

Biltmore Estate Digital Marketing Evaluation

Alex Goethe

SMART Objectives

- Increase viewership and clicks on upcoming events and available amenities by 10% over the next 6 months
- Increase bookings by 25,000 people over the next year by adding website deals and bundles that attract families and corporate gatherings.
 - 1.4 million people visit the estate each year, but not necessarily stay/book there
- Increase restaurant website traffic and bookings by 10% by putting the menu and reservations tab on the main page to attract local diners.
- Increase website traffic by 15% over the next 4 months, fall season, by using paid ads on travel sites and local businesses.

Digital Target Customer

Target Customer

- Thirty-five to fifty year-old married and professional men and women with children living in suburban and urban areas looking for a vacation that for an active and historical vacation.

Target Persona 1

Name: Janice

Age: 40

Gender: Female

Location: Charlotte, North Carolina

Occupation: Chef, \$70K, Middle Class

Property: Single-Family Home

Values: Work, Family, Leisure

Goal: Need for a vacation experience for the whole family, where everyone can do something they will enjoy.

Frustrations/Challenges: Limited time to plan a trip with her work hours, needs to find a place quick with something for the whole family without breaking the bank.

Target Persona 2

Name: Jack

Age: 47

Gender: Male

Location: Richmond, Virginia

Occupation: Doctor, \$180K, Upper Middle Class

Property: Single-Family Home

Values: Work, Family, Staying Busy and Active

Goal: Need for a vacation that the whole family will enjoy and is close enough to home in case of a work emergency.

Frustrations/Challenges: Needs a vacation that can be condensed into a long weekend for the whole family. One that can be booked quickly through the website, as free time is limited.

Brand Positioning

“For middle-aged married men and women with kids, the Biltmore Estate is the resort brand that will bring the family together because we offer a variety of activities for everyone on top of a luxurious stay.”

Website Objectives

- Attract outdoor experience enthusiasts with a variety of outdoor rigorous and leisure experiences.
- Promote the history and commitment to environmentalist efforts of the Biltmore Estate by telling its story
- Drive up bookings and promote a positive user experience

Promotion Strategies

- SEO: When you search “Biltmore” on the Google search engine, a main page pops up with pictures of the Biltmore Estate, a map location, a ticket hyperlink, and link that takes you directly to the homepage of the website.
- Social Media: The main social media page is Instagram which has over 390K followers and has posts that feature the amenities and grounds of the property. There is a superlink in the bio of the page that takes you to more pictures and has another link that takes you directly to the website homepage.
- UGC: #biltmore is in the bio of the Instagram page asking users to post pictures, videos, and other experiences that they have had at the Biltmore to promote the beauty and amenities of the property.

Website Creation Considerations

Mobile-First Strategy: The website on a mobile phone is identical to the one on a computer as they both open with “Good Afternoon” with the current time and temperature. On the same page there is a link to all the exploration features of the website. There is an app, but it’s average review is 2.6 stars and the only bright spot is the interactive map.

Emerging Technologies: The website only allows payment by credit card or gift card, but you can get tickets on a mobile phone. The only integrated technology is a virtual map on the website.

Website Creation Considerations Continued

Website Accessibility: There is a search bar in the top right corner to find everything the website has to offer. You have the ability to create an account to get personalized deals and emails. There are tabs for every amenity or activity the estate has to offer. There is a phone number at the bottom of the site and links to all of the social media accounts. Finally there is a link to the app store so you can download their interactive map.

Website Design: User Experience

The website is useful as the categories are laid out well and easy to find, with subcategories in popdown menus. It's easy to locate the map location of the estate as well as the booking features. It is easy to create an account to sign up for offers and newsletters. The website is desirable as the pictures displayed show different events and seasons all wrapped into one home page. Shows off the relaxing and fun times that can be enjoyed there. The website is easy to find through any search engine or social media platform. It is accessible and extremely easy to navigate through the website and find exactly what you are looking for. The history is visible for anyone to click on. The website is credible since all of the information comes directly from the media team at the estate. There are also links to credible media outlets with articles about the Biltmore. The content of the website is valuable to those who are looking for anything to do outside or attend tasting events at the winery.

Website Design: User Experience Visuals

Biltmore Help Center



Directions & Parking



Accessibility



Health & Safety



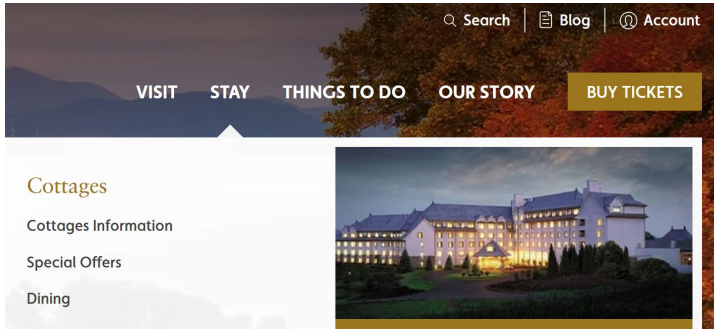
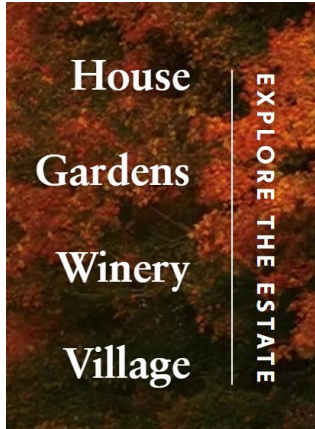
Dining



Tickets



Visitor Information

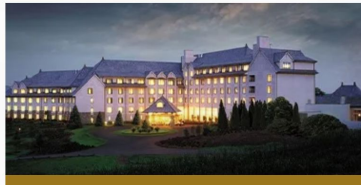


Cottages

Cottages Information

Special Offers

Dining



Parking

SEE PARKING OPTIONS >

Explore the Estate

FIND POINTS OF INTEREST -

- Attractions
- Guest Services
- Accessibility
- Restrooms
- Dining
- Shops
- Lodging
- Parking
- EV Charging
- Wi-Fi
- ATM
- Outdoor Activities
- Olmsted Scenic Stops



BILTMORE®

Biltmore Account

Please enter your email address to log in to biltmore.com. We will send you an email with your verification code.

Don't have an account? [Sign up](#)

Acclaim for Biltmore



Biltmore Ranked #1 "Things To Do in Asheville"

Tripadvisor



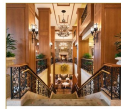
Biltmore House Named Most Beautiful Building in the U.S., Third Most Beautiful in the World

Angi



The Inn on Biltmore Estate® Ranked #5 "South's Best Hotels 2023"

Southern Living



The Inn on Biltmore Estate® Named "Best High-End Hotel in Asheville"

Forbes



EXPLORE FALL

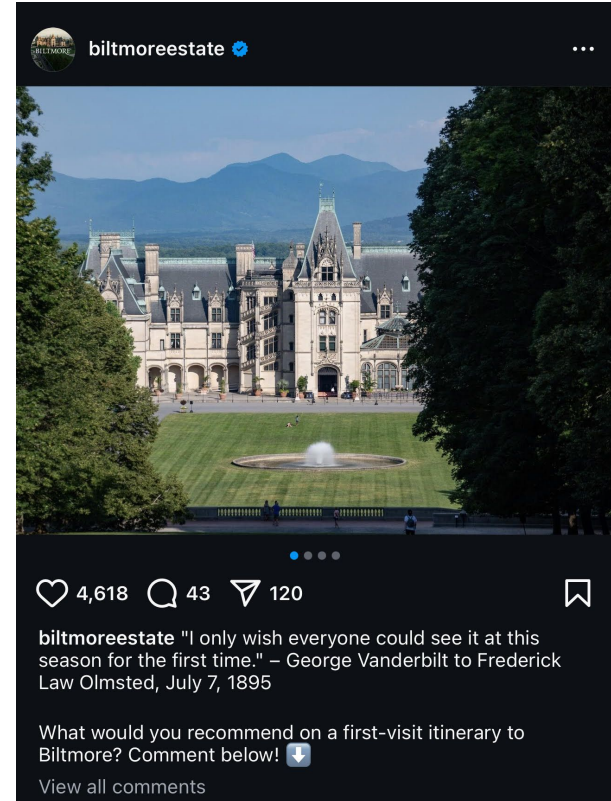
SEO Strategy

Content Quality: The content displayed on the website is unique because there is no other content like it. I'm sure there are other resorts or estates that offer similar experiences, but the ones that can be discovered on this website are unique to the Biltmore. The experiences are easy to locate and easy to book with your stay at the Biltmore. The content is unique to North Carolina because if you look up many of the things that the estate has to offer, the Biltmore is what pops up.

Keyword Strategy: If you look up "Biltmore" or "Biltmore Estate" the website is the top result in a Google search engine. When you look up "things to do in asheville" the Biltmore is the top ad to pop up. The keywords seem to be integrated into the website well because most of the things that you can do there can be found by looking them up online. If you look up "best vacation spots in north carolina" the Biltmore is one of the top three locations to show up.

Conversion Funnel: Awareness

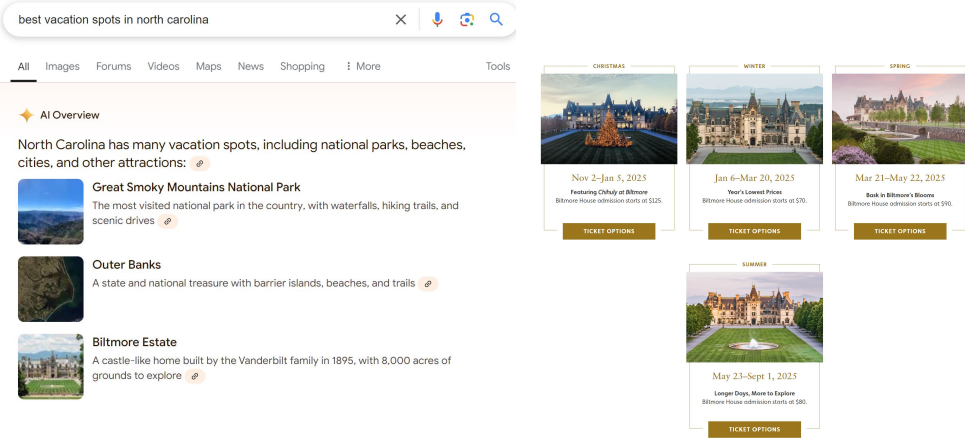
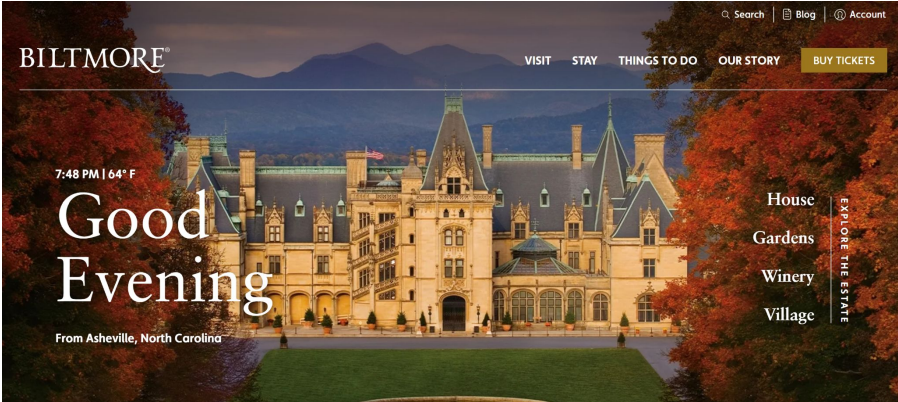
The first stage is seeing a post of the estate with a quote from one of the original people who resided on the estate. It wishes that everyone could experience the beauty of the Biltmore. This sparks interest in the social media viewer.



Conversion Funnel: Desire/Interest

Once the interest is sparked, the next step is to follow the link from the Instagram to the main page of the website. Along with that would be researching how great of a spot the Biltmore is.

Finally in this stage would be evaluating the purchase options and activities that are available for people who stay there.



Conversion Funnel: Action

The final step is opening a ticket package and purchasing the right one for you and your family. For this we will look at the Christmas packages. Select the date you wish to attend. Finally add the tickets and complete your purchase.

Number of Tickets
Limit 10 tickets per order.

1 **Adult Online: \$190.00 ***
Daytime Audio-Guided Visit Plus Ages 17 & up

2 **Youth Online: \$120.00 ***
Daytime Audio-Guided Visit Plus Ages 10-16

0 **Pass Guest Adult Online: \$182.00 ***
Daytime Audio-Guided Visit Plus Ages 17 & up

0 **Pass Guest Youth Online: \$114.50 ***
Daytime Audio-Guided Visit Plus Ages 10-16

0 **Child Online: \$50.00 ***
Daytime Audio-Guided Visit Plus Ages 9 & under

0 **Child No Audio Online: \$35.00 ***
Admission + Art Exhibition Ages 9 & under

* Does not include convenience or handling fees.

ADD TICKETS



House & Grounds

\$125-\$155

- Daytime visit to Biltmore House with an **Audio Guide**
- Discounted Kids & Youth Tickets
- 8,000 Acres of Gardens and Grounds
- Antler Hill Village & Winery
- Complimentary Wine Tasting
- Complimentary Parking

RESERVE TICKETS



BEST VALUE

House, Exhibition & Grounds

\$160-\$190

- Daytime visit to Biltmore House with an **Audio Guide**
- Spectacular new art exhibition: **Chihuly at Biltmore** at Amherst at Deerpark®
- Discounted Kids & Youth Tickets
- 8,000 Acres of Gardens and Grounds
- Antler Hill Village & Winery
- Complimentary Wine Tasting
- Complimentary Parking
- PLUS —
- FREE Next-Day Access to Grounds!

RESERVE TICKETS



Exclusive Tour, House, Exhibition & Grounds

\$395-\$425

- Daytime visit to Biltmore House with an **Audio Guide**
- Exclusive 90-Minute Tour: **Guests of the Vanderbilts**
- Spectacular new art exhibition: **Chihuly at Biltmore** at Amherst at Deerpark®
- Discounted Youth (10-16) Tickets
- 8,000 Acres of Gardens and Grounds
- Antler Hill Village & Winery
- Complimentary Wine Tasting
- Complimentary Parking
- PLUS —
- FREE Next-Day Access to Grounds!

RESERVE TICKETS

December 2024						
Su	Mo	Tu	We	Th	Fr	Sa
1 \$175.00	2 \$165.00	3 \$165.00	4 \$165.00	5 \$170.00	6 \$180.00	7 \$190.00
8 \$180.00	9 \$165.00	10 \$165.00	11 \$165.00	12 \$170.00	13 \$180.00	14 \$190.00
15 \$180.00	16 \$175.00	17 \$170.00	18 \$170.00	19 \$180.00	20 \$190.00	21 \$190.00
22 \$190.00	23 \$190.00	24 \$190.00	25 \$190.00	26 \$190.00	27 \$190.00	28 \$190.00
29 \$185.00	30 \$185.00	31 \$175.00				

Other Digital Promotion Strategies

- Instagram: Features iconic pictures of the estate, events, and activities that you can participate in. They use the hashtag #biltmore to generate UGC to promote the grounds.
- TikTok: They create unique videos of walking tours and the grounds hosted by people who work at the estate.
- Youtube: The Youtube channel is integrated well with the website. It promotes the history of the estate, the different seasons at the estate, the people that work there or “The Voices,”
- Weddings: They also have a link where you can contact the estate about planning your wedding there.
- Professional Development: They offer packages for business to bring employees for professional development workshops and retreats.