



Blue Lagoon investing in a new channel

Blue Lagoon Cruises operates small boat cruises throughout the Fiji islands. They want to lower cost per acquisition by increasing direct online bookings rather than using booking engines and traditional travel agency channels.

Objectives Increase online bookings and conversions – lowering the cost per booking to below 10%.

Insight The cruise market is very competitive, crowded and seasonal in nature. Most operators tend to use traditional channels like print and TV to reach the older cruise audience. It is on average a 7 month decision making process for ‘cruisers’ from research to booking.

Strategy Let other cruise companies create strong market awareness and intent and we will use online advertising right at the point ‘cruisers’ are making their decision to book. Using banner display ads, Facebook Newsfeed ads, Search and remarketing with a 30% discount for early bird bookings.

18:1

Return on
Investment

5.6%

Average cost
per booking

30%

Share of
all bookings

Takeaways

- Reaching the right audience, at the right time, in the right place with right message increases conversions
- It is a combination of targeting and creative that delivers the best results
- Even older audiences can be reached and converted online