HOW NEWPORT BEACHSIDE RESORT
INCREASED WEB DIRECT CONVERSIONS BY 23.5% IN ONE MONTH

NEWPORT BEACHSIDE
HOTEL & RESORT

Location
Sunny Isles Beach, FL

Rooms
339

Amenities
Ocean view
Restaurant & Poolside Bar
Hot Tub & Heated Pool
Fitness Center & Spa

Centrally located between Miami and Fort Lauderdale, Newport Beachside Hotel & Resort offers world-class services combined with outstanding value in a beautiful oceanfront setting.

Situated in the heart of North Miami Beach, the beautiful AAA Diamond rated Newport Beachside Hotel & Resort elevates the Miami Beach Resort experience.

THE SITUATION

Newport Beachside Resort wanted to improve their online direct bookings. As competition increased in their market, they wanted to refine their revenue generation strategy with a focus on direct bookings while avoiding high fees from Online Travel Agencies (OTAs). In 2017, Newport Beachside Resort reached out to The Guestbook to revamp their strategy using cash back rewards in addition to joining a vast network of independent hotels.

THE RESULTS

+23.5%
DIRECT WEB
CONVERSIONS
(IN 1ST MONTH)

24.7x
REVENUE
TO COST
MULTIPLIER

$175,375
IN ROOM REVENUE
(1ST YEAR WITH
THE GUESTBOOK)

" We love working with The Guestbook. The cash back rewards promise helped us capture more direct bookings and build our database. "

- Alex Molgora, Area Director of Revenue Management

THE GUESTBOOK PARTNERS WITH 700+ HOTELS IN 70+ COUNTRIES

Welk RESORTS®   THE LONDON WEST HOLLYWOOD AT BEVERLY HILLS   LOTTE NEW YORK PALACE   DIAMOND Resorts   The Hollywood Roosevelt est. 1927   W Wellington HOTEL New York City

THE GUEST BOOK

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