

**YOUR PARTNER IN GROWTH**

# **Increase your direct bookings**

BID is more than a digital agency – we are your  
strategic technology and marketing partner.

# Let's talk

## About us

With more than 10 years of experience in the tourism industry, we have the know-how needed to create effective digital solutions made specifically for your hotels and campsites. Blended with our customer-oriented approach, we are a full-service digital agency that offers a complete cycle of project development - from the idea to the final goal.

For years, we have accumulated the knowledge and powerful experience to create highly complex systems and products.

**10**  
years

**15**  
experts

**100+**  
projects

knowledger

# Digital solutions built for conversion

Where technology  
meets hospitality

When we said we're a full-service agency,  
we meant that we carefully handcraft our  
projects and make sure they work  
seamlessly from start to finish.



**Our offer in a nutshell**

# Web Design & Development

Hotels, camps, resorts and everything tourism related

Ensuring the final product is a high performing direct booking website that will measurably increase your direct revenue. That includes:

- Design with the customer journey in mind
- Latest technology implemented in development
- Multilingual CMS for easy drag&drop content updates
- Integrated booking engine and loyalty program



# Online marketing

From compelling content to paid search, we craft marketing campaigns making sure your brand gets seen in all the right places while delivering the results. That includes:

- Search Engine Optimisation
- Content Marketing
- Google Ads
- Social Media

## Insights

We'll provide you with the insight that will inform your entire digital marketing strategy, from tracking setup to ongoing reporting.



# Good looks matter

## But that's not enough

With a focus on engineering custom-made solutions and providing know-how that will increase your revenue, our final goal is to turn your enquiring visitors into loyal guests.

8s

to grab your visitor's attention

52%

visit hotel website after viewing on OTA

2x

ROI on direct loyalty booking is 2x OTA

# Case Study

# Bluesun

"BID Agency's deliverables helped the client easily manage integrations of marketing activities, resulting in increased traffic and sales. The team excellently managed the project with clear deadlines and open communication. Their ability to deliver ahead of schedule even with setbacks was notable."

Leo Urlić

Director of Marketing & Sales  
Bluesun Hotels&Resorts

**+25%**  
avg. booking  
value

**+105%**  
revenue

**+63%**  
bookings



# Trusted by

**bluesun**  
*Hotels & Resorts*

**MAISTRA**  
HOSPITALITY GROUP

 **Ilinija d.d.**  
BIOGRAD NA MORU

  
MON PERIN

*Ponton*

  
MASLINICA

  
**HAWTHORN**<sup>®</sup>  
SUITES BY WYNDHAM

  
SHERATON

  
MARRIOTT

*Sun*  
Federal Palace

  
PROTEA HOTEL.<sup>®</sup>  
MARRIOTT

  
**Hilton**<sup>™</sup>

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