

Cambria Hotel LAX Increase Overall, Revenue by 22% and RFP Submissions by 73%

CLIENT

Cambria Hotel LAX

CUSTOMER GOAL

Position the hotel to attract business and leisure travelers and drive more online bookings for rooms and meetings spaces.

MILESTONE SOLUTION

The Milestone team transformed the hotel's online presence by creating a vibrant, responsive website that beautifully showcased the hotel's unique features. This included promoting the rooms, dining, meetings and events. Moreover, they orchestrated the website for search and online discovery to drive more traffic to the website and making it easier to be found. This holistic approach resulted in an impressive digital makeover for the hotel, driving engagement and bookings. The newly designed website is integrated with an event calendar.

IMPACT

+ 22%

Increase in
overall revenue

+ 25%

Increase in
overall website
leads

+ 73%

Increase in overall
RFP submissions

+ 232%

Increase in bookings
from mobile devices

+ 258%

Increase in website
revenue from
mobile devices

+ 37%

Increase in
overall new users

+ 25%

Overall pageview
increase



Kylie Chen
Corporate Digital
Marketing Manager

We have seen an incredible jump in our website traffic and revenue since we started to use Milestone for our vanity site."