

CASE STUDY

HOSPITALITY (3-STAR HOTEL + RESTAURANT + LOUNGE + BANQUET + LODGE)

INCREASE WALK-INS, RESERVATIONS & REVENUE

COMPANY OVERVIEW

A 3-star hospitality business offering dining, lodging, and event/party hall services. The business was facing operational inefficiencies, low walk-ins, and underutilized revenue potential across multiple segments.

CHALLENGE

- Low daily walk-ins and inconsistent customer flow
- Poor customer handling and unstructured operations
- No proper digital systems (manual management issues)
- Underperforming marketing campaigns
- Low lodge bookings despite available inventory
- Banquet hall underutilized (low event bookings)

SPECIFIC ISSUES

• Operational Inefficiency & Poor Customer Handling

The business lacked a structured system for managing customer inquiries, bookings, and on-ground experience. Manual processes led to delayed responses, missed opportunities, and inconsistent customer handling.

• Weak Digital Presence & Ineffective Marketing

The brand had low online visibility with underperforming ad campaigns and no clear targeting strategy. This resulted in poor engagement, low trust, and minimal conversion from digital channels.

• Low Conversion Across Revenue Streams

Despite having multiple revenue channels (restaurant, lodge, banquet), the business struggled to convert interest into actual bookings and walk-ins due to the absence of a structured marketing funnel and booking integration.

SOLUTION

Objective

To build a scalable growth system that increases walk-ins, bookings, and overall revenue by improving operations, enhancing digital presence, and optimizing customer conversion across all business verticals (restaurant, lodge, and banquet).

Approach

- Implemented **customer management & booking systems** to improve response time and conversions
- Launched **targeted Meta Ads campaigns** for high-intent local audience
- Executed **influencer marketing (video-first content)** to boost trust and reach
- Built conversion funnel: **Ad → Content → Booking / Walk-in**
- Integrated **online booking platforms** to improve lodge occupancy

Conclusion

- **4X revenue growth** within few months
- **1,500-2,500+ monthly walk-ins generated**
- **60-80% increase in lodge occupancy**
- **3X growth in banquet/event inquiries**
- **40%+ reduction in CPL**