



CUSTOMER SUCCESS STORY HARBOR HOUSE INN

“ In less than a year, we got the top spot of TripAdvisor and we’re doing so well – so many people are booking direct. Guestfolio has been amazing for us. The value is there. ”

Cody Traxler, General Manager of Harbor House Inn

A small hotel with a big heart, Harbor House is a quiet little inn off the Santa Barbara coast that enjoys a loyal following of repeat guests who praise the property’s quaint ambiance, charming rooms and friendly service. A family owned, independent hotel, the inn is just one short block from the beach with 17 one-of-a-kind guest studios. Guests are encouraged to hop on one of the inn’s complimentary cruiser bicycles and tour the nearby Harbor to take in epic views.

THE CHALLENGE:

Before Guestfolio, praise and feedback was passing conversations with staff in person or email, and the small team didn’t have the right tools to communicate with guests or publicize positive comments. The hotel relied on the OTAs for awareness in the market and commission rates took a healthy chunk of booking revenue. The hotel was looking for a way to create an automated communication cadence to capture and leverage guest loyalty and reviews, so they could rely less on OTAs and more on earned credibility. “We have a tremendous number of repeat guests, often booking a year in advance. People who stay with us get a connection, said Cody Traxler, General Manager of Harbor House Inn.

THE SOLUTION:

With Cendyn Guestfolio, Harbor House implemented an automated communication program that sends out messages before, during and after a stay, and the platform’s integration with TripAdvisor allows guests to post reviews straight away. This enabled the hotel into a virtuous cycle of improved ratings and better visibility, increasing reviews by over 50% and ultimately securing the No. 1 spot in Santa Barbara. This in turn led to a decreased dependence on the OTAs and solid reputation for hotel seekers to find online. “Our OTA commissions have dropped by 35 percent,” Traxler said.

FAVORITE FEATURES

TIMELY COMMUNICATIONS:

“Guestfolio allows us to communicate pre-arrival and post stay with our guests with little oversight. These communications are presented in a light and fun way that makes our guests excited to hear from us.”

ACCOUNT MANAGEMENT:

“Our account manager Richard takes care of us. Fast and effective communication. He’s the best account manager I’ve ever seen. Richard is a legend! Guestfolio promised and delivered amazing support.”

ONGOING GROWTH:

“For the property of our size, we’re getting 25-30 TripAdvisor reviews a week at 5 stars. It’s stepped us up. Having that flow of positive reviews is really great.”

SUCCESS STATS

- No. 1 on TripAdvisor for Santa Barbara hotels
- OTA commissions cut by 35%
- TripAdvisor reviews increased by 50%
- Over 1,000 reviews, with 80% rated as “Excellent”
- Maintain almost 100% occupancy year-round

DAY IN THE LIFE: CODY IN GUESTFOLIO

MORNINGS:

I open the Guestfolio dashboard and look at the 30-day stats and most recent surveys, spending about 10-15 minutes reviewing them, making notes for follow up.

AFTERNOONS:

We use the Arrival list as a reference to see our guests coming in and glance at their social media handles for interests and influence.

EVENING:

We review guest email deliverability and clicks, but don’t have to overly monitor the transactional emails. It’s a pretty hands-off system. Once you set it up, it works!

BOTTOM LINE:



The data speaks for itself. We have achieved amazing results with Guestfolio in less than a year of use.

Cody Traxler, General Manager of Harbor House Inn



GUESTFOLIO IS A PART OF THE CENDYN MARKETING CLOUD
BOOK A FREE BUSINESS CONSULTATION TODAY AT [CENDYN.COM](https://www.cendyn.com)

