

How The Twin Arrows Casino Resort partnered with The Guestbook

# TO INCREASE DIRECT BOOKINGS 19%

## THE SITUATION

The Twin Arrows Casino Resort staff needed a way to attract new guests while giving past guests a reason to return. In 2019, the hotel teamed up with The Guestbook to leverage the power of cash back rewards.

## THE RESULTS

The results were immediate. In its first 30 days the Twin Arrows Casino Resort received a 19% increase in direct web reservation which resulted in a \$10,000 increase in monthly net revenue. The program was a highly efficient part of the hotel's overall revenue management strategy, with an 9.0x revenue to cost multiple.

## PROGRAM IMPACT\*

**\$10,000**

MONTHLY NET REVENUE INCREASE

**+19%**

WEB RESERVATION CONVERSION

**9.0x**

REVENUE TO COST MULTIPLE

\*Actualized data from Oct. 1, 2018 to Sept. 30, 2019 and includes guests enrolled by property and The Guestbook.

“ The Guestbook has provided us the tool to capture increased direct bookings and compete with all the branded loyalty programs within the area. It is an integral part of our Revenue Management Strategy. What I love the most about the program, besides the instant reward aspect, is how efficient the functionality is for our team. The Guestbook is definitely one of the best loyalty rewards programs in the market and Twin Arrows Casino Resort is proud to be part of that. ”

— Katherine Davis, Director of Hotel Operations

## THE GUESTBOOK PARTNERS WITH 700+ HOTELS IN 70+ COUNTRIES



**A MORE REWARDING WAY TO BOOST YOUR NET REVENUE**  
Increase Direct Bookings | Accelerate Retention | Attract New Guests  
**All with the power of cash back rewards**

[THEGUESTBOOK.COM/HOTELIERS](http://THEGUESTBOOK.COM/HOTELIERS)



### Location

Flagstaff, Arizona

### Amenities

- Four-star rating
- Valet parking
- In-room entertainment
- Room service

### Website

[twinarrows.com](http://twinarrows.com)

Twin Arrows not only provides the finest gaming experience in Northern Arizona, but they also offer a luxury hotel complete with all of the amenities and essentials guests need to enjoy their stay.

