



www.watersideholidays.co.uk



objectives

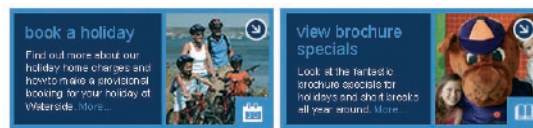
- increase website visitor levels
- website redesign using new photography & stronger calls-to-action
- content management of offers and frequently changing content eg caravan sales
- increase number of brochure and booking requests via the web
- maintain high levels of customer retention and repeat bookings
- promote the entertainments programme and provide information within the park

results

- year on year website visitor levels multiplied by 3 times
- on-line brochure requests taken from 50 to 300 per month
- online provisional bookings multiplied by 4 times after site relaunch
- email marketing creates 'spike' of several thousand website visitors on demand
- waterside maintained strong sales, margins and retention against negative market and competitor trends

Waterside Holidays

Waterside Holiday Park is a five star independent holiday park based in Weymouth, Dorset. The main park is supplemented by Chesil Holiday Park next to the 'picture perfect' Chesil Beach, new development Chesil Vista holiday lodges and a holiday caravan sales business.



4 times increase in online bookings

Appius' engagement began with a complete redesign and build for both of the existing websites. Impressive initial increases in website conversion to enquiry and brochure request created a platform for further investment in traffic building through search engine optimisation and pay-per-click marketing. Specific microsites and eMarketing have been put in place for caravan sales and Chesil Vista property sales.

Latest developments include a new email marketing strategy aimed at advertising new park features, promoting repeat booking and addressing any seasonal dips in bookings.

Wireless internet access on the site now includes a free 'portal' section for Waterside information and on-site screens allow Waterside to promote the entertainments programme to visitors in advance and when on site using a single database administration solution.

Appius's account planning processes and highly measurable project approach to the web strategy fit perfectly with Waterside's passion for excellence, innovation and customer service. This has generated some exceptional results.



website visitor levels multiplied by 3 times

"An excellent company and service that has made a real and quantifiable contribution to our business"
Paul Evans, Waterside Communications Manager