

## Case Study – Camps and Conference Centers

### Background

A well-established provider of week-long youth camps and recreation programs, and conference centers for businesses and professional organizations was facing dramatic decreases in reservations in all areas of operation. These declines had continued for several years and were now threatening their continuing operations.

The client was seeking a marketing and communications guidance that would set it on a course to realize its aggressive 5-year growth objective. Specific goals were to reverse its negative sales trends, extend its reach into untapped market segments, and leverage its core strengths to improve sales results within its primary customer segments.

### Actions

Our team performed comprehensive market and competitive research, assessed economic factors within the targeted regions, and held in-depth interviews with the client's key personnel. Additionally, we visited its southeastern locations to analyze and understand the customer experience and identify unique facility differentiators.

Our analysis identified significant economic and demographic shifts in the client's targeted segments. We developed the client's marketing strategy to address these changes, restructured the client's customer segmentation models, and made changes to the timing and content of its various programs.

Our strategy identified and defined operational changes which were performed by the client, as well as changes to their marketing and brand identity which were implemented by Altyris. These involved updates to the client's brand positioning and marketing channels to align with the new segmentation models, development of new messaging, and the production of a library of videos and printed marketing materials specific to the targeted segments.

### Results

As a result of their new strategy, the client's negative sales trends were halted and reversed. In the first season of strategy implementation, camp revenues increased by 60%, while conference center revenues grew by 70%.

Our client realized its 5-year financial goals during their second year of following the Altyris marketing strategy.