

## Prospector Square Lodge Strikes Gold with LeisureLink

When vacation property Prospector Square Lodge needed to dramatically increase their online visibility, they turned to LeisureLink to create a robust and profitable online presence. Within one year, the resort saw a 55% increase in revenue. They were also number one in room nights and revenue on Expedia's Top Ten list. According to General Manager John Sands, "The visibility created by Distribution Network has made a tremendous difference, and we've been able to thrive in these tough economic times. I have yet to hear of anybody in our area who was up in revenue as much as were."

### **CHALLENGE** The need for big visibility on a small budget

Located in Park City, Utah, Prospector Square Lodge is a vacation property offering individually owned condo units, a theater, and one of the largest convention centers in the area. As an official venue of the Sundance Film Festival, as well as the host for the annual Park City Math Institute, the resort caters to a wide variety of year-round guests. Visitors select Prospector Square Lodge for its expansive and open grounds, the availability of kitchen facilities within each condo, and the resort's reputation for providing five-star service at three-star rates.

As a rental property, Prospector Square Lodge's primary aim is to increase asset value for individual unit owners. But getting the word out about property availability proved challenging, especially with competition from a nationally known, chain hotel located a mere block and a half from the resort. "As an independent hotel operator, it has always baffled me: unless you're a big hotel with oodles of money for marketing purposes, how do you get the word out?" said Sands.

"We have an effective marketing approach now: we do SEO and social media to improve our ranking, and we rely on LeisureLink to ensure we're seen by millions of customers."

**JOHN SANDS, GENERAL MANAGER, PROSPECTOR SQUARE LODGE**

"You might have the greatest product in the world and even a website, but if you're on page five of a search, no one will find you." While the company had used an Internet marketing firm in the past, results were inconsistent, and paying for extraneous services quickly ate into their limited budget. "The firm only offered a package deal,

and so I ended up paying a lot of money for a lot of reporting that I didn't really need."

### **SOLUTION** Millions of potential customers via LeisureLink's distribution and marketing

Prospector Square Lodge began using LeisureLink for distribution and marketing with the goal in mind of creating a prominent—and profitable—online presence. According to Sands, "I've always thought it would be nice to have one source to go to, one technology that automates all that distribution stuff for you. So when I was approached by LeisureLink, it just made sense." LeisureLink quickly became one of two tools used by the company to enhance their marketing efforts. "We have an effective marketing approach now: we do SEO and social media to improve our ranking, and we rely on LeisureLink to ensure we're seen by millions of customers."

#### **PROSPECTOR SQUARE LODGE**

- ▶ Located in Park City, Utah
- ▶ Units are individually owned
- ▶ Official venue of the Sundance Film Festival
- ▶ Relies on LeisureLink's Distribution Network to automatically reach millions of travelers
- ▶ Saw a 55% increase in revenue and was number one in room nights and revenue on Expedia's Top Ten list

500,000 TRAVEL AGENTS



50 MILLION MONTHLY TRAVELERS



KEY WHOLESALERS/PROPRIETARY NETWORK



THE MARK TRAVEL CORPORATION



**RESULTS** 55% increase in revenue and number one in room nights and revenue on Expedia's Top Ten list

For Prospector Square Lodge, Distribution Network delivered a significant increase in revenue in just one year. In a comparison of first quarter 2011 with first quarter 2010, the resort saw a 55% increase in revenue. "The visibility has made a tremendous difference, and we've been able to thrive in these tough economic times," said Sands. "I have yet to hear of anybody in our area who was up in revenue as much as were." The increase in revenue and bookings landed Prospector Square Lodge on Expedia's Top Ten list for the first time. "We were number one in room nights and number one in revenue. Prior to using LeisureLink, we'd never been on Expedia's list. Our competition was stellar, five-star hotels."

LeisureLink technology has delivered intangible benefits, as well. At homeowner meetings, Sands has shared his pioneering use of technology with owners, and his forward-thinking approach has earned him kudos. "People want to know what you are doing with their money.

We are the first users of LeisureLink in Park City, and our owners view it as an innovative program. Our owners walk away from our meetings thinking, 'These guys are on top of things. They're using technology to benefit me.' This creates more support for my team, and the owners believe that they made the right decision to hire me to manage their property."

LeisureLink's easy-to-use Distribution Network has allowed Prospector Square to increase bookings without increasing the burden on staff. "In today's economy, you have to run lean. But creating a presence on distribution channels can be a real challenge when you have a small staff already wearing multiple hats," said Sands. "In the dark ages, one person would have to spend the entire day checking other properties' rates and then readjusting our rates. It was very labor intensive and reactive. Today, LeisureLink makes it very, very simple to get the word out and remain competitive. It helps us be more proactive instead of reactive."

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