

Expedia® TravelAds™ Success Story

## Makaha Resort & Golf Club, Oahu, Hawaii



### THE CHALLENGE

Sitting on the remote West side of Oahu, location was the top challenge Makaha Resort & Golf Club faced. Without many potential customers physically discovering their property, the resort also had less than desirable placement in the search results on Expedia.

Compared to other OTA's & marketing efforts in general, Expedia TravelAds has been our most successful. It's an effective tool to instantly help build revenue at a minimal cost with a very high ROI.

### THE RESULT

- 54% increase in room nights and revenue production
- ROI of 29:1

### THE TRAVELADS ADVANTAGE

Quick to implement and easy to use, TravelAds gave Makaha Resort & Golf Club immediate results at a low cost. In less than 20 minutes, they registered on the site and had their first ad live. Ease of use and instant ROI rank among Makaha Resort & Golf Club's reasons for using TravelAds.

### REPORTING FEATURES AND SUPPORT

With the live data dashboard, users have instant access to reports. Makaha Resort & Golf Club keeps their data open in a browser for updates throughout the day.

When it comes to support, Nic Barger adds: "I cannot say enough about Expedia customer service. The staff is very quick to respond to any questions or concerns."



**Nic Barger**  
Rooms Division Manager,  
Makaha Resort & Golf Club