



Milestone
Case Study



THE
KITANO HOTEL
NEW YORK

New York Based Luxury Boutique Hotel Increases Direct Revenue by 35%

Challenge

The main objective of the client was to develop a fast & responsive website, improve SEO performance and drive online revenue. Key area of focus was to highlight the elegant public places, stylish bars, meeting & wedding venues and dining facilities.

Solution

Milestone approached the problem with an integrated solution

- 1. Milestone CMS:** Mobile optimized, user friendly UI/UX and ADA complaint website was developed to improve site engagement. Milestone Modules, including Wedding, Meeting and Dining were deployed to drive reach to potential customers.
- 2. Milestone Local:** Business profile of the property was optimized with relevant descriptions, categories, hours of operations, phone numbers and address across Google My Business, Bing & Yelp to improve brand presence & discoverability.
- 3. Social Marketing:** Social content marketing was deployed to boost presence and engagement across Facebook and Instagram.

Results

60 days post site live, the client recorded:



35% Increase

in direct website revenue



76:1 ROI

after 2 months of website launch

“Milestone was able to provide us with a beautiful website, backed by amazing technology. Their attention to detail is incredible and their customer support is industry-leading”

Mr. Zack Zahran, General Manager, The Hotel Kitano New York.