



# CARLSON<sup>SM</sup>

Radisson Blu Royal Hotel, Dublin

Home Reservations Hotel Deals Explore Destinations Groups & Meetings goldpoints plus

**SURE Bar is Modern and Stylish Twist on Traditional Irish Pub**

**Find & Book**

Arrival: 28/02/2011 Departure: 01/03/2011

Rooms: 1 Adults: 1 Children: 0

**Check Rates & Availability**

Check-in Date: mm/dd/yyyy Check-out Date: mm/dd/yyyy

Rooms: 1 Room 1: 1 Adults: 0 Children: 0

**More Search Options** **Get Rooms & Rates**

The best online rates **GUARANTEED**

**Washington, DC Attractions** 1 2 3 4 5 Pause

**100% non-smoking facility**

Enjoy Our Arlington Hotel's Location near Washington, D.C. and Reagan Airport  
The Radisson Reagan Airport Hotel in Arlington, VA is centrally located just blocks from the Crystal City Metro Station, one mile from the Pentagon and Reagan National Airport, and minutes from Washington, D.C. attractions. Enjoy complimentary high-speed internet access, a seasonal outdoor pool, Business Center, meeting space and complimentary shuttle to the airport, area businesses and shopping. Our convenient location makes the Radisson Reagan Airport Hotel one of the best Arlington hotels for both business and leisure travelers.

**Hotel Amenities**  
High-Speed Internet  
Pool  
Fitness Center  
Airport Shuttle  
Suites

**Current Weather For ARLINGTON**  
Monday

## OBJECTIVE

Carlson Hotel Group needed a content partner who could execute new website copy with SEO keywords for its individual hotel websites. All copy had to be crafted in accordance with corporate brand standards, and an annual schedule of updates for over 750 hotel websites was agreed upon.

## SOLUTION

EVG assembled a staff with expertise in copywriting, editing, SEO, project management and technical skills. EVG created a custom CMS that accommodates workflow and provides for easy communication with the individual hotel properties. The dedicated team now handles over 15,000 updates a year that include daily offers and special deals.

## RESULTS

Individual hotel websites maintain consistently high natural search rankings for highly searched keywords and overall bookings and revenue has increased:

- 76% increase in revenue over control group
- 62% increase in monthly visits to sites



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