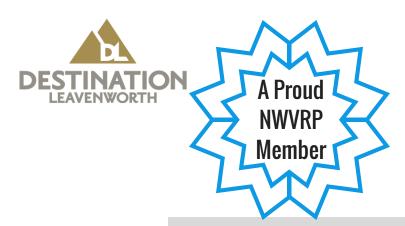


# The Only Independent Intelligent Marketing Automation Platform in the Vacation Rental Industry

## INCREASE REVENUE, PRODUCTIVITY AND BRAND ENGAGEMENT QUALITY WITH FETCH MY GUEST



### DESTINATION LEAVENWORTH

For the past 14 years, Dan Eby has been the owner and general manager of Destination Leavenworth, a **premier vacation rental company** in the Bavarian village of Leavenworth. Through the years **his guests have come to know and appreciate the hospitality** he and his team have consistently delivered. Dan understands that the **value of his business** is the quality of his properties and **the high level service that travelers associate with the Destination Leavenworth brand.** However, over recent years, OTAs have made it more difficult for travelers to discover his brand.

## THE PROBLEM:

#### Vacation Rental Brand Relevance

Like many vacation rental companies, Destination
Leavenworth became highly dependent on the
OTAs for bookings and unfortunately, the OTAs
have taken steps to diminish the Destination
Leavenworth brand by placing barriers in front
of the traveler and instituting policy changes that
are driving up the costs of marketing his
properties. At the same time, many all-in-one
Property Management Systems are becoming
highly dependent on the OTAs for revenue,
presenting a new level of exposure for
Destination Leavenworth.

#### **Background:**

- 34 years in business
- 40 properties
- Well established brand and services

#### Challenge:

- OTA dependency
- Brand dilution
- Escalating costs

#### Solution:

- Brand centric marketing platform
- Direct to travelers
- Independent of Property
   Management Systems and OTAs

#### Why Fetch My Guest:

- Independent of OTAs
- Superior Lead Management
- Analytics reveal efficacy of advertising efforts
- Excellent support
- Insurance policy that protects our brand

## THE SOLUTION:

#### **Brand Control**

With the Fetch My Guest platform, Destination Leavenworth is now able to keep their valuable marketing data separate from the OTAs and Property Management Systems. Destination Leavenworth has the freedom to market their brand and develop partnerships that makes sense for their business. Dan and his team now control how their brand is represented to the traveler.

Brand Marketing That Makes Sense

Destination Leavenworth is now able to cost

effectively market to the traveler at every phase
of the sales funnel. Using Fetch My Guest
marketing automation, Destination Leavenworth
is able to communicate relevant marketing
messages to the guest before, during, and after
their stay. With the recent release of the
Fetchmyvr Marketplace and Fetch value add
integrations, Destination Leavenworth is now
receiving quality leads that are resulting in
commission free bookings!

## THE RESULTS:

An Increase in Brand's Asset Value
By using the Fetch My Guest platform,
Destination Leavenworth has elevated their
brand presence to the traveler, resulting in
higher conversions, more repeat guests,
quality leads and the flexibility to look at
opportunities that bring value to their brand.
With the reporting in Fetch My Guest,
Destination Leavenworth can objectively measure
the performance and costs of their marketing
spend. The end result is control of their brand,
reduced marketing costs and higher
productivity that saves the business thousands
of dollars per month.

The Single Greatest Advantage You Have is Your Brand. Why Give it Away? Contact us today!



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#### **Results:**

- Higher conversions and retention
- Quality leads and bookings
- Thousands saved in OTA fees and higher productivity

"Fetch My Guest has significantly increased our conversion rate and data retention capabilities while showcasing our brand to the traveler. All this while increasing our productivity. We have been looking for a quality alternative distribution channels for years. We have found a great ally in Fetch!"

DAN EBY, OWNER