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RYDGES Case Study

RYDGES Hotels and Resorts

Rydges Hotel South Bank
Rydges Capricorn
Rydges Hotel Perth
Rydges Plaza Cairns

Established in 1988 Rydges Hotels & Resorts is a rapidly expanding Australian-owned hotel chain with over thirty hotels in Australia, New Zealand, United Arab Emirates, Thailand and the United Kingdom.

Rydges South Bank was the first of the Rydges Hotel Resorts to begin using e-Campaigner in an effort to increase sales and customer communication. 18 months on, Rydges Hotels throughout Australia are using Email Marketing for a variety of marketing communication activities.

RYDGES Use Email Marketing for:

- ✦ Growing and managing databases for client groups including
 - ✦ Leisure
 - ✦ Corporate
 - ✦ Food and beverage
 - ✦ Wedding and functions

Marketing Brochures Focus on the Following:

- ✦ Newsletters
- ✦ Special offers
- ✦ Event and show promotions
- ✦ Updating customer profiles
- ✦ Managing interested prospects via lead report sheets

How Email Marketing is implemented:

Rydges Hotels collect customer data at front desk and collate this information for the purpose of adding weekly to the e-Campaigner database. There are also data collection points throughout the hotels restaurants.

Databases are also automatically grown as a result of viral marketing activities, where by guests forward brochures on to interested parties, enabling these new recipients to sign up to join the newsletter and special offers program.

Marketing the many areas of the hotels and resorts such as the Room Package offers, Restaurants, Bars, Function Rooms and Show Packages have meet with continual success.

Results

The first campaign Rydges South Bank sent out was an instant success. A campaign was created for promoting the Mother Day Banquet at Parklands Bar and Grill. Packages were \$60 per head and included a full seafood buffet and glass of bubbly.

Within 20 minutes of the campaign being sent to just 660 previous guests, more than \$2000 in bookings were received by phone and email. Rydges have continued sending monthly newsletter, special offers and Event promotions.

The database started with only 600 contacts and has grown to over 3000 contacts in just 18 months.

Rydges has been able to save a high percentage of their marketing costs by reducing and in many cases eliminating the need to print and postage of hard copy brochures.

Rydges can now also track those guests that opened and viewed offers, and learn which articles were of interest.

Booking leads are automatically delivered to the sales desk saving time through lead automation. The customer experience is also enhanced as booking enquirers automatically receive confirmation notices that their bookings are being processed and they will be contacted shortly.



Testimonial

"Rydges South Bank has been utilising approximately a period of 18 months. We have found Email Marketing to be an easy and economical way to reach our clients. We have been able to track and monitor the success of our email campaigns and it has become a vital way in which we communicate to our clients and guests. We would have no hesitation in recommending Email Marketing to any business that is looking to reach their clients in an easy and economical manner whilst having the continued support of a professional team."

Rebecca
Marketing Coordinator
Rydges South Bank

Rydges Boulevard Function Centre

Rydges Boulevard Function Centre caters for conference needs or special events. The fabulous addition of an attractive landscaped balcony extending over Grey Street provides views to South Bank Parklands with access via an external glass bubble lift linking Grey Street to the hotel's upper level outdoor. Rydges South Bank was recently recognised at the National CRM Awards (Customer Relationship Marketing) with an accolade award for high standards of facilities and services to the Convention Industry. CRM is the leading MICE industry news magazine in the Australian, NZ & SE Asian.

RYDGES SOUTH BANK BRISBANE
Cnr Grey & Glenelg Streets, South Bank, QLD 4101, Australia
PO Box 3861, South Brisbane, QLD 4101, Australia
Tel. +61 7 3255 0822 Fax. +61 7 3364 0888

The Boulevard Function Centre features three rooms and a reception break-out area, ideally suited for meetings or private functions. The sound-proof moving walls allow for various configurations from boardroom to a spacious banqueting room for up to 250 seated guests.

The Boulevard Rooms feature ample break-out spaces offering the choice of an enclosed air-conditioned area or the open air terrace. With its own glass lift, the Boulevard Function Centre has direct access to the hotel foyer and South Bank.

Function Rooms 81 and 82 interconnect to provide a spacious room. These function rooms offer abundant natural light.

CONFERENCE FEATURES

Rooftop Terrace - The Rooftop Terrace boasts the most spectacular view of Brisbane city skyline. This is an extremely popular venue for parties and functions for up to 250 persons.

Rydges Lakeland Resort Queenstown
39 - 64 Lake Esplanade, Queenstown, NZ
T: (064 2) 442 7800
F: (064 2) 442 022
E: (064 2) 442 9553

Visit our Website | Contact Us | Find Us

It wouldn't be a holiday without a break.

About the Resort
Rydges Lakeland Resort Queenstown, on the shores of stunning Lake Wakatipu, has unmatched views across the water to some of the most majestic scenery in New Zealand.

More about the Resort

Restaurants & Bars

Rydges Lakeland Resort Queenstown has many dining concepts to ensure your catering requirements are memorable. We cater to your requests for local ingredients to ensure the freshest menu list, and coming with a professional wine team.

Visit our Website | Click here to view list
Live Dates: 27 July 2004

Rydges Rockin' WE WILL ROCK YOU package

WE WILL ROCK YOU, the musical by QUEEN and Ben Elton commences at Rockin' Queensland Performing Arts Centre from 21 July 2004.

Book your Rydges Rockin' package from \$209 per person.
Package includes:

- *A* Be YOU
- *Full breakfast
- *Overnight

Book your Rydges Rockin' package from \$209 per person.
Package includes:

Mothers Day 2002 at Parklands

Monday 12th May 2002
12.00pm - 3.00pm

Each Mum receives a free glass of Bubbly and a beautiful potted Gerbera to make her day.

Don't give Mum flowers or perfume this Mothers Day. Instead bring her to Parklands Bar and Grill at Rydges South Bank where she will receive a fabulous feast of delicious finger food, Prawns, Crabs, Oysters, Champagne, Soufflet Salads, the only hot dishes, Flambé meats and Delicious desserts, made on an instant order table to the value of \$200.

WILLY BEAT PLAYING LIVE JAZZ

\$60.00 Per Person
Children 7-18 yrs \$20.00

BOOK NOW - CALL 3364 0844

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