



direct mail case study: best western burnside hotel

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Justine Cutolo, Best Western Burnside Hotel



Lake District accommodation provider Best Western Burnside Hotel chose Badger Press to manage their direct mail campaigns. The results were outstanding.

The Burnside Hotel is part of the Best Western franchise and has a long history of providing quality hospitality in the Lake District. They attract visitors from across the globe and direct mail keeps guests coming back again and again.

Speaking about the hotel's long-term partnership with Badger Press, Justine Cutolo, Sales and Marketing Manager at the Burnside Hotel, says:

“Our relationship with Badger Press has been invaluable over the last 5 years. With their help we have raised the quality of our direct mail and our annual newsletters and seasonal postcards have increased our sales significantly. We would strongly recommend Badger Press to any business looking for a new and efficient way to send direct mail to their customers.”

Key factors for success with their series of campaigns were well timed and targeted mailers with a clear and defined call to action to maximise response rates.

Direct Mail Advantages

- Generate new business
- Increase repeat business
- Increase your profitability
- See measurable results



www.burnsidehotel.co.uk

Increase your turnover by choosing Cumbria's leading direct mail provider.

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