



SHR Drives 242% Revenue Growth for Farnham Estate

Farnham case study



Farnham Estate Spa & Golf Resort, part of the TMR Hotel Collection and managed by Windward Management is situated amidst the serene landscapes of Cavan Town, Ireland. Spanning across 1,300 acres of pristine countryside, this esteemed Spa & Golf destination has garnered a reputation for offering an authentic retreat to nature. With its blend of rustic charm and contemporary elegance, Farnham Estate provides guests with an unparalleled experience of relaxation and rejuvenation. From luxurious accommodation to an 18-hole championship golf course, and state-of-the-art spa facilities, the resort promises a holistic escape from the hustle and bustle of urban life.

Challenges with Revenue Optimization

Despite its idyllic setting and exceptional amenities, Farnham Estate faced challenges in optimizing its revenue streams. The resort aimed to reduce its reliance on Online Travel Agencies (OTAs) and drive more direct bookings through its own website. Additionally, Farnham Estate sought to expand its market share within both domestic and neighbouring markets while enhancing its digital presence to assert itself as a prominent resort.



FARNHAM ESTATE
SPA & GOLF RESORT



Achieving Strategic Goals

For Farnham Estate to elevate its digital presence they decided on the following goals to help affirm its position as a premier destination:

1. Increase revenue generated directly through the resort's website.
2. Decrease dependency on OTAs and third-party booking platforms.
3. Expand market share in domestic and neighboring markets.
4. Elevate the resort's digital footprint through targeted campaigns.

A Collaborative Solution

In collaboration with Farnham Estate and the team in Windward Management, SHR devised a comprehensive strategy to address these challenges and achieve the desired objectives. The solution revolved around optimizing the resort's online presence and enhancing user experience to facilitate seamless bookings. Key components of the solution included:

1. **Website Design and Optimization:** SHR designed a user-friendly website for Farnham Estate, prioritizing ease of navigation and streamlining the booking process. The website served as a digital storefront, enticing visitors to explore the resort's offerings and facilitating direct bookings through an intuitive interface.
2. **Digital Marketing Strategy:** Leveraging its expertise in digital marketing, SHR devised targeted campaigns to drive traffic to Farnham Estate's website. By identifying and engaging with specific market segments, the campaigns aimed to increase brand visibility and attract potential guests.
3. **SHR's Suite of Tools:** Farnham Estate utilized SHR's integrated suite of tools, including Booking Engine (BE), Digital Marketing and Website optimization, to maximize the efficiency of its online operations and marketing initiatives.

Revenue Growth Underpins Remarkable Results

The partnership between Farnham Estate, Windward Management and SHR yielded remarkable results, demonstrating significant growth and ROI improvements:

1. Revenue Growth: Since partnering with SHR in 2017, Farnham Estate witnessed a staggering **242%** increase in annual online revenues through their Brand Website by the end of 2023. This substantial growth reflected the effectiveness of the strategies implemented to drive direct bookings and reduce reliance on OTAs.

2. Digital Campaign Performance: SHR's targeted digital campaigns contributed to a remarkable **489%** increase in revenues during the same period. Moreover, the return on investment (ROI) soared from **32:1** to an impressive **101:1**, underscoring the effectiveness and efficiency of the digital marketing efforts.

The collaboration between Farnham Estate, Windward Management and SHR exemplifies the power of strategic digital solutions in driving revenue growth and enhancing market competitiveness. By leveraging innovative technologies and targeted marketing strategies, Farnham Estate achieved remarkable results, solidifying its position as a premier Spa & Golf destination in Ireland.



"Our results and KPIs from booking engine to digital reinforce the effectiveness of our partnership and SHR's exceptional technology. Together, we've not only achieved our revenue targets but surpassed them, positioning Farnham Estate as a leading destination in the hospitality industry."

Michael Weston

Estate General Manager, Farnham Estate Spa & Golf Resort



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



Digital Marketing

Harness the power of personalization and talk directly to every one of your customers. Know your customers better than they know themselves by using AI to analyze their behavior and create personalized digital communication targeting their every need.



Booking Engine

Unleash the full potential of your most lucrative channel: 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.



Website Design

Make your website stand out with customer-centric design tailored to your guests' every need. Through the power of data SHR understands how your business is unique, with its own set of goals, target audience, and brand identity. That's why every element of the hotel website design reflects your specific requirements.