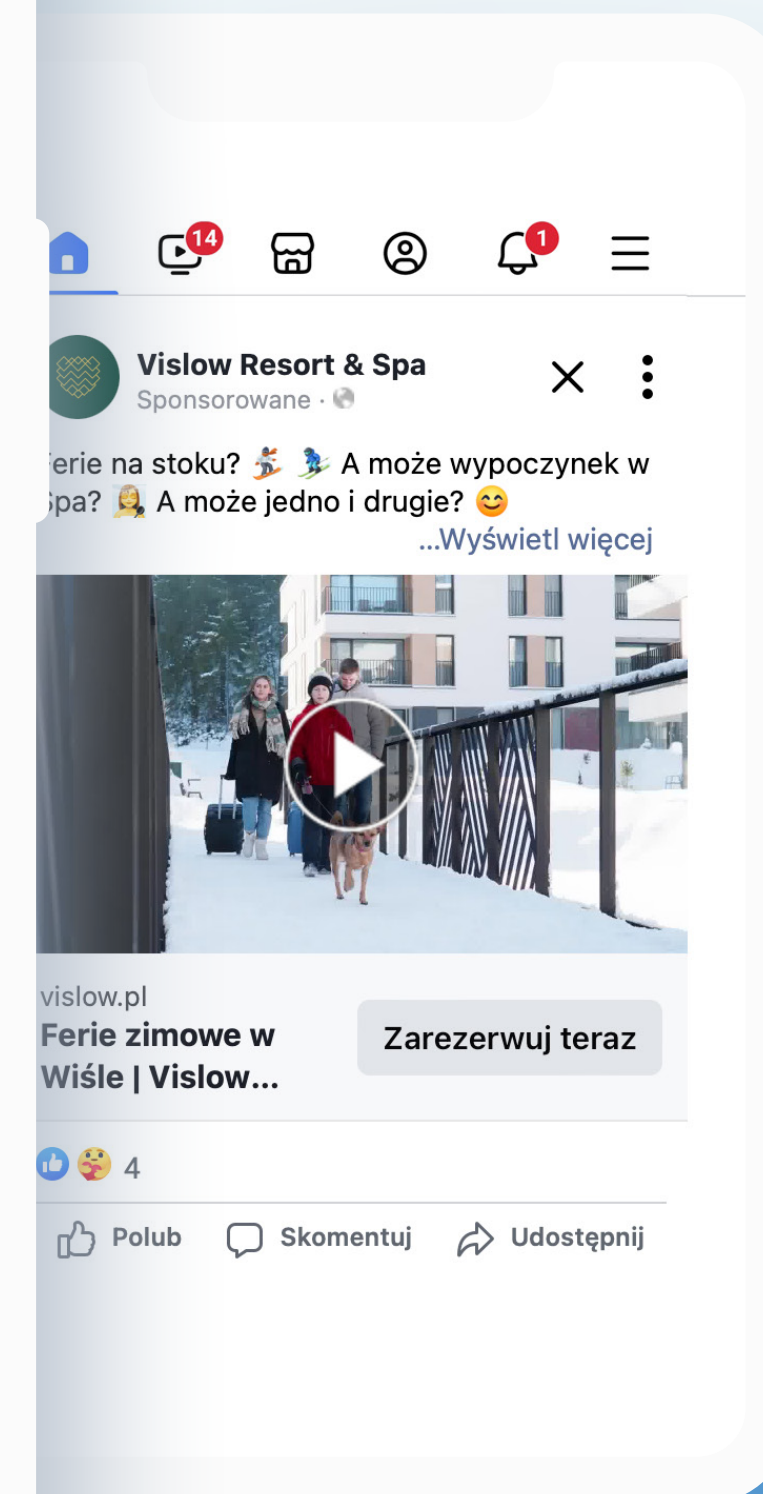
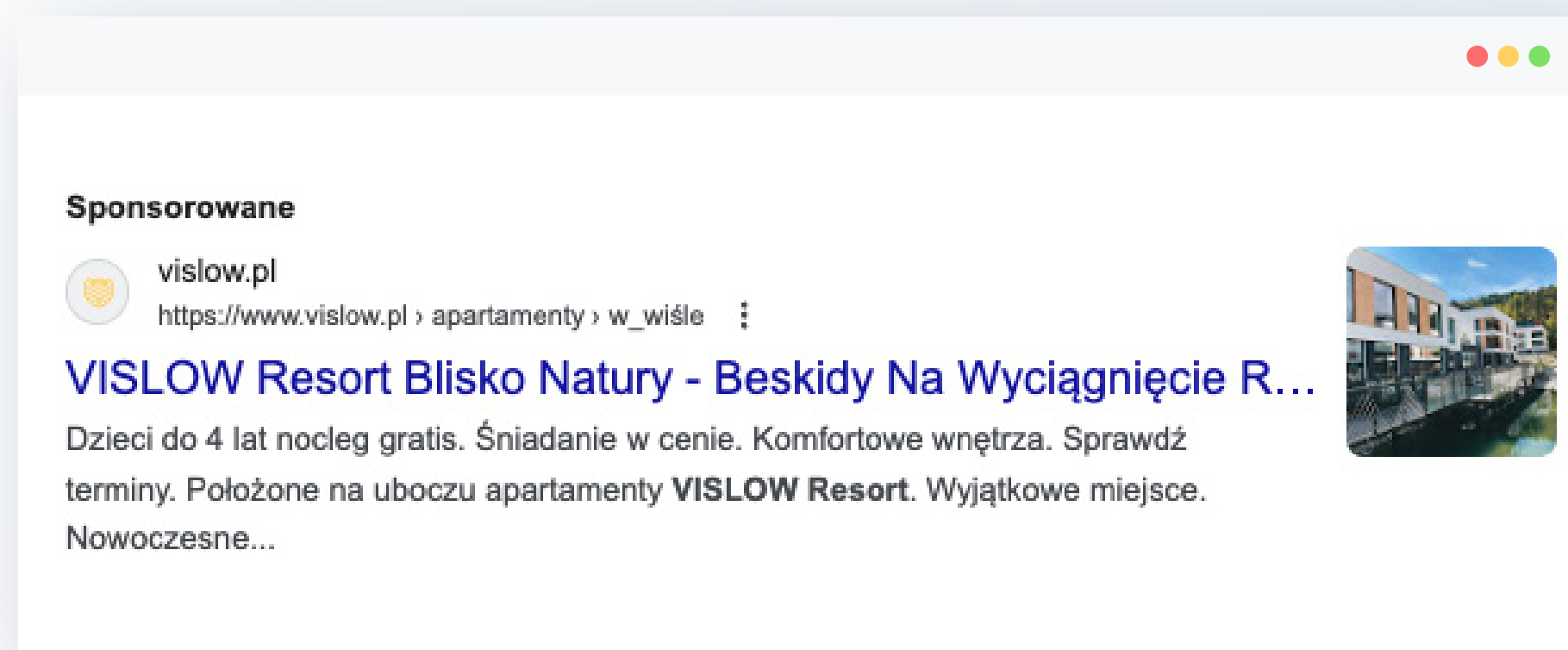
## STAGE 2: COMMITMENT

We then ran new dedicated campaigns for the engaged original ad recipients encouraging them to check out the Resort’s special offers and to learn more about the attractions of the facility and its surrounding area. We selected focused keywords, creatives and communication for this purpose. We also set up campaigns for other popular keywords entered into the search engine by people looking for accommodation in Wisła.

# Action Plan

## STAGE 3: RESERVATION

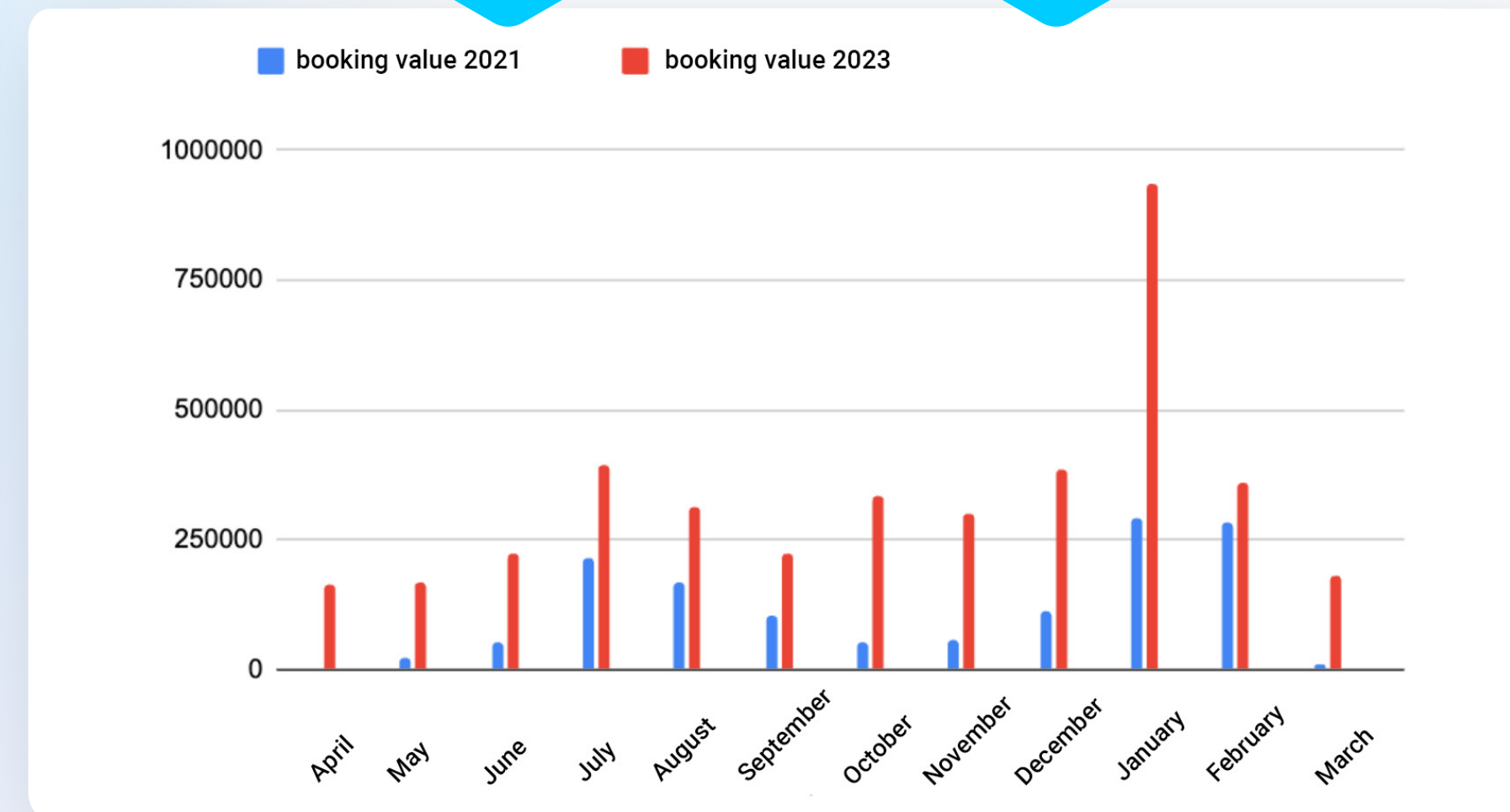
We deployed ad campaigns for every stage of the purchase funnel to actively support Vislow in direct sales and effectively close reservations. Thanks to campaigns such as: Brand Protection, Google Hotel Ads or Dynamic Remarketing, Vislow's offer appears above and before the offer of intermediaries.







If you compare the results of our simultaneous use of Google and Meta campaigns from 2021 with the results from 2023, we increased the average monthly value of direct bookings by 63% and reduced the average acquisition cost from 10% in the first year of the campaign to 6.7%. So, every PLN 10,000 invested in Paid campaigns brought PLN 147,000 of return on investment in the form of revenue.



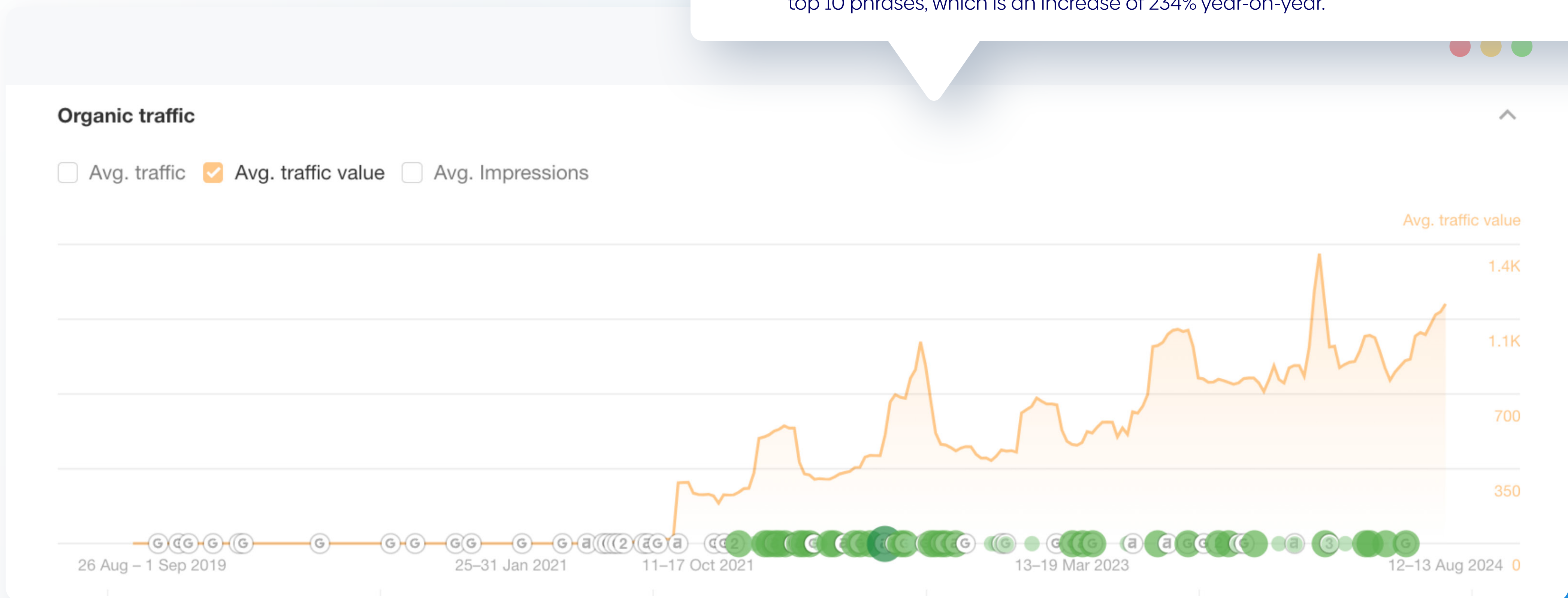


**SEO**

# Organic Website Traffic Over Time

Since the beginning of our marketing strategy, we have gradually increased the website's visibility for the most important conversion keywords. Now that the domain is visible in the top positions in the search engine, we obtain organic high-quality traffic which translates into reservations.

Comparing the result of 08/08/2024 vs 08/08/2023. The Vislow domain gained 90 top 10 phrases, which is an increase of 234% year-on-year.



# Strategy is *Key*

SEO activities and PPC activities complement each other. Organically we cannot use hotel phrases, but we can use them in paid campaigns.

However, we can promote permanent seasonal offers organically even if no paid campaigns are launched for them.

Synergy of activities allows us not only to achieve better results, but also to help each other achieve them.





# Summary

# Why is it worth *investing* in marketing to increase direct bookings?

Over the last 365 days, data from Profitroom's Booking Engine shows that the average ADR value from direct bookings is 20% higher than ADR from OTAs. Therefore, in the coming years we will continue our strategy to reduce bookings with intermediaries and increase direct sales.

Currently, 58.5% of reservations at the Vislow Resort come from direct bookings alone and generate 63.5% of the resort's total revenue.

This was achieved by combining all the services and improvements offered by Profitroom, starting from the reservation system, analysis of data from the region, and SEO positioning and Paid campaigns. Through our strategy and improving our products and testing new SEO and paid campaign solutions, we consistently strive to increase revenue and increase the number of direct bookings.

**58.5%**

Direct Bookings

**63.5%**

Income  
Without OTAs

## In 2021



Initially, the domain had no traffic because it was new, so we first focused on planning an SEO strategy that would increase the share of local user traffic. After obtaining strong local search results, we started to focus more on stay offers.



We generated user interest and involvement through targeting particular markets and creating ad content consistent with the philosophy of the resort.

## In 2024

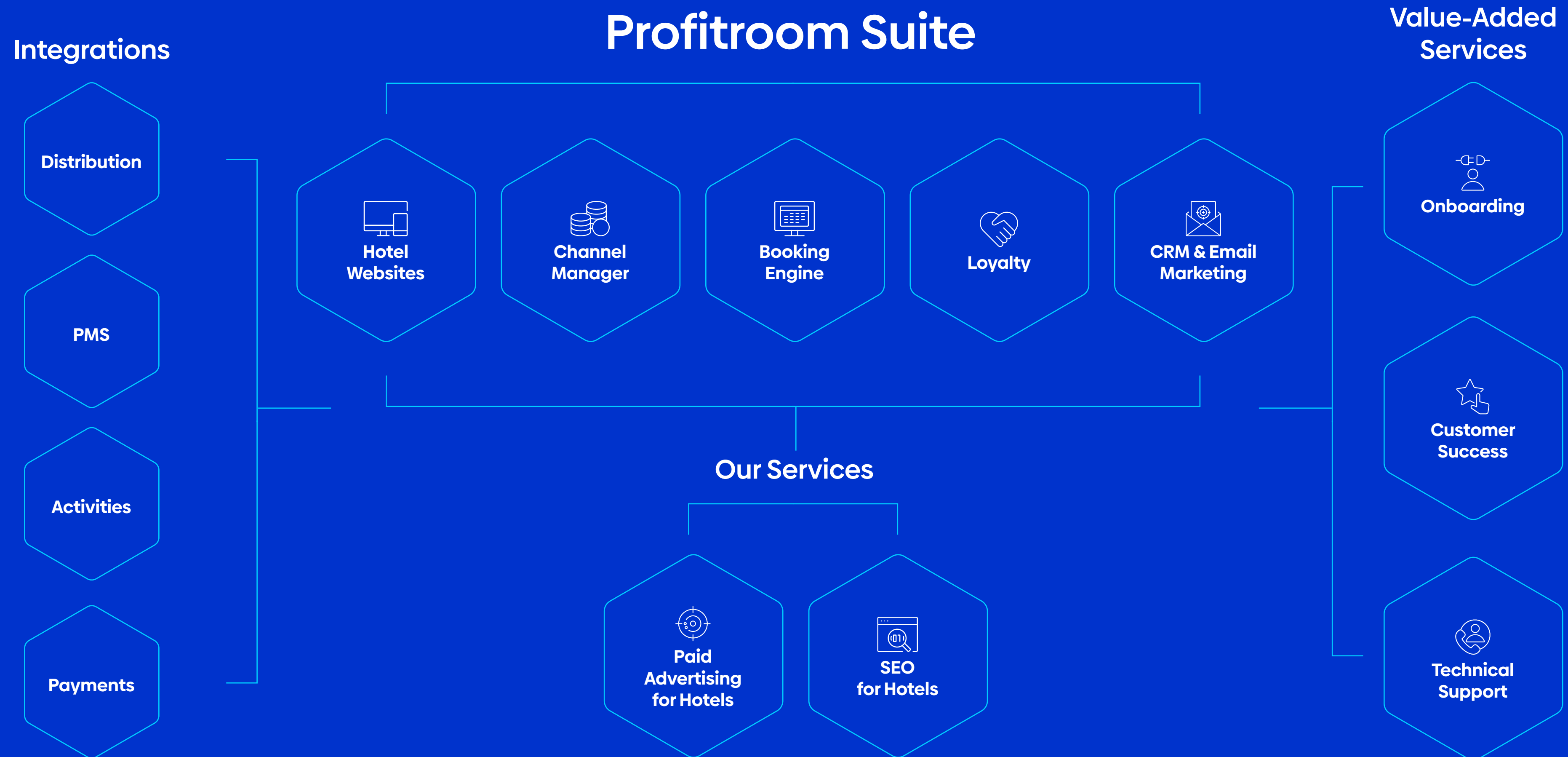


We continue their positioning in terms of local phrases and stay offers. Additionally, we are expanding our activities to include general phrases to reach a larger target market. We focus our energy on different varieties of keywords that users have entered because they acquire more and more new users. The future strategy will be based on general phrases - however, we won't forget the local market, which still remains crucial.



Our strategy continues to focus on direct booking, i.e. obtaining as many reservations as possible directly through the hotel's website. Paid strategies include awareness, interest and conversion/sales campaigns. This allows us to constantly reach new audiences and increase the number of customers who book directly. We also constantly research and test the latest updates introduced by Google and Meta in our daily optimisation activities.

# Your Hotel's *One-Stop* Shop







Ready to increase your  
direct bookings through  
paid marketing?

Would you like to learn more?

**Book a demo**



Contact us at  
[info@profitroom.com](mailto:info@profitroom.com)



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