



CUSTOMER TESTIMONIAL

NITA LAKE LODGE

WHISTLER, BRITISH COLUMBIA, CANADA



“ Using all features of Guestfolio CRM has enabled us to simplify the whole experience for the guest. ”

– Joleen Kenney, Operations Manager

As one of the top 25 hotels in Canada as rated by TripAdvisor, Nita Lake Lodge is a truly unique property. Located lakeside in beautiful Whistler, British Columbia, this 77-room boutique hotel offers a genuine Whistler experience through a commitment to personalized service. Their full-service spa and innovative local cuisine are just a few of the additional aspects that draw in new visitors and repeat guests, time and time again. Joleen Kenney, Operations Manager shares with us the team's experience with Guestfolio CRM so far.

THE CHALLENGE:

In such a popular, international destination, marketing and driving brand awareness had always been a challenge. Being in a beautiful secluded spot in Whistler had its benefits but also some big challenges; out of the spotlight of the main, bustling Village, and competing online with big brands and big budgets, the team at Nita Lake Lodge noticed the competitive edge others had in the resort town

THE SOLUTION:

As one of Guestfolio CRM's first customers, the team at Nita Lake Lodge decided to be one of just a handful of hotels locally to embrace true CRM. Using Guestfolio CRM, the team were able to look at every aspect of the guest journey and experience at Nita Lake Lodge and enhance each step of the way.

TOP BENEFITS

BRAND AWARENESS:

The marketing automation functionality of Guestfolio allows the team to stay on message and on brand through all their communications from booking, through to after check-out. Each email is tailored to guests based on their interests, booking details and time of year they were staying.

COMMUNICATION:

“We have really enhanced how we communicate with our guests, and we can see how much of a difference it makes when we see the responses we receive to each communication and how our guests interact with us on property.”

PERSONALIZATION:

A truly segmented approach translates across into their newsletter campaigns too. The team are able to use similar personalization techniques to encourage previous guests to return and book direct using offers such as free paddle board rental for the lake. This activity has helped support tremendously the now, large number of repeat guests the team see every year.

ONLINE REPUTATION:

Using Guestfolio’s survey functionality and TripAdvisor integration, Nita Lake Lodge improved their visibility on TripAdvisor, now ranking at no. 25 in the world, and gave their guests the opportunity to be heard.

BOTTOM LINE:

“ Every element of Guestfolio CRM works together to create a seamless experience. This doesn’t just save time for us as a team, it is vital for the guest to improve their overall experience at Nita Lake Lodge. ”

– Joleen Kenney, Operations Manager



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