



**BeDynamic**  
What Travelers Do When They Get There

# CASE STUDY



## THE CHALLENGE

Grupo Posadas, Mexico and Latin America's leading hotel operator, is constantly seeking to add destination content to their websites in order to drive customer inspiration, improve stickiness and ultimately lead to increased conversions on particular hotel properties. With more than three decades in the hotel marketplace, the company operates more than 104 hotels and 19,042 rooms in 50 beach and city destinations in Mexico, Brazil, Argentina and Chile. Its eight hotel brands are AQUA, Fiesta Americana Grand, Fiesta Americana, Lat 19, Fiesta Inn and One Hotels in Mexico, and in South America, the company operates Caesar Park and Caesar Business.



## THE OPPORTUNITY

"By combining effective promotions on room stays together with BeDynamic's destination content, our customers were persuaded to book," said David Rebolledo, Subdirector of Customer Loyalty and CRM, Posadas. "BeDynamic was able to aggregate destination content on a massive scale, freeing up our resources to focus on complimentary marketing campaigns."

## PARTNERSHIP IN PRACTICE

"We are thrilled with the results of the collaboration with Posadas and their Cancun-based properties," said Anne Payne, CEO, BeDynamic. "In this case, our customized code enabled Fiesta Americana to simply integrate the widget into an existing website, brand specific."

## THE OUTCOME

Grupo Posadas registered a significant percent increase in the number of room night stays following the internet marketing campaign featuring destination content from BeDynamic. The three month campaign from February-April of 2010 focused on their properties in Cancun, Live Aqua Cancun, Fiesta Americana Grand Coral Beach and Fiesta Americana Condesa Cancun. Rebolledo says the BeDynamic team was able to aggregate destination content for some 400 venues in the Cancun region. "We have just received approval for a Phase I expansion of the internet marketing campaign featuring BeDynamic. Our goal is to expand to additional key cities by the end of 2010."

Increased Product Conversion

Fewer Staffing Demands

A Memorable Customer Experience

Added Revenue Opportunities

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- Anne Payne, CEO, BeDynamic.

For more information or for a demo visit [www.bedynamic.com](http://www.bedynamic.com)  
Tel: 206-285-1989, Email: SALES@bedynamic.com