

How 7 VR Companies Optimize Demand, Increase Direct Bookings, and Maximize Digital Marketing ROI

Competition Is Fierce

Perfect properties, high-quality pictures, and awesome operations aren't enough to bring new guests to your owners' doors. VR owners are looking for any edge they can get to drive up occupancy, rates, and revenue. And they will shop-and-swap property management teams until they find it. Meanwhile, both technology and the guest journey are transforming around us. Most property managers don't have the time, headcount, or expertise to keep up with the changes, let alone dig into their data to optimize every channel. AI, algorithms, OTAs, social media, maps, and even review sites are transforming how people search and the results those searches deliver. You've got to keep up to maintain your competitive advantage.

Digital Marketing Is Your Edge

Optimized, data-driven advertising, email, web, and holistic marketing programs are the key to raising your VR brand's digital profile, increasing direct bookings, and growing a high-performing property portfolio. VR owners are looking for any edge they can get to drive up occupancy, direct bookings, rates, and revenue. Owners will shop-and-swap PMs until they find the technology and team they think are better than yours.

TrackDMS

- › Cart Abandonment
- › Conversion Optimization
- › PPC Spend Management
- › Meta Search
- › Display Retargeting
- › Email Marketing
- › Booking Engine
- › Website Building

VR owners are looking for any edge they can get to drive up occupancy, direct bookings, rates, and revenue.

Owners will shop-and-swap PMs until they find the technology and team they think are better than yours.

7 Coast-to-coast Case Studies in Generating More Demand and Higher Revenue with TrackDMS

1	How Wilgus Associates Increased VR Revenue 91.39%	Delaware
2	How Palmetto Dunes Oceanfront Resort Used PPC to Add +\$2M in New Revenue in 9 Months	South Carolina
3	How Parrish Maui Launched SEO to the Tune of \$700K in New Revenue	Hawaii
4	How Surfside on the Lake Generated \$375K off 1 Promo Code	New York
5	How Bluefish Vacation Rentals Turned on Email Marketing for +\$100K More ARR	Michigan
6	How Cascade Overcame Peak-Season Vacancies	Minnesota
7	How Alys Beach is Reclaiming Revenue with Intent	Florida



"Many of our clients already have digital marketing programs, but what we often find is that their approach isn't comprehensive. They're not fully optimizing individual channels, leading to wasted spend and missed opportunities for direct bookings. That's where we come in. We help our clients eliminate inefficiencies, increase direct bookings, grow organic traffic, and reach new audiences. By maximizing every touchpoint, we boost brand awareness and help recover lost bookings, driving both immediate revenue and long-term success."

Jack Tuthill

Associate Director of Digital Marketing Services



Audit Your Marketing Program to Uncover Gaps and Opportunities

Request a no-obligation, no-fee audit of your digital marketing program with TrackDMS digital marketing experts.

- »» How do you make sure guests can find you?
- »» How do you ensure browsing turns into booking?
- »» How do you win more direct bookings?
- »» How do you keep your units full, even in low and shoulder seasons?
- »» Is your PPC optimized?
- »» Is your GA4 set up properly? (Did your team set it up at all?)
- »» Are your email campaigns converting? Do you know?
- »» Are promo conversions actually working?
- »» How do you recover bookings left in abandoned carts?
- »» How are you driving last-minute, last-mile bookings?
- »» How can you make the most of your limited resources?

How Wilgus Associates Increased VR Revenue 91.39%

Background:

Wilgus Associates manages 200+ VR properties in Delaware's beach towns. Despite 75 years of experience in VRs, real estate, and insurance holdings, Wilgus Associates struggled to attract and close new property owners. Portfolio growth stalled. Meanwhile, as the company's core demographic shifted, they struggled to attract younger travelers and win direct bookings. Wilgus was being outpaced by larger competitors.

Challenge | It's running, but none of it's optimized:

Wilgus Associates had several opportunities to optimize their digital marketing strategy and execution across channels.

Low Direct Bookings: Wilgus Associates relied on OTAs like VRBO to deliver bookings. They were leaving (lots of) money on the table.

SEO Deficiencies: Wilgus ranked well for branded keywords, but they were missing out on high-intent general lodging searches.

Inadequate PPC Campaigns: The Wilgus team was missing intent-driven travelers searching for vacation rentals in their area.

Data Gaps: Google Analytics 4 (GA4) was never implemented. Wilgus was missing key data for tracking, insights, and strategic planning.

Limited Conversion Tools: They lacked tools like email capture to re-engage potential guests who hadn't booked yet.

Stalled Portfolio Growth: Wilgus struggled to attract and close new property owners, diminishing their growth and reputation.

TrackDMS Results

- » 43.89% increase in eCommerce conversion rates
- » 36.35% increase in traffic
- » 91.39% increase in revenue

What We Delivered

- » Website Build & Support
- » Website Platform Management
- » Booking Engine Installation
- » Conversion Optimization Pop-Ups
- » Facebook & Instagram Advertising
- » Google Ads Advertising
- » Search Engine Optimization

You do a great job managing our digital marketing and website. You're always available, respond promptly, find solutions, and see projects through to completion. Your reports are thorough and ideas are helpful. We have a great working relationship and appreciate your effort.

Kylie Givens
REALTOR®

Solution | All systems go:

The TrackDMS team developed and implemented a comprehensive digital marketing solution.

Brand Campaigns Drive Traffic out of OTAs and into Direct Bookings:

Extended and enhanced Wilgus Associates' digital presence across email campaigns, blogs, and social media. Reduced reliance on OTAs and drove 43.89% more direct bookings.

SEO Strategies Implemented in Content Marketing to Improve SERP:

Captured a robust keyword strategy and honed it into a blog and web content. Moved the brand and listings up-page to capture more clicks on high-intent terms, including general lodging, local events, and special promotions.

Pay-per-click (PPC) Campaigns to Boost Brand and Unit Discoverability:

Launched and managed PPC campaigns targeting high-intent search terms for general lodging in the region. Increased visibility and conversions from relevant search results where Wilgus Associates previously didn't show up or rank.

Data Management Best Practices to Capture Insights and Revenue:

Completely set up GA4 and Tag Manager to ensure marketing efforts are properly tracked. Built direct ties to attribution models for win celebration and strategic growth.

Conversion Tools and Optimization Overhaul Tools:

Implemented new conversion optimization tools, including email and lead capture data. Engaged first-time and returning guests, driving return visits and traffic conversions on the company website.

Targeted Campaigns with

Owner-acquisition Focus:

Crafted a strategic marketing program designed to attract new property owners. Showcased the value of working with Wilgus Associates in their VR and real estate portfolio.

Results | Mission accomplished:

In just one year, Wilgus Associates increased **eCommerce conversion rates by 43.89%, increased web traffic by 36.35%, and increased revenue by 91.39%.**

More direct bookings:

Paid search campaigns increased traffic and direct bookings, reducing dependency on OTAs.

Enhanced SEO performance:

Blog content strategy raised organic keyword rankings for general lodging terms, increasing traffic from search engines.

Boosted conversion rates and revenue:

Email and remarketing efforts increased returning visitors, converted more leads to guests, and nearly doubled revenue.

Captured actionable data insights:

With GA 4 and Tag Manager in place, marketing program performance was directly tied to revenue so leaders could optimize budgets.

Expanded owner portfolio:

Targeted owner acquisition campaigns, won new property owners and helped Wilgus Associates keep their edge.

Invigorated brand identity:

Strategic marketing programs rebuilt and extended brand awareness, further differentiating Wilgus Associates from larger competitors.

How Palmetto Dunes Oceanfront Resort Used PPC to Add \$2M+ in New Revenue in 9 Months

TrackDMS Results

- » \$2M in PPC revenue over 9 months
- » Highest annual PPC campaign revenue in 10 years
- » Second highest annual PPC campaign ROI

What We Delivered

- » Dedicated PPC Specialist
- » Google Ads Account Framework Review
- » Budget Assessment
- » Auction Insights
- » Keyword Selection
- » Location Targeting
- » Negative Keywords
- » Search Engine Optimization

Background:

Palmetto Dunes Oceanfront Resort competes against 30 local VR groups on Hilton Head Island. Even with three miles of ocean beachfront, a full-service marina, world-class golf, and other top amenities, Palmetto Dunes wasn't differentiating well enough to boost the online visibility they needed to increase bookings.

Challenge | What's the best bet with the best ROI?:

Palmetto Dunes recognized they needed to improve their paid search and advertising strategy. They'd been deferring to Google's automated recommendations, and their efforts simply weren't adding up to clicks, bookings, and a higher customer lifetime value (LTV).

Meanwhile, with so many amenities and attractions (beachfront villas and VRs, golf, tennis, pickleball, weddings, reunions, corporate events, fine and casual dining, and more), they needed to focus their strategy to manage costs and deliver high ROI.

Solution | Soup to nuts PPC expertise: After our thoughtful analysis, the TrackDMS team delivered and executed a new, comprehensive pay-per-click strategy to maximize campaign ROI:

Optimized Google Ads to help the resort outperform its competition by creating a new keyword structure, crafting tailored ad copy, and applying precise geotargeting to reach Palmetto Dunes's ideal audience.

Got down in the weeds, pinning key headlines, making positive and negative bid adjustments, and refining site links. Rejected Google's often misunderstood automated recommendations to ensure more effective ad placements.

Tested new imagery with our well-considered bid strategies, ensuring ads were prominently displayed to the right audience at the right time.

Results Revenue + ROI:

In nine months, the Palmetto Dunes PPC campaigns generated over **\$2 million in revenue**.

We kept costs flat, and achieved the resort's second-highest ROI, ever, from PPC. Our work also helped them achieve their **highest annual earnings from the PPC marketing channel since they began tracking results in 2014**.

How Parrish Maui Launched SEO to the Tune of \$700K in New Revenue

Background:

Since 1984, Kapalua Resort Vacation Villas by Parrish Maui has attracted international guests to its 22,000-acre resort in West Maui. They operate in one of the largest nature preserves in Hawaii and one of the most competitive VR markets in the world. But Parrish Maui had no SEO strategy, and their business was suffering.

Challenge | Starting from zero:

Parrish Maui had no keyword rankings and an invisible digital presence. They needed to build SERPs (search engine results pages) from scratch and stay ahead of the ever-changing search algorithm. Otherwise, customers would never find them and visit their websites, let alone convert from lookers into bookers.

Solution | Give Google lots to love:

The TrackDMS team implemented SEO best practices, VR industry best practices, and our unique insights into driving traffic and website performance.

From carefully crafting slugs and title tags to meticulously managing meta descriptions, we tuned up the behind-the-scenes content that search engines love.

Then, we upgraded web and blog content with SEO-smart headings, keyword-rich copy, and optimized in- and outbound links to improve search relevance and prominence.

We also scrubbed web content to improve load times and deliver a better experience for online visitors.

TrackDMS Results

- »» 700K+ in new revenue in Year 1
- »» +3500 ranked keywords in 2 years
- »» +500K new organic clicks

What We Delivered

- »» Search Engine Optimization (SEO)
- »» Blog Plan
- »» Blog Posts (4 per month)
- »» Comprehensive Website SEO Audit
- »» Keyword Research
- »» Organic Traffic Analysis
- »» Keyword Ranking Overview & Distribution
- »» Web Measurement Scores

Results Aloha, growth!:

The TrackDMS team's SEO strategy drove impressive growth, moving the needle from **0 to 3,500 indexed keywords** in two years. This surge in keyword visibility led to nearly **500,000 organic clicks**, suddenly and valuably making SEO the primary source of site traffic. Our SEO program for Parrish Maui generated **\$700,000 in revenue** in just one year.



How Surfside on the Lake Generated \$375K off 1 Promo Code

Background:

Surfside on the Lake is nestled in the Adirondack Mountains in upstate New York. This independent, family-owned and operated resort offers 154 rooms with 41 suites. But, their lookers weren't turning into bookers. Surfside needed a compelling, urgent offer to capture attention and quickly convert it into guest reservations.

Challenge | Give me one reason to stay here:

In a market where many regional guests daydream about a weekend away or a relaxing vacation close to home, Surfside needed to create a reason for guests to turn their dreaming into doing now.

Solution Turn intention into action:

We created scarcity and desire with a special high-season, "Summer Fun" promotion that incentivized lead capture and immediate booking. Then, we delivered a targeted email campaign to keep Surfside top of mind, clinch more conversions, and capitalize on seasonal demand.

Results:

Summer fun for everyone: During the peak summer months, Surfside on the Lake generated an **additional \$375,000 in bookings** with the "Summer Fun" campaign. Not only did Surfside boost seasonal revenue, they also significantly **expanded their customer database to 16K+**. With a larger, more engaged list of guests and leads, the campaign led to **sustained growth** in both customer engagement and overall revenue.

TrackDMS Results

»»» **\$375K** incremental bookings earned by optimizing a new promo

What We Delivered

- »»» Conversion Optimization
- »»» Conversion Box Design
- »»» Mobile Opt-in
- »»» A/B Testing
- »»» Targeted Conversion Campaign
- »»» Automated Email Sequence
- »»» Exit Intent
- »»» Automatic Email List Sync

\$375K

incremental bookings earned by Surfside on the Lake by optimizing a new promo

How Bluefish Vacation Rentals Turned on Email Marketing for **+\$100K More ARR**

TrackDMS Results

»» In Year One, email marketing drove **93% more website traffic** for **\$115K more in revenue**

What We Delivered

- »» Email Marketing Management
- »» Unique Template Design
- »» Email Design & Deployment
- »» Strategy & Consultation
- »» Content Calendar
- »» Shared IP Address
- »» Database Import
- »» Ecommerce Reporting

93%

more website traffic in Year One for Bluefish Vacation Rentals

Background:

Bluefish Vacation Rentals operates in an emerging STR market near Chicago, offering well-appointed homes to guests vacationing in some of the most popular destinations along Lake Michigan. Because their potential for earning customer loyalty is virtually limitless, Bluefish wanted to supercharge direct bookings and forge lasting loyalty by captivating guests with practical, yet aspirational email marketing.

Challenge | Turning strategy into results:

While Bluefish understood the connection between brand perception, customer preference, and recurring revenue, they needed help refining strategy and executing the complexities of email marketing. It takes dedicated expertise to optimize upstream and downstream from bookings.

Solution Cross-channel irresistibility

TrackDMS developed first-class PPC, SEO, and dynamic social media campaigns to capture meticulously targeted, high-value, and high-intent traffic. Our digital marketing program crucially captured email addresses and launched a precisely timed series of captivating emails.

Email featured a dynamic mix of standout properties, exclusive promotions, value-driven content, and clear calls to action - all designed to attract new customers and drive repeat business.

Results Sustainable growth and success:

In Year One of email marketing, campaigns drove an impressive **93% growth in website traffic and converted a remarkable \$115,000+ in revenue**. In Year Two, Bluefish's email-generated revenue is tracking to bring in **\$84,000+**. Meanwhile, we've raised their guest return rate up to a competitive industry standard at **21%**.

How Cascade Overcame Peak-Season Vacancies

Background:

Founded in 2004 and based in Lutsen, Minnesota, Cascade Vacation Rentals is a leader in the vacation rental industry in the upper Midwest. They manage over 175 properties along Lake Superior's North Shore, ranging from luxury lakefront estates to off-the-grid cabins.

Challenge | Filling vacancies in unpredictable climates:

Unpredictable Minnesota winters made it difficult for Cascade to consistently fill vacancies during their peak season. They needed a targeted approach to capture demand when weather patterns shifted, ensuring their portfolio remained high-performing regardless of external conditions.

Solution | Property-specific social performance: We shifted their strategy to property-specific Meta campaigns. By leveraging highly targeted paid advertising across Facebook and Instagram, we reached guests with high intent. We layered in advanced revenue tracking via TrackEcommerce to connect every marketing dollar spent directly to realized revenue.

TrackDMS Results

- »» \$40,000 in direct revenue
- »» 74:1 return on ad spend
- »» Significant lift in brand visibility and future demand from sustained social exposure

What We Delivered

- »» **Meta Ads:**
Property-specific campaigns on Facebook and Instagram designed to drive bookings.
- »» **Advanced Tracking:**
Integration of TrackEcommerce and Google Tag Manager for full-funnel attribution.
- »» **Omnichannel Reach:**
Sustained social exposure that built long-term brand equity.

\$40,000
in direct revenue

How Alys Beach is Reclaiming Revenue with Intent

Background:

Alys Beach is an exclusive, award-winning coastal community on Florida's panhandle known for its Mediterranean-inspired architecture and ultra-luxury lifestyle. It represents one of the most sought-after luxury beach destinations on Scenic 30A.

Challenge | Silent exits at the finish line:

Despite high traffic from premium travelers, Alys Beach faced stagnant conversion rates as high-intent users left the site before completing their bookings. Without a sophisticated recovery strategy, these high-value reservations were disappearing at the final stage of the journey.

Solution | Strategic abandonment recovery:

We deployed an automated cart recovery framework specifically for the luxury market. This included precisely timed email drips designed to re-engage users and return them directly to their viewed property. The messaging focused on reinforcing the unique value of booking direct over OTAs.

TrackDMS Results

- » \$476K in recovered revenue
- » 20.7% recovery conversion rate
- » 242 abandoned bookings captured in Q1 2026

\$476,000
in recovered revenue

What We Delivered

- » **Cart Abandonment Automation:**
Targeted recovery sequences that overcome booking hesitation.
- » **High-Performance Copy:**
Professional invitations written to reflect the premium nature of the Alys Beach brand.
- » **Audience Retention:**
Strategic re-engagement that captured 50 recovered bookings with minimal unsubscribes.

20.7%
recovery conversion rate



Put Your VR Operation Front And Center To Drive Higher Occupancy And Capture More Revenue

TrackDMS is a team of digital marketing experts you can tap as a strategic marketing partner and an extension of your team.

Not sure where to start with digital marketing? Ask us for a free consultation to find out where to begin for the biggest impact.

Want to tune up a program that's already running? Request a no-obligation, no-fee audit of your digital marketing program.



trackhospitality.com