

Customer Story:

Building Content As Part of a Post-Pandemic Reopening Strategy



via @waikikiresort, Instagram



About Waikiki Resort Hotel

Privately owned, Waikiki Resort Hotel is a paradise just steps away from Waikiki's famous beach in Honolulu, Hawaii.

via @waikikiresort, Instagram

The Problem:

Waikiki Resort Hotel Revenue Manager Adam Miyasato was tasked with finding a solution to successfully reopen the property after the eight-month shutdown due to COVID-19. Adam Miyasato, Waikiki Resort Hotel Revenue Manager, wasn't sold on the idea of a blog to drive conversions.

"I'll be very blunt: I was there to disprove that blogging was not going to work," Miyasato said. After being outvoted in a strategy meeting he is ultimately happy he was. "Fast forward to three months later, I had to eat my own words... I just didn't realize the power of it, ultimately."

The Solution:

In January 2021, the blog strategy focus, "wasn't pushy on the product sell," the goal focused on "getting people to our website for information regarding cool hiking places, what's going on with COVID in Hawaii, and stuff like that."

In collaboration with ClearVoice, roughly 40 blog pieces have been written by qualified ClearVoice writers who have "a connection to Hawaii", the team averaged five blog pieces a month, and Miyasato is pleased with the traffic. "The blogging numbers did help overall traffic flow, which is the most important part of our business: direct channel," admits Miyasato.



8%

Blog
Conversion
Rate

The Results:

Numbers across the board went up according to Miyasato – including Waikiki Resort Hotel's email capture rate along with visits from online travel agents. **“Our conversion rate from the blog was at an all-time high of about 8%, normally, it is about two to three percentage points,”** reveals Miyasato.

Without ClearVoice, the property would've been about 65% down from what it booked the year before. He happily notes, “It's clear based on the metrics from Google Analytics that people clicked, read and continued to book.”

Examples of Content Created for Waikiki Resorts:

- [Focusing on Hotel Workers Actively Getting Vaccinated to Create a Safe Environment](#)
- [An Insider's Guide to the Best Ways to Enjoy Waikiki](#)
- [Waikiki Beach Surfing 101](#)



Adam Miyasato
Revenue Manager
Waikiki Resort Hotel



Pre-pandemic, with no blogging, we were a 5% direct channel. Post-pandemic, with blogging, our direct channel has risen to 27%.

ClearVoice blog content helped Waikiki Resort's blog perform 350% better than their normal conversion rates.

Achieving 3x - 4x better than your normal conversion rate doesn't just happen. It happened because the ClearVoice Success Team worked collaboratively with Miyasato and the Waikiki Resort Hotel team to tailor content around what the resort wanted.

“Testing the waters” collaboratively gaining perspective on how content performs a strategy was built based off what people were clicking. “ClearVoice was not pushy or demanding and has been very accommodating to our schedule, which can get hectic. That's not always something that companies will tolerate, to be honest – so we're thankful to ClearVoice for that.” Miyasato said.

Better content. It's what we do.