

Case Study

The Crane Resort

“Our website is the top producer (ranking #1 out of our top 20 partners), representing 25% of the business. We feel B4Checkin’s superior product and ability to offer customization is responsible for this.”

- Sophia Gunning, Director of Revenue



Challenge

As a world famous, 232-room luxury property on the island of Barbados – and one that generates a very high ADR – The Crane Resort needed an integration solution to merchandize its extensive accommodation inventory and related services to discerning travelers.

Solution

B4Checkin’s booking engine provides the ideal features for the resort’s needs when deployed alongside the pre-arrival emails, the shopping cart option and the confirmation email tool as well as B4Feedback system.

Results

The records indicate that the B4Checkin booking engine accounts for 25% of total room sales – more than all combined OTA activity. Additionally, the property now averages \$10,000 USD per month in revenues on extra amenities, services and excursions from the shopping cart option along with the selling a la carte extras during the booking process.



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