

Website Improvements Drive Castle Hotel & Spa Revenue Growth



Tarrytown, NY special event and destination property drives revenue growth with website improvements by Liqui-Site, an eMazzanti Technologies Company—in a new case study

Hoboken, NJ (Cision) July 15, 2020 – Liqui-Site, an eMazzanti Technologies company providing [custom website development](#) services has published a new customer success story on its website. The website development case study relates how eMazzanti increased revenue growth for a prominent hospitality client. The eMazzanti Liqui-Site team implemented innovative website branding and customer interface improvements to generate the results.

The informative case study features the Castle Hotel & Spa luxury resort located in Tarrytown, NY. According to the study, the website improvements generated a 45% increase in gift card sales. Repeat sales also rose by 25% over the previous year while the resort's international business increased.

"If you are looking for a company to show your best value, share a great story and assure your guests they'll have a memorable experience, you have to work with Liqui-Site," related Kimberly Yancey, House Manager, Castle Hotel and Spa. "I wouldn't choose anyone else."

Below are a few excerpts from the case study: "[Website Branding and Collaboration Powers Castle Hotel & Spa Revenue Growth.](#)"

Experience Gift Cards

"At one point, Yancy and Chait worked on a project re-inventing the hotel's gift cards to offer guests a Castle Experience. The hotel had been utilizing a system that did not capture guest information where the guests just purchased a gift card for a dollar amount. Together, they greatly enhanced the program by connecting each gift card to a Castle Experience, such as a spa treatment, tasting menu or a chef's table experience."



Website Improvements Increase Sales and Repeat Business

"Castle's gift card sales increased by 45% because of the enhanced gift card purchase and redemption process, including both online and offline changes. Repeat business also increased by 25% from the prior year."

"Castle's improved website and stronger unique branding also allows guests to see the real value of the property. 'Working with Liqui-Site allowed us to show that our true value is in our history and making historic moments in each family or individual who comes to our property,' explained Yancey."

[Read the full case study >>](#)

Industry Recognized Hospitality

Combining refinement and luxury with old-world elegance, the award-winning Castle Hotel and Spa sits on ten wooded acres. According to House Manager, Kimberly Yancey, management strives to create lasting memories through the generations, and to treat guests as royalty.

2015 | 2013 | 2012 Microsoft
Partner of the Year



Inc. 500 || 500
2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010



ShoreTel Sky
Partner of the Year

The on-site Equus restaurant boasts Four Diamonds from AAA, recognition in the Michelin Guide, a Forbes Travel Guide Four-Star Award, and an "Excellent" rating by the New York Times. Castle also houses the luxurious Sankara Spa.



Award-winning Digital Marketing Services

Liqui-Site's digital marketing experts help clients tell their story, attract top talent, and increase advertising effectiveness to grow revenues. With an award-winning web portfolio generated over fourteen years, the firm's innovative digital marketing technology and top web design talent deliver increased traffic, sales, and profitability for clients.

Liqui-Site offers a full slate of [digital marketing services](#), including custom development and website improvements, ecommerce and website hosting services, search engine optimization (SEO), pay-per-click, and email marketing and automation as well as [digital advertising and retargeting](#).

The agency's clients prosper in several industries, including publishing, manufacturing, entertainment, and nonprofit, among others. The firm's creed, "driven by relationships, solutions and social good," accurately describes its vision and values.

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Inc. 500 || **5000**
2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010



ShoreTel Sky
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