

Integrated Growth for a Growing Luxury Retreat

Ultra-luxury wellness and hospitality brand | SEO + Paid Search + Paid Social, all measured to bookings

5 Yrs

integrated growth partnership

3 Channels

SEO, paid search and paid social, one team

Double-Digit

booking growth over the engagement

Reservations

every channel measured to bookings

CLIENT	Ultra-luxury wellness retreat and hospitality brand (name withheld)
CATEGORY	Luxury hospitality and wellness travel (high-ticket, considered bookings)
ENGAGEMENT	Five years, through to a successful graduation
SERVICES	SEO and content (technical, on-page, keyword and intent, location, local and program pages), paid search (Google Ads), paid social (Meta prospecting and retargeting), conversion tracking, audience and geo segmentation, integrated reporting
MODEL	Bookings. Every channel measured against actual reservations, not platform-reported conversions.

THE CHALLENGE

The client markets an ultra-luxury wellness retreat: part fitness bootcamp, part wellness and spa, rigorous, all-inclusive, and unlike anything else in the category. Its audience is narrow and affluent, the stays are high-ticket, and the real measure of success is reservations, not clicks. The offering does not fit a standard category, so the brand needed search, paid, and social working as one program, capturing high-intent demand wherever it appeared. And the business was growing, expanding from its original flagship into new and pop-up destinations, so the whole program had to scale and flex without letting cost per booking creep up.

THE APPROACH

- Search foundation (SEO).** Built the keyword and search-intent strategy around a non-traditional offering, optimized the site and rewrote site and landing-page copy so the unique experience was legible to searchers and engines, created location, local, and program pages as the brand expanded, and kept the technical foundation solid so content could rank.
- Paid search (SEM).** Ran Google Ads built for a high-ticket, considered purchase: tightly themed campaigns around luxury wellness and retreat intent, disciplined match types and negative-keyword lists, and continuous search-term mining so budget went to the queries that actually produced bookings.
- Paid social (SMM).** Layered in Meta paid social, prospecting to interest and lookalike audiences of affluent wellness travelers, plus retargeting that excluded people who had already booked, with creative and copy refreshed against performance.
- Conversion tracking and segmentation.** Set up and maintained conversion tracking across Google and Meta tied to real reservations and inquiry forms, and segmented by audience, program type, and geography (full-week

stays, weekend programs, and each destination) so spend and effort could flex as the business opened new markets.

- **One integrated program, measured to bookings.** Kept organic, paid search, and paid social reinforcing each other rather than competing, joined channel data to the client's booking numbers, and reallocated toward the programs and markets returning the most.

THE RESULTS

Across the engagement, the brand grew bookings by double-digit percentages while expanding from its original flagship into new and pop-up destinations, with SEO, paid search, and paid social all scaling to support each launch. Because every channel was measured against actual reservations, budget and effort kept moving to the highest-returning programs and markets. After five years the brand had grown enough to graduate to a hospitality-specialist agency, the kind of outcome that means the marketing did its job.

Results are described qualitatively; specific booking, spend, and traffic figures are held confidential at the client's request. Engagement spanned roughly five years across multiple markets.

WHY THIS FITS

Luxury and boutique hospitality marketing is its own discipline: a non-traditional, high-ticket offering, a narrow and affluent audience, several properties or programs at once, and success measured in direct reservations, not clicks. We have run exactly that, one senior team handling SEO, paid search, and paid social together, capturing high-intent organic and local demand, making a unique experience legible to searchers and search engines, and flexing budget across markets as the business grew, all tied to real bookings. We bring the same owner-level thinking to independent and boutique hotels, and we extend the approach into AI search visibility (AEO and GEO) so the property stays findable however guests search.