

# Ikos Resorts

A New Standard in the Global Hospitality Industry



## THE CLIENT

Ikos Resorts is a luxury resorts brand that was launched in Greece in 2014 by Oaktree Capital Management, a leading global asset management firm, together with Sani SA, as part of a portfolio of luxury resorts in Greece and the Mediterranean.

Ikos Resorts was founded on the Infinite Lifestyle concept that seeks to create distinctive luxury all-inclusive holiday experiences that remain unprecedented today. Ikos Resorts owns Ikos Oceania located in the heart of Halkidiki and Ikos Olivia found on the Gulf of Toroneos.

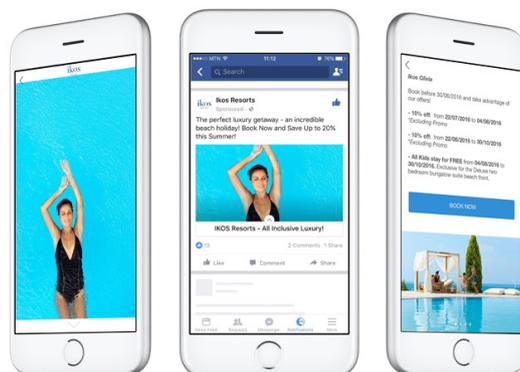
## THE CHALLENGE

Ikos Resorts approached Base Element with the challenge of creating awareness of its Infinite Lifestyle concept which sought to redefine the luxury all-inclusive holiday experience to international travellers, and to revolutionise hospitality in the Mediterranean.

We also had to ensure that perception regarding the resort's award-winning five star status and exclusive luxury as a standard was not compromised by its all-inclusive offerings or other specials such as free airport transfers and first child stays free.

More specifically the challenges included:

- Establishing a new European brand in the hospitality industry
- Establishing a totally new standard - All-inclusive luxury – and educate potential clients about the new offering
- Drive bookings & direct revenues despite the enormous competition from booking engines & other resorts
- Reaching numerous target audiences, across countries & demographics, and promoting a product offering that involved many different choices of rooms & services.



## OUR SOLUTION

We began with the design and execution of a digital marketing strategy that communicated the brand's Infinite Lifestyle concept and its revolutionised approach to hospitality to targeted audiences across the globe.

We worked in very close cooperation with the Ikos team in order to make sure that the digital marketing strategy was in sync with the business objectives of the company that were more complex than simply increasing Room night sales.

We implemented an integrated digital marketing strategy with a dual business objective; awareness and sales. We created awareness campaigns on Facebook and other social media channels that communicated different messages targeted at specific audiences so as to drive audience engagement and to attract relevant traffic back to Ikos Resort's site.

The sales campaigns included search, display and remarketing campaigns on Google, Yandex and Facebook advertising networks so as to reach relevant audiences bringing users to landing pages with clear calls to action to generate leads and sales for the respective hotels. Furthermore, we employed A/B and MVT testing techniques to improve the conversion rate of our landing pages.

***Working with the Best Luxury All-Inclusive Resorts in the world is a privilege and an on-going challenge to keep the edge/***

## THE RESULTS

The implementation of the digital strategy in its entirety has brought about phenomenal results for Ikos in terms of significantly enhanced brand awareness online. This has been particularly evident in the positive transformation of audience perception regarding the resort's Infinite Lifestyle concept and its luxury all-inclusive holiday offerings. Through the execution of a range of global digital campaigns, audience engagement across the web has driven substantial traffic back to the resort's website, and increased online sales for each of the resort's luxury hotels. Conversion rates above industry benchmarks have also been achieved.

Our cooperation with Ikos resorts is still very fruitful and we continue to support the group as it expands in new locations in Greece and in Spain.



**31%**  
Increase in online transactions

**42%**  
Increase in eCommerce  
conversion rate within a year

**26%**  
Increase in online revenue  
from year on year