



PRIVATE DINING BOOKINGS GROWTH 2024 CASE STUDY

GOAL: Increase bookings for weddings and private dining events by showcasing the venue's unique offerings, ambiance, and experiences.

THE CHALLENGE:

- Highly competitive wedding industry
- Beating out competition for corporate event hosting
- Identifying the right audience to target to drive bookings

THE STRATEGY:

- Researching, testing, and refining key target audiences for paid social advertising
- Identifying key decision-makers to target when it comes to booking a Corporate Event or Wedding
- Focus messaging and visuals around the unique experience of the venue, especially critical in the highly competitive wedding industry

THE RESULTS:



Drastic increase in attention-driven clicks to the event bookings pages.



27.4% increase in Private Dining sales



6.3% increase in number of events booked



19.8% increase in average sales per event

CHANNELS USED

Facebook
Instagram
PPC

THE CONCLUSION:

The LHA team was able to support the effort in increasing the number of Private Event bookings and saw an increase in the average sales per event, leading to an increase in overall Private Event sales.