

THE ULTIMATE GUIDE TO Growing Resort Ecommerce Revenue

For many resorts, the road to growing their ecommerce revenue may start with decreasing their conversion rate.



Woodstone Meadows
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Woodstone and Woodstone Casa de Campo are located outside of the "Kettle" mountain area and very close to the Woodstone Meadows Golf Course, the Waterpark, the Spa, and Woodstone Recreation Center. Massanutten Resort is reopening in phases starting June 12, 2020. For more information and details about the resort's operations, visit www.massresort.com/recovery. Rental...

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My Itinerary

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Ten Years in a Row!

John, we just wanted to celebrate the fact that you've booked a vacation with us ten years in a row! It's guests like you who have made us year one of the best we've ever had. To celebrate, we'd love to send you a set of two wine glasses and a bottle of our new Innisridge Red that we've created through a partnership with a local vineyard. Just fill out this quick form to confirm your address and we'll get

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Introduction

Revenue Up, Conversion Down?

If someone asked you to double your ecommerce revenue in the next twelve months, where would you start?

Among the strategies employed, marketers at resorts, hotels, ski areas, and golf courses will often begin this endeavor by trying to optimize their conversion rate. You know the formula: traffic x conversion rate equals how many bookings you see. Your organic traffic is likely consistent, you may be struggling to get a good ROI on paid visitors, but if you could just budge that conversion rate up a percentage point or two, well, you'd be on your way.

In the quest for increased performance, conversion rate often becomes a resort marketer's only hope. Their Obi Wan in a battle between sessions and transactions.

Part of this belief comes from people like me; marketers at technology companies who insist it's the golden goose of ecommerce metrics. This is due, in part, because we may believe our conversion rate is marginally better than another's and we're all looking for a good story. Some of it comes from other industries or types of businesses where conversion rate really is the only way for them to increase revenue. After all, selling mattresses doesn't give you much hope for revenue growth without hunkering down and getting a few more people who shop for your mattresses to buy from you instead of going somewhere else. And some of it is just old habits or old ideas we've never had the opportunity to challenge. As innovative and marketers and revenue managers are, we're also creatures of habit.

But regardless of how important you feel conversion rate is in such a quest, almost everyone who reads this page will bristle at the idea that, for many resorts, the road to growing revenue is often accompanied by a decrease in conversion rate.

The mental math just doesn't add up.

That this idea can seem so counterintuitive to so many marketers, revenue managers, and leaders in our industry is exactly the problem we'll dig into in this book. We've fallen so in love with conversion rate that we've forgotten what conversion rate doesn't tell us. What its blind spots are. We've forgotten that it tells us one part of a story, but not the whole story. Within that story, conversion rate can be a valuable thing to measure, optimize, and monitor, but unless you peel back the layers and put that number into context, unless you understand what impacts that conversion rate, unless you're willing to sacrifice that high conversion rate for things that will make you more revenue, then there really is no way forward to accomplish anything besides paltry improvements.

If any of this resonates with you, the good news is that you're not alone. And the best news of all is that it's easy to move beyond conversion rate once you change your perspective.

Changing our collective view of resort and hotel ecommerce performance is exactly what we're going to do in this guide. We'll start by examining common misconceptions, mistakes, and the unique dynamics of measuring conversion rate when selling things like rooms, tickets, tee-times, rentals, and spa appointments. We'll then look at guest behaviors to understand how our quest for conversion can force many guests into booking trips in the way we want them to instead of how they want to. Next we'll take lessons from other industries that have been

incredibly successful at driving online revenue growth. And then we'll bring all of this together in a simple game plan that combines all of these pieces - conversion rate included - into a succinct, realistic way forward.

At the least, this book will clarify how to think about your ecommerce performance and teach you to confidently know how well you're really doing. At the best, however, it could help you grow revenue in ways you never thought possible.

Conversion rate isn't the enemy, but it's time to think beyond this metric and see the bigger picture.

Interested? Let's dig in.

Chapter 1

The Problem with Conversion Rate

This chapter will be available when the full book launches in January 2021. To get notified when the full book is available, please visit the link below:

<https://corp.inntopia.com/tools/ultimate-guide-resort-ecommerce/>