



# Timberline Lodge

iStay® Booking Engine Drives a Better User Experience, Enhanced Efficiency and Increased Revenue



## KEY RESULTS

An over **450%** increase in revenue year-over-year just one month after implementation

## ABOUT TIMBERLINE LODGE

Timberline Lodge is one of Oregon's most popular tourist attractions, drawing more than two million visitors a year. Declared a National Historic Landmark in 1977, the ski lodge was built near the top of Mount Hood, Oregon's tallest mountain, during the Great Depression. The hotel was constructed entirely by hand, with timber and rock found from the surrounding wilderness. It was dedicated by President Franklin Roosevelt in 1937. Today, Timberline uniquely blends the craftsmanship of days gone by with the convenience of modern amenities.

**“With TravelCLICK, I feel I have a lasting partner. They continually help us to maximize iStay’s many features. Few technology providers offer that kind of service—and the passion to share their product’s true value.”**  
— Brian Reed  
Director of Marketing, Timberline Lodge

- Profile:**
- Four-season mountain resort
  - Mount Hood, Oregon
  - 70 rooms
  - Outdoor heated pool for year-round swimming
  - World-renowned dining

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- Solutions:**
- iHotelier central reservation system
  - iStay booking engine

## CHALLENGE

Timberline Lodge, a popular year-round ski lodge in the heart of the Pacific Northwest, faced the challenge of filling rooms not only in its peak summer and winter seasons, but the shoulder seasons of fall and spring. Key to a “full house” was an easy-to-use web booking process that could empower guests to create their own stay experience. The lodge sought a more efficient booking engine to display its many room options and amenities, keep visitors engaged, and ultimately, deliver more online revenue.

## SOLUTION

Timberline looked to TravelCLICK initially as a partner for connecting to the Global Distribution System (GDS)—and soon became captivated by TravelCLICK’s iStay® booking engine. “The multi-step booking engine we were using at the time offered no calendar search capabilities,” says Timberline Marketing Director, Brian Reed. “Guests had to search for dates with availability, and the drop-out rate was high.”

In June 2009, Timberline made the switch to iStay, part of TravelCLICK’s iHotelier central reservation system. “The changeover was painless,” Reed says. “And the results have been remarkable. Online shoppers can see what Timberline is all about, shop dates and room types, compare packages, and create the stay they want to have with us. We can showcase the overall experience of our property, from ski slopes to mountain music to award-winning cuisine—as well as the personalities of our 70 rooms, each with handmade furnishings, hand-painted artwork, and unique historic charm.”

iStay displays Timberline’s wide variety of room types and rates, along with rich digital photography and dynamic descriptions—all on a single interactive screen. It also enables the resort to feature and book high-value packages, such as the “Midweek at 6,000 Feet” and “Stay One Night, Dinner Delight” options that enhance guest stay and build hotel revenue throughout the four seasons.

## RESULTS

**Just one month after implementation, the lodge realized a 450 percent increase in year-over-year revenue.** Guests have provided positive feedback, describing their online booking experience as “fast” and “efficient.” Confidence has also increased, as shoppers can readily see room availability and rates all on one screen—and experience the look and feel of each room before making a buy.

A revenue optimization manager from TravelCLICK continues to help Timberline maximize its investment. “We’ve only scratched the surface of what we can do with iStay,” Reed says. “In the months to come, we’ll be using more and more of iStay’s functionalities. And we’ll continue to count on TravelCLICK as an integral partner in enhancing our brand and enriching the guest experience.”