



Castlemartyr Case Study

How working with **SHR** increased **Direct Online Revenue** with significant growth and **great ROI**.



Elevating Digital Strategy and Delivering Consistent, Innovative Digital Experiences to Drive Online Conversions

Castlemartyr Resort, a distinguished 5-star property nestled in East Cork, is a jewel in the Mayrange Hospitality group. Seeking to enhance its direct online revenue through innovative digital strategies, the resort collaborated with SHR, a leader in hospitality technology.

In November 2021, Castlemartyr Resort made a strategic decision to transition its Booking Engine (BE) to SHR. The catalyst behind this move was a team member's prior experience with Avvio (acquired by SHR in 2022), recognizing the robustness and key benefits of the SHR's booking engine.

Revolutionizing Revenue: Castlemartyr Resort's Digital Evolution

Castlemartyr Resort aimed to overcome challenges in maximizing direct online revenue. As a customer-obsessed operation, the need for a robust digital strategy to drive bookings and enhance the guest experience was imperative.

SHR seamlessly partnered with Castlemartyr Resort's Marketing & Sales team to formulate a comprehensive vision for their product. The result was the implementation of a guest-centric booking engine designed to provide a swift, efficient and user-friendly booking journey. SHR continually optimized the customer experience by leveraging cutting-edge digital technologies and trends.



The SHR booking engine introduced several key features, including dynamic room substitution, length-of-stay (LOS) discounting, closed user group functionality, flash sale options, promo codes and comprehensive reporting tools such as pace reporting and insights reporting.

Improved Visibility and Control:

The user-friendly system allowed Castlemartyr Resort to easily navigate and witness the direct impact of their efforts. The resort successfully altered the percentage of business sourced from Online Travel Agencies (OTAs) by heeding advice from the SHR team, focusing on driving more business directly.

Dedicated Digital and E-Commerce Manager:

Castlemartyr Resort appointed a dedicated Digital and E-Commerce Manager to work closely with SHR. Monthly calls were established to review successes, plan for the next quarter, and strategize for continuous improvement. The SHR team's knowledge and advice on best practices played a crucial role in identifying areas for improvement and maximizing gains.

Controlled Spending and Maximum Exposure:

The digital account manager at SHR worked collaboratively with Castlemartyr Resort to control spending effectively, ensuring maximum exposure and return on investment. The partnership extended to the SEO team, who diligently optimized the resort's website for organic growth in bookings and revenue.

Reliable Support System:

In addition to the dedicated account management team, Castlemartyr Resort benefited from a responsive backroom support team. This ensured that the resort could seek assistance at any stage, guaranteeing uninterrupted operation of the website and booking engine.

A Dynamic and Evolving Partnership:

The collaboration between Castlemartyr Resort and SHR is characterized by a true partnership. SHR consistently strives for better digital business practices, staying ahead of trends in the market. The SHR booking engine evolves in response to market trends and customer demands, providing Castlemartyr Resort with a constantly improving and adaptable business platform.

The Results

The value of SHR's service was measured through spend versus return, showcasing significant growth and return on investment.

PPC 2022 & 2023:

- CPA 1.1%
- ROI 91:1

Booked Revenue:

- Moved to SHR the end of Nov '21
- Jan-Dec '22 up 126% on 2019 stats
- Jan-Dec '23 up 18% on 2022 stats

The partnership between Castlemartyr Resort and SHR exemplifies a dynamic and evolving alliance in the hospitality industry. Through innovative digital strategies, personalized support and a commitment to staying at the forefront of industry trends, SHR has empowered Castlemartyr Resort to drive direct online revenue and achieve sustained success in the competitive landscape.



"In a dynamic digital environment, our growth and success are promoted by the union of SHR and account management intelligence."

Elaine O'Halloran
Director of Sales and Marketing
at Castlemartyr Resort



Discover the world's leading intelligent & automated hotel technology suite of applications



Booking Engine

Unleash the full potential of your most lucrative channel: your personal booking engine.

Your personal booking engine is an invaluable asset that can significantly boost your business's profitability. By utilizing this powerful tool, you have the ability to maximize your revenue and take control of your bookings like never before.