

# Morritt's Resort

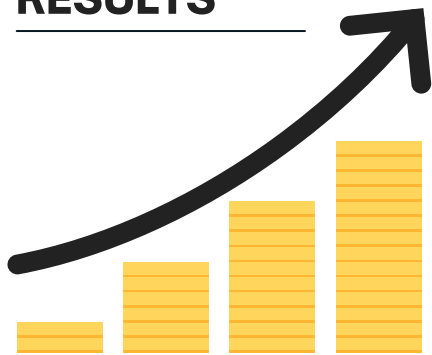
## How this Caribbean vacation club thrived in COVID-19

A Bottom Line Case Study

### THE PROBLEM

Last year the tourism industry felt the hit of COVID worldwide – and Morritt's Resort was no different. Located in the Cayman Islands, Morritt's is a vacation club with a primarily USA audience. Faced with closed borders, Morritt's knew they had to pivot immediately. Their objective was to simply make enough monthly revenue to continue running their operations and keep staff in jobs.

### RESULTS



ANTICIPATED  
MONTHLY  
BOOKINGS:

**200**

ACTUAL  
MONTHLY  
BOOKINGS:

**1,335**

ANTICIPATED  
ROI:

**5X**

ACTUAL  
ROI:

**89.4X**

ANTICIPATED  
ROAS:

**10X**

ACTUAL  
ROAS:

**223.5X**

### THE SOLUTION



#### Staycations

After months of lockdown and borders still closed, Morritt's began offering staycations to Cayman residents – something that had never been done in its 30-year history.



#### Landing Page

A landing page was launched, with copy that described the allure of a staycation and details on the offer, as well as a call-to-action to book a reservation.



#### Social Media Ads

Ads ran on Facebook and Instagram, targeted to the island's population. The ads were created with clear and concise messaging to generate the most conversions. To-date, on average each person has been exposed to our campaign on Facebook and Instagram **128 times**.



#### Google Ads

Google display and search ads were running, and to date have been seen over **7 million times!**



#### 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.



#### Events

Spur more staycations and get more people to see the resort for themselves. We had to stop doing these because they were so successful and people were disappointed by the quick sell out rate!

### CONCLUSION

Morritt's is a perfect example of one of the many businesses that **pivoted and thrived** when faced with the looming threat of COVID-19. While their initial objective was to simply meet their operational running costs – this was greatly exceeded. After a year of this campaign, which is still ongoing, their total revenue as of September 2021 is 177% more than what they had originally expected.

**Residents fell in love with Morritt's and began inquiring about vacation ownership. Morritt's was able to meet and exceed their sales quota, pulling in more sales than ever before as a result of this campaign – something they never thought would be possible, especially in a pandemic.**

Nobody was laid off. All staff kept their jobs and the sales team broke their all-time record.