



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!

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



fetchmyguest

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