

LYRATH HOTEL & CONVENTION CENTRE

The Lyrath Estate has been a valued client of In1 Solutions for a number of years, with In1 providing a full suite of product and services to support their targets for growth in online revenue and in particular effective yield management. Since working with the Lyrath, In1 Solutions have delivered strong growth in revenue for the hotel with 2013 revenue up by over 20%.



“We have been working with In1 Solutions for a number of years, providing us a full online marketing service, including an integrated booking engine with our PMS, Hotsoft. Their focus has been on delivering creative and targeted solutions with a strong level of customer service and have consistently delivered growth in revenue year on year. Their dynamic booking engine is easy for the customer to use and delivers high levels of bookings online. They have also achieved an ROI for our PPC campaign of over 18 to 1 – delivering great results with a strong conversion rate and a low cost base. They deliver results through strong defence of the brand online and creative and targeted campaigns, driving new visitors with high levels of conversions. We enjoy working with the team in In1 Solutions and would not hesitate to recommend them to other luxury hotels.”

Joanna Hannick, Director of Sales and Marketing, Lyrath Estate Hotel, Kilkenny.