



Harvest Moon Bed & Breakfast

New Holland, PA • partner since 2014

This culinary bed and breakfast wanted **more midweek business**. After just one promotion, it found itself **booked solid**.

“We had the most occupants that we have had in 12 years of business.”

—Carl Kosko, Innkeeper at Harvest Moon Bed & Breakfast

the business

Nestled among the covered bridges, one-room schoolhouses, and the pastoral beauty of Lancaster County is this bed and breakfast, which has been voted one of the top 10 culinary B&Bs in the country. The small staff wanted to spice up its mid-week bookings, especially during the quieter months and also wanted to expand on its current marketing. So Carl Kosko, the innkeeper, decided to partner with LivingSocial – he was curious if running a deal would help business.

the results

\$21,340
gross sales

216
vouchers sold

80%
New customers

Customers purchased more than 200 vouchers for Kosko’s four-room spot, booking him solid for weeks, and 80% of the customers from LivingSocial were new to the bed and breakfast. The business came in so quickly, in fact, that Kosko was thankful when the rush ended – just so he had a chance to breathe. He said he’d be interested in working with LivingSocial again, to get another influx of business – and to take better advantage of the various features of Merchant Center. Asked if he’d be willing to recommend LivingSocial to other merchants, his answer came quickly: “I already have.”

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