

THE GOAL

The Lodge of Four Seasons was looking to find a balance between generating more profitable direct bookings and putting their inventory onto Expedia or an OTA where they'll fill rooms but pay commission on their bookings. By driving an affluent travel audience to The Lodge of Four Seasons website, they can capture direct bookings without paying commission.

OVERVIEW

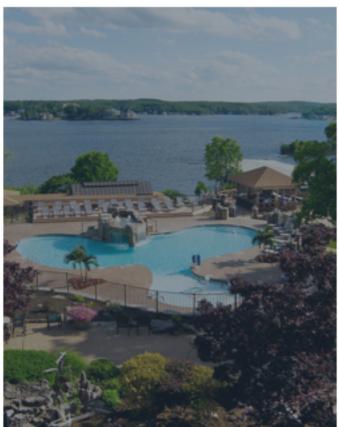
Located in one of Missouri's popular travel destinations, The Lodge of Four Seasons provides a great Midwestern destination for couples, families, and groups alike. With the ability to host large events such as meetings, reunions, and weddings, The Lodge of Four Seasons looks to accommodate groups year round. When guests arrive at The Lodge of Four Seasons, they are surrounded by the rolling Ozark Hills and miles upon miles of shoreline. It is not just the breathtaking natural beauty that brings guests to the property, The Lodge of Four Seasons offers amenities that keep guests entertained during their entire stay. Guests can test their skill on the 54 holes of golf, hit the water while utilizing the full-service marina, or relax at the world class spa, and that is without even leaving the property.

With the amount of amenities offered as well as the ability to host groups, The Lodge of Four Seasons was looking for a way to stand out from the crowd when it comes to Missouri travel. After looking at advertising options, The Lodge of Four Seasons decided that ResortsandLodges would drive the right audience to their property.

TYPE

Family, Golf, Meeting, Reunion, Wedding, Nature, Romantic, Pet Friendly, Luxury, Lake, Honeymoon, Spa, Villas and Condos

TARGET



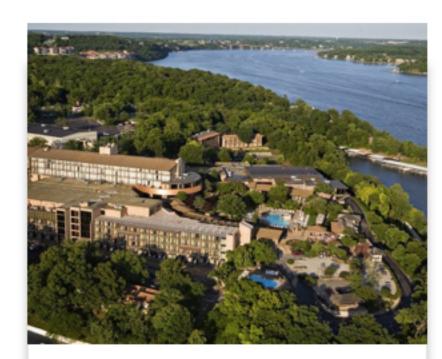


STATE		VISITORS	PAGES OF CONTENT
MISSOURI		903K	886
REGION			
LAKE OF THE OZARKS		311K	666
TOP FEEDER CITIES			
KANSAS CITY	ATLANTA		_
WICHITA	ST. LOUIS		_
CHICAGO	URBANDALE		_
MADISON	LAWRENCE		_



PRODUCTS





FROM \$109 The Lodge of Four Seasons Lake Ozark, Missouri

Content Marketing

1. Top Lists



Top 10 Family Reunion Destination ...

NUMBER 4

Top 10 Lake of the Ozarks Family R...

NUMBER 5 **Top 2014 Summer Family Vacations** 2. Deals & Packages



Deal Expires: May 3, 2015

Source: The Lodge of Four Seasons

Spotlight Article



are treated to 54 exemplary holes of golf. Swing away on three distinct

You step out your front door and onto one of three award-winning golf courses. Waterfront holes, rolling fairways, and sand bunker-guarded greens await on this links trio, designed by golf giants Jack Nicklaus, Ken Kavanaugh, and Robert Trent Jones, Sr. You must be in Florida. Nope. California? Not even close. You're at The

By: Adam Wohnoutka posted Tue, Jun 11, 2013



THE NUMBERS (May 25, 2014 - May 24, 2015)

Units: **359**

Total Branded Impressions: 100,166 Total Branded Landing Page Visits: 12,023

Total Website Visits: 5,528

Total Calls and Inquiries (Leads): 259 TOTAL INBOUND LEAD VOLUME: \$567K

CONCLUSION

view

The Lodge of Four Seasons has seen year-over-year success when it comes to advertising with ResortsandLodges.com. As a customer for many years, ResortsandLodges has been able to pinpoint exactly what listing and content will drive the best travel audience direct to The Lodge of Four Seasons and convert into bookings. The Lodge of Four Seasons continues to grow with ResortsandLodges as they consistently see results.