

AmericInn Appleton



How do Hotels increase occupancy? Out-of-home of course!

Highlights:

AmericInn successfully utilized outdoor billboards to increase occupancy and to let visitors know they have a waterpark splash zone.

Details:

AmericInn utilized one bulletin from the South and had many comments from visitors saying they saw the billboard and they picked to stay with them because of the splash park. Because of those results they decided to add one from the North.

Rationale:

Because they had seen great results from their display from the south and thought adding one from the north would be a good move. The outdoor allows them to let all visitors know they also have a waterpark splash zone which is the main reason families pick their place over all the competitors in the area.

Results:

I spent Saturday, May 16th 2015 literally standing in the same spot greeting one guest after another. As pleased as I was to see so much foot traffic I had to wonder why? I finally asked the next guest, "So, what brings you in the area?" Her reply was, "We were just driving down 41 and seen your billboard and thought lets just check it out, glad we did this is so nice." Sure enough our Billboard went up on Friday May 15th 2015. We saw a 28% increase the 1st day and it's just been none stop since then. We have done other types of advertising but we've seen the biggest bang for our buck with our Billboards. Thank you Outfront Media!

*Tiffany Doberstein
General Manager
AmericInn Lodge and Suites*