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SMARTER DIGITAL THINKING

CASE STUDY

AWAY RESORTS

ORGANIC SEARCH (SEO)

EUROPEAN
SEARCH
AWARDS
2018 WINNER

AWAY RESORTS ENJOYS A 24% INCREASE IN SEO REVENUES

The Challenge

Away Resorts is a luxury UK holiday park operator, with six award winning locations including Sandy Balls in The New Forest and Tattershall Lakes in Lincolnshire.

Their aim is to “shake up” the Great British holiday with quirky caravans, indulgent lodges and relaxing hot tub breaks, to help you make the most of your precious time away. Each park is fantastically unique with fabulous entertainment and superb facilities.

The business asked Receptional to raise the profile of its brand new accommodation and improve its Google rankings.



What We Did

We recommended relevant keywords, then ran PR campaigns to improve the brand’s Google rankings. Campaigns included:

The Nation’s Favourite Forest (According to Instagram)

Instagram hashtag data and Tripadvisor reviews helped us find the UK’s favourite forests. We created a bespoke landing page and secured links and coverage from the likes of Lonely Planet, Countryfile and House Beautiful.

Pawesome Breaks (Dog-Friendly Holidays)

We surveyed dog owners to discover their favourite UK holiday destinations. The data and insights secured links in The Lady, Woman and Home and Coast magazine.

The Instagram Effect on UK Day Trips

Our poll discovered that 30 percent of young people admitted to making day trips just to take an Instagram photo. Our findings were featured and linked to in The Daily Mail.

The Results

- Organic traffic increased 37% year on year
- Holiday bookings and revenue are up 24%

Our three target keywords are on the first page of Google’s results:

Keyword	Sep 2017	Nov 2018
New Forest Holidays	46	5
New Forest Holiday Parks	9	1
New Forest Caravan Park	21	1

“ We’ve been really happy with the results from the campaigns. Not only have they helped to raise the profile for Away Resorts, but we’ve also seen a big increase in organic traffic and bookings ”



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