



# Grand Velas Riviera Maya Increase Overall Revenue by 123%

## CLIENT

Grand Velas Riviera Maya

## CUSTOMER GOAL

The hotel wanted to increase traffic, engagement, and bookings by upgrading their website and improving the online experience to attract individuals, families, and groups.

## MILESTONE SOLUTION

To enhance their digital presence and boost bookings, the hotel partnered with Milestone CMS, an SEO-first CMS, to develop a discovery-ready website. Milestone's strategic approach included revamping the resort website, adding microsites to promote weddings, meetings, the spa, and restaurants, integrating an events calendar, adding limited-time offers and an e-coupon module, and developing new content.

## IMPACT

+ 123%

Increase in overall revenue

+ 38%

Increase in overall RFP submissions

+ 16%

Increase in overall bookings

+ 202%

Increase in revenue from organic search

+ 39%

Increase in bookings from organic search

+ 10%

Increase in website leads through mobile

"Milestone Internet is a trusted partner in digital marketing, helping us to reach our target audience with effective and engaging technology. We are highly satisfied with their services and recommend them to other businesses looking for a reliable and experienced digital marketing partner."

-Velas Resorts-