

Female-friendly campaign

CASE STUDY: BINIARROCA HOTEL, MENORCA

The glorious Biniarroca Hotel is a rural historical retreat only a few minutes' drive from Mahon International Airport. This adult-only hotel boasting excellent leisure facilities and gourmet cooking is the perfect destination for stressed-out female executives to rejuvenate, making it ideal for **maiden-voyage.com** members.



Campaign

The Biniarroca Hotel joined **maiden-voyage.com** in 2009 as one of its first ever partner hotels. The campaign provided by maiden-voyage.com has grown from strength to strength. Recent activity has included the launch of an integrated web, social media and online PR campaign, which incorporated:

- Female-friendly inspection
- Bespoke listing
- Newsletter coverage
- Press campaigns
- Weekly tweets
- Facebook coverage
- LinkedIn groups coverage

In addition **maiden-voyage.com** has covered ad-hoc events and offers, and delivered a personalised online interview, supported by social media coverage, with the Director of the Biniarroca Hotel.

Results

- Website traffic increased by 3% (as a direct result of the campaign)
- Numerous direct bookings for the summer season were attributable to the **maiden-voyage.com** campaign
- Numerous bookings for the upcoming season.

Intangible Benefits

The team at **maiden-voyage.com** have been proactive in passing on any journalist requests relevant to the Biniarroca hotel and have encouraged positive exchanges and promotions.

Quote

"maiden-voyage.com has proved to be highly sensitive to our small boutique hotel and our target market share. The team have been proactive searching for new opportunities, which have helped us develop and strengthen our market position. Although it is difficult to know how many indirect bookings we have had thanks to the influence of maiden-voyage.com in the media, their continuous support has resulted in reviews, articles and interviews, which is definitely one of their best pluses and something we cannot put a price on.. Our own increase in social media presence has been fully backed up by the maiden-voyage.com team, who have proved to be the perfect alliance in the UK for our female target sector".



Lindsay Mullen
Co-founder
Hotel Biniarroca



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