



## Paradise Point

San Diego, CA • partner since 2014

This picturesque resort wanted to **try out a different form of marketing**. By running a LivingSocial Dated Flash Sale, it brought in nearly **\$116,000 in gross sales**.

“It was a very good partnership—which is why we’re going to do another deal.”

– Kathy Skaleski, Director of Revenue Optimization

### the business

This beautiful man-made island covers 44 acres of Mission Bay and features amazing amenities, all set among tons of gorgeous bird-of-paradise flowers; some guests even claim that Paradise Point is, “the closest they may ever come to actually being in Hawaii”. The resort had originally used its own website and various social media channels for its past marketing efforts, but, as its offseason approached, it decided to test the waters with a LivingSocial Dated Flash Sale. This type of promotion would be live on the site for a limited time and customers could only book rooms for certain dates. Paradise Point chose this type of promotion to have more control over their inventory allotment during the live sale.

### the results

**\$115,840**

gross sales

**553**

total room  
nights sold

**104**

premium rooms  
booked

By running a Dated Flash Sale, Paradise Point saw several dates sell out completely and they sold more than 500 room nights, amounting to nearly \$116,000 in gross sales. Skaleski said that the customers were great and Paradise Point saw a high auxiliary spend from LivingSocial guests. Additionally, many of these guest weren't just looking for low-priced lodging; nearly 20% of total bookings were for the Bayside Bungalow, one of Paradise Point’s premium room options. Skaleski said she was impressed by the representative from LivingSocial that she worked with; “She was so non-obtrusive, and I think that really paid off.” Paradise Point decided to run another LivingSocial promotion and hopes that the successful partnership will allow even more guests to enjoy what this spectacular resort has to offer.

### partner with us

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