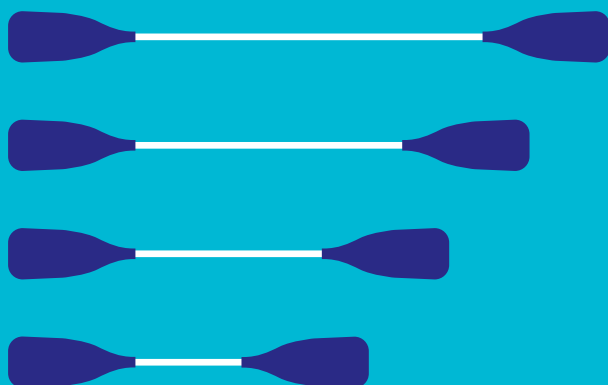


Market online? *Know how.*

With funding from Luxembourg, we helped Castle Park, a hotel and tourism centre in Albania, define their brand and reach out to new customers online.



Hotel and rafting company, Albania

We helped Castle Park, a hotel and rafting centre in central Albania, transform their marketing approach. Within a year of completing the project, Castle Park hotel had an occupancy rate of 100% and their turnover had increased by 30%.

This family-run business started in 2005 and is located near the town of Berat in one of the best-known holiday destinations in Albania. Despite the dramatic canyons that surround the nearby river, rafting is almost completely unknown in Albania, and Castle Park was the only tourist centre in the area to offer the sport. The business needed an effective marketing strategy therefore to promote both the rafting and the hotel parts of the business, particularly to clients from abroad.



Castle Park was one of the first companies to use the dramatic canyons for rafting.

We connected Castle Park with a local marketing consultant, Meridiana Studio Finanziare. The consultant:

- Developed separate corporate identities for each part of the business
- Prepared a comprehensive kit of promotional materials, including leaflets, posters, catalogues, calendars, specially designed rafting vests and bags
- Updated the business' website in both look and content and connected them to social media
- Trained Castle Park's management and staff in using Google Analytics and other modern online marketing tools to gather data on their online presence.

Armed with the new promotional materials and an updated marketing approach, the company attracted visitors from the UK, Italy, Ireland and the USA. In the summer following the project, the hotel had a 100% occupancy rate – and 90% of those guests had booked online. The rafting group's website has also been a huge success, receiving more than 1,500 unique visitors a month.

The company also received a Silver Award from the Albanian tourism quality standards organisation. Castle Park has since undertaken a second project with us, improving the environmental management of the hotel and reducing water and electricity consumption.

www.ebrd.com/knowhow

Turnover
+30%

Hotel occupancy rate
100%

Productivity
+30%

Client contribution
€1,302

Total project value
€5,208