

CASE STUDY 01 · HOSPITALITY

Expanded a Seasonal Resort Into a Year-Round Revenue Model

Long-term growth strategy, operational transformation, guest journey redesign, and digital infrastructure that expanded demand beyond the traditional summer season.

BUSINESS GROWTH · OPERATIONS STRATEGY · SERVICE EXPERIENCE · DIGITAL INFRASTRUCTURE

KPI SNAPSHOT

A seasonal resort was repositioned around year-round demand, stronger direct acquisition, and a more efficient booking operation.

+82%

Peak Season Occupancy

+71%

Peak Season Length

50X

Winter Occupancy

76%+

Lower Annual Marketing Spend

ROLE

Business Growth & Operations Strategy

PROJECT OVERVIEW

Evaluated the resort as both a hospitality operation and a customer journey, identifying opportunities to extend the revenue season, reduce dependence on paid marketing, improve booking efficiency, and strengthen direct demand. Developed and implemented a long-term strategy spanning website architecture, seasonal positioning, organic visibility, owned audience growth, and operating recommendations that supported year-round occupancy.

DATA NOTE

Performance metrics compare resort operations and marketing data from 2016 through 2025. Booking efficiency reflects the current digital workflow.

CONTEXT

The challenge and the strategic response

The resort had strong underlying assets, but its operating model, digital presence, and marketing systems were built around a short peak season. Growth required changing both how the property was positioned and how guests moved from discovery to booking.

PROBLEM

Short seasonal revenue window

Peak demand was concentrated into roughly seven weeks, while fall and winter occupancy remained minimal.

High dependence on paid marketing

Annual marketing costs remained high with no meaningful owned email, SMS, or social audience.

Manual booking friction

A one-page website offered no integrated booking functionality, leaving management to handle reservations manually by phone.

Limited visibility into the full guest experience

The website did not adequately present individual cabins, property amenities, seasonal experiences, or the surrounding destination.

STRATEGIC RESPONSE

● Repositioned the resort for year-round demand

Expanded seasonal positioning around fall events, winter recreation, spring travel, and longer-stay opportunities beyond the traditional summer window.

● Built owned demand channels

Developed email, SMS, social, SEO, and content systems to grow direct audience reach and reduce dependence on paid acquisition.

● Redesigned the booking journey

Created a seamless digital path for cabin discovery, availability, booking, and invoicing so management involvement dropped to under one minute for routine reservations.

● Sold the experience, not just the cabin

Built content and pathways around cabin selection, amenities, local attractions, seasonal activities, and the reasons to visit throughout the year.

WHAT WAS BUILT

A year-round growth system connecting guest experience, operations, and direct demand generation

→ Website & Cabin Architecture

Expanded a one-page brochure site into a structured experience with individual cabin information, amenities, availability, and clear booking pathways.

→ Booking & Invoicing Workflow

Integrated booking functionality and streamlined the management handoff so routine reservations no longer required lengthy phone-based coordination.

→ Seasonal Revenue Strategy

Developed year-round positioning around fall events, winter recreation, spring travel, and monthly winter stays to increase use of previously underperforming periods.

→ Owned Audience Infrastructure

Built email, SMS, and social audience channels from zero, creating a direct communication base independent of paid advertising.

→ SEO & Destination Content

Developed search-focused content around the resort, local attractions, historic significance, and seasonal experiences to increase organic discovery.

→ Operational Revenue Recommendations

Recommended longer-stay winter rentals and other operating adjustments that supported occupancy while reducing turnover and cleaning demands.

What changed as the operating model matured

The transformation created a broader revenue window, stronger direct demand, more efficient booking operations, and a guest experience capable of supporting the resort across all four seasons.

+247%

Fall Occupancy Growth

48.9X

Organic Website Traffic

95%+

Less Booking Admin Time

6,491

Followers & Subscribers Built From Zero

OPERATIONAL OUTCOMES

01 A longer, more productive peak season

Peak occupancy rose from 55% to full occupancy while the peak season expanded from seven weeks to twelve, increasing the productive revenue window.

02 Previously quiet seasons became viable

Fall occupancy increased substantially, while winter shifted from near-empty to full occupancy through year-round positioning and longer-stay rental strategy.

03 Lower acquisition cost and stronger owned reach

Marketing spend declined by more than three quarters while organic traffic and direct subscriber and follower channels expanded significantly.

04 A faster, more scalable booking operation

The digital booking system reduced management time from roughly 20 minutes per reservation to less than one minute for routine invoicing and confirmation.

WHAT THIS PROJECT

DEMONSTRATES

Business Growth Strategy · Operations & Process Improvement · User Pathways & Service Experience · Digital Infrastructure & Systems · Revenue Strategy · Organic Growth