



Kennebunkport Resort Collection

Kennebunkport, ME • partner since 2013

This hotel and restaurant group wanted to **fill autumn booking gaps**. More than **525 new LivingSocial customers** helped make that happen.

“Using LivingSocial is one of the most beneficial tools we have to sell rooms in a ‘bulk’ situation.”

– Terri Coakley, Reservations at Kennebunkport Resort Collection

the business

With nine boutique hotels and resorts, seven restaurants and several meeting and catering venues throughout the Kennebunkport area, this company prides itself on offering plenty of activities for large family vacations and couples getaways alike. The growing, eight-year-old business has focused on online ads as well as local print and media –when it came time to choose an online marketing platform, Coakley appreciated the quick responses from LivingSocial’s sales team, and partnered in hopes of adding to its fall bookings.

the results

\$59,914

gross sales

525

vouchers sold

92%

plan to return

It didn’t take long for new customers to flock to Kennebunkport. Most LivingSocial guests were “terrific,” Coakley said, and the guests felt the same way about the resorts – 92% of the LivingSocial guests that responded to a survey about their experience said they’d return*. Going forward, when the entrepreneurs behind the Kennebunkport Resort Collection want to sell rooms in a bulk situation, they’ll turn to LivingSocial because of the simplicity of setting up a sale, the reliable billing and payments, and the easy-to-work-with sales team makes LivingSocial “a real pleasure to work with,” Coakley said.

*Based on 51 survey respondents

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