



Mont-Tremblant,  
Quebec. Canada

# The Château

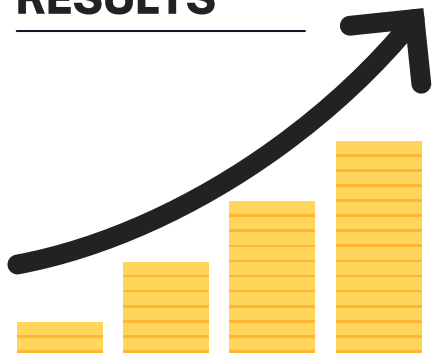
## How a new Canadian vacation club set itself apart from the competition

A Bottom Line Case Study

### THE PROBLEM

Château Morritt is a new timeshare resort in Mont-Tremblant. This area is a hotspot for year-round tourism, so there is plenty of competition when it comes to accommodation. The Morritt's brand is not new to vacation clubs, but it is new on the scene in Canada. There are already many established and well-known resorts in Mont-Tremblant, so Château Morritt needs to set itself apart and get their name out there. This is tricky, because aside from the existing competition, people in Quebec are wary when it comes to timeshares - so the messaging has to be just right.

### RESULTS



**CHÂTEAU MORRITT HAS ONLY HAD ITS DOORS OPEN FOR TWO MONTHS, AND ALREADY THEY ARE ON TRACK FOR EXCEEDING THEIR SALES QUOTA.**

ANTICIPATED ROI:

**5X**

ACTUAL ROI:

**13X**

ANTICIPATED ROAS:

**10X**

ACTUAL ROAS:

**60X**

### THE SOLUTION



#### Seasonal Short Stays

As soon as their doors had opened, Château Morritt needed to attract people to check out the resort. They did this by offering short stays that made the most of each season (lakeside dining in the summer, cosy nights by the fire in the fall, ice-skating in the winter, etc).



#### Landing Page

A landing page was launched and converted traffic into leads with a built-in form. It has only been two months, and already **1,577 contacts** have been generated through this form.



#### Social Media Ads

Ads ran on Facebook and Instagram, targeted to Ontario and Quebec, as well as the surrounding USA North East area. Interests that were targeted were those who match interests in vacation clubs, Mont-Tremblant or resorts.



#### Email Campaign

Emails promoting the various seasonal offers were sent to a list of contacts who had previously shown interest in Morritt's and vacations clubs.



#### Community Management

Many prefer to reach out to hotels on social media. A community management strategy was executed, and social accounts were monitored every day for comments, reviews, or messages.



#### Multilingual Marketing

Each piece of marketing content (landing pages, social media ads, etc) were translated for French and English speaking audiences.

### CONCLUSION

It has been two months since Château Morritt has opened its doors. Already, their short stay promotions have generated the interest of over 1,577 people on social media and continues to bring in foot traffic that turns into new timeshare sales every month.

Additionally, owners of the Cayman-based resorts were targeted with a separate social media and email campaign, encouraging them to swap their unused Cayman week for a week at Château Morritt.

Despite Canada still having a few COVID-19 travel restrictions in place, the resort was fully booked during the Canadian Thanksgiving period, and is expected to have full occupancy for the upcoming ski season.