



Wiacom and Kondiment Partnership for Digital Transformation. Generating valuable leads for Windjammer Landing Villa Resort.

Windjammer Landing Villa Beach Resort is an iconic venue located on the beautiful Caribbean Island of St. Lucia. The venue spreads on more than 60 acres and counts more than 200 villas.

Wiacom.ai offers the opportunity for hospitality industry, especially hotels, to collect guests' information and convert them in valuable CRM entries.

Kondiment, our Digital Transformation Partner, is a digital marketing agency with more than 20 years on the market. Kondiment operates in a highly dynamic and competitive industry in which efficiency is a tool for measurable results.

CLIENT NAME:

Windjammer Landing

THE CHALLENGE

Hotels across the globe run their business in a very tough environment with very large tour operators and OTAs in control over the market, generating more than 70% of reservations across the World.

Windjammer Landing urgently needed a solution to directly communicate with guests and get their consent.

Hospitality industry is one of the most dynamic sectors in the world.

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THE FACTS & APPROACH

- **Guest Wi-Fi Service**

The venue has a good Wi-Fi coverage, clients being satisfied with the signal quality. The venue is divided into zones, like Lobby, main restaurant, pool, beach, bars, and rooms, which helps Kondiment to better segment the audience and run very effective communication campaigns.

- **Different User Categories**

Windjammer Landing has a large number of devices and staff members in addition to guests using the Wi-Fi network. Wiacom and Kondiment proposed a traffic segmentation strategy and in-room signage to separate guest traffic to other categories.

- **Cross-zones Communication**

As any large venue, Windjammer has zones that do not benefit the same visibility and footfall than front water one, or lobby, or main restaurant. Using Live Communication module, Kondiment succeeded to increase cross traffic and redirect people to less frequented zones.

- **Events & Offers**

At the bar, restaurant, pool or beach, we carry our smartphones with us. With more than 95% of the clients onboarded to Wi-Fi, Kondiment used Wiacom's Live Communication Module to send personalized messages with exclusive offers and events that are taking place in Windjammer Landing.

CONCLUSION

Wiacom and Kondiment successfully partnered to engage the Windjammer Landing Beach Villa Resort customers with a new-age marketing tool, as to supply an invaluable experience that brings customers close, and in this specific case, that converts OTAs clients into resorts' clients.

THE RESULTS

+1000

CRM entries per WEEK

+82%

Cross-zones traffic increased

X14

more SALES for in-venue offers

For More Informations, Contact Us:

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