



Captevrrix

DIGITAL MARKETING & SOFTWARE DEVELOPMENT

Reservations Unlimited: Driving Direct Bookings in Red River, NM

CASE STUDY

VACATION RENTAL MANAGEMENT

RED RIVER, NEW MEXICO

Reservations Unlimited manages over 95 short-term vacation rentals in the picturesque mountain town of Red River, New Mexico. Facing heavy dependence on OTAs like Airbnb and VRBO, they partnered with Captevrrix to implement a comprehensive digital marketing strategy that transformed their direct booking performance and online presence.

Client

Reservations Unlimited
Red River, NM

Industry

Vacation Rental Management

Challenge

Over-Reliance on OTAs

Outcome

246% Increase in Direct Bookings

The Challenge: Escaping OTA Dependency

With over 95 vacation rental properties nestled in the mountains of Red River, New Mexico, Reservations Unlimited offered exceptional guest experiences but faced a critical business challenge. Their bookings flowed almost entirely through Online Travel Agencies, triggering a cycle of high commission fees, reduced profit margins, and minimal direct control over the guest relationship.

The Core Problem

Heavy reliance on platforms like Airbnb and VRBO meant that every booking came at a steep cost. Commission fees eroded profitability, and guest data remained in the hands of third-party platforms rather than Reservations Unlimited itself.

Key Gaps Identified

- No consistent social media strategy or active accounts
- Website lacked lead capture mechanisms
- No blog or content marketing presence
- Email marketing completely unused
- No system for managing online reviews



Without a direct booking strategy, Reservations Unlimited was leaving significant revenue on the table and ceding control of its guest relationships to third-party platforms.

The Solution: A Holistic Digital Marketing Approach

Captevrax conducted a thorough audit of Reservations Unlimited's online presence and developed a multi-channel digital marketing strategy designed to attract, capture, nurture, and convert potential guests into direct bookings. Every element was tailored to the unique appeal of Red River, New Mexico.

Social Media Optimization

Established and optimized accounts across key platforms with a content strategy showcasing Red River's scenic beauty and unique property features.



Content Marketing

Launched a monthly blogging strategy covering hiking trails, local events, and dining in Red River to drive organic traffic and establish authority.



Review Management

Proactively solicited and managed guest reviews across platforms, amplifying positive feedback to build trust and credibility with new visitors.



Lead Magnet Creation

Developed free guides such as "The Ultimate Guide to Red River Activities" and "Packing Checklist for Your Mountain Getaway" to capture qualified leads.



Email Nurturing

Implemented automated email workflows to guide prospects through the booking journey, highlighting special offers and the advantages of booking direct.



Custom App Notifications

Delivered personalized push notifications to alert users of special deals, promotions, and upcoming events in Red River.

The Results: A Transformation in Bookings and Engagement

The comprehensive digital marketing strategy delivered measurable, dramatic results. Every key performance metric surged, confirming the power of a diversified, direct-booking-focused approach for vacation rental management in Red River, NM.

71%

Website Traffic Growth

Monthly visits grew from 4,972 to over 8,477.

112%

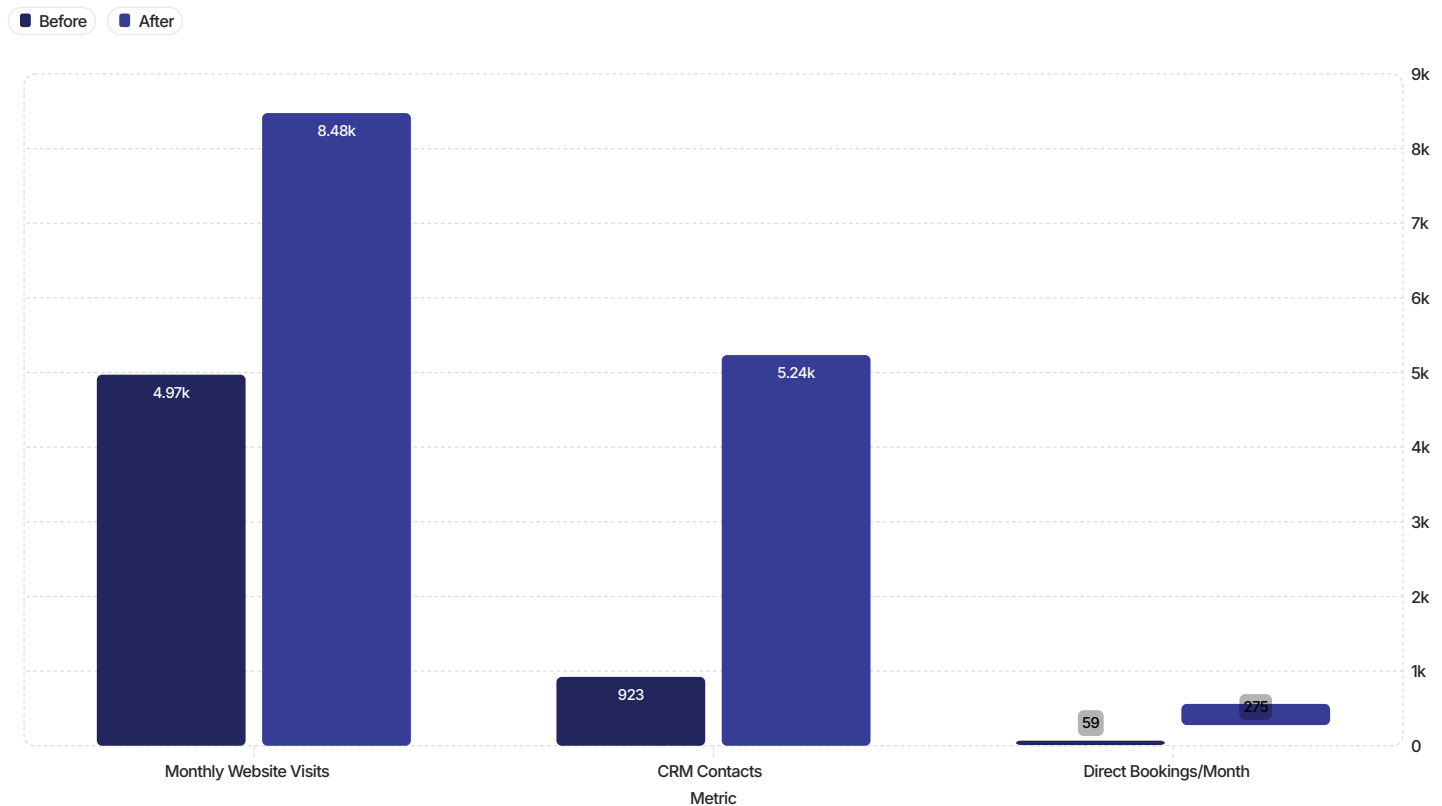
CRM Contact Increase

Contacts grew from 923 to over 5,235 qualified leads.

246%

Direct Booking Surge

Monthly direct bookings jumped from 59 to 275.



The data tells a clear story: by investing in owned channels and direct relationships, Reservations Unlimited dramatically reduced its dependence on OTAs, improving both profitability and long-term guest loyalty.

A Sustainable Path to Growth

By partnering with Captevrix and embracing a holistic digital marketing strategy, Reservations Unlimited successfully transformed its business model. The company now attracts, captures, and converts guests directly, bypassing costly OTA commissions and building lasting relationships with travelers who love Red River, New Mexico.

Diversified Booking Channels

Reduced OTA dependency with a strong foundation of direct bookings through owned digital channels.

Stronger Online Reputation

A steady increase in positive reviews month over month enhanced trust and credibility with new guests.

Engaged Guest Community

Active social media presence and email nurturing built a loyal audience primed for repeat bookings.

Positioned for Continued Growth

With scalable systems in place, Reservations Unlimited is well-positioned to thrive in the competitive Red River vacation rental market.

- ✔ This case study demonstrates that a well-executed, multi-channel digital marketing strategy can fundamentally shift the economics of vacation rental management, delivering higher margins, stronger guest loyalty, and sustainable long-term growth.