mentionme

CASE STUDY

TRUSTED BY LEADING UK BRANDS

Secret Escapes | Center Parcs | Away Resorts | Mr & Mrs Smith | Suncamp Holidays | Point A Hotels | Homair | ATD Travel Services



TRAVEL · REFERRAL MARKETING

How Suncamp Holidays Turned Word-of-Mouth Into €433,874 in Referral Revenue

€433,874	3,613	€1,057
TOTAL REFERRAL REVENUE	REFERRAL SHARE RESPONSES	AVERAGE REFERRED BOOKING

The Challenge

Booking a family holiday is a high-trust, high-consideration decision. Holidaymakers research for weeks, compare options across aggregators and OTAs, and lean heavily on the recommendations of friends and family before they commit. For a brand like Suncamp Holidays, offering camping and mobile-home holidays across Europe, that word-of-mouth has always been one of the most powerful drivers of new bookings.

The challenge was capturing it. Recommendations were happening in WhatsApp groups, at the campsite and around the dinner table, but none of it was measurable, attributable or repeatable. Meanwhile the cost of acquiring new customers through paid channels kept climbing, and intermediaries continued to take their share of the margin on every booking.

The Solution

Suncamp Holidays launched a referral programme with Mention Me to turn that informal word-of-mouth into a structured, trackable revenue channel. Existing guests are invited to share Suncamp with the people they would genuinely recommend a holiday to, and every share, click and resulting booking is captured and attributed.

> Mention Me's Name Share® captures referrals that happen offline and in conversation, not just through a shared link, so Suncamp picks up the recommendations made face-to-face on the campsite, exactly where holiday decisions are really made.

The Results

Since launch:

PROGRAMME VALUE

€433,874 Total referral revenue generated

€398,497 Revenue from new referred customers

ACTIVE ADVOCACY

3,613 Referral share responses (clicks and name searches)

8.12% Share rate, roughly 1 in 12 guests advocates

HIGH-VALUE BOOKINGS

€1,057 Average value of a referred booking

377 New customers booked through referral

PROGRAMME MOMENTUM

With a steady 8.12% share rate and an average referred booking worth over €1,000, Suncamp's programme turns a focused group of advocates into a meaningful, compounding revenue stream rather than a one-off spike.

€433,874 in referral revenue, at an average of €1,057 per referred booking, shows the power of high-value word-of-mouth: real, attributable bookings driven by Suncamp's most engaged guests.

What Holiday Brands Are Asking Right Now

Can I prove referral drives revenue?
Holiday brands want hard proof that advocacy pays back. Mention Me attributes every referred booking to revenue, so you can show the channel's value in euros, not vague engagement metrics.

Who are my most valuable guests?
The guests who refer are often among your most engaged. Mention Me surfaces your top advocates by referrals and network size, so you can recognise and reward the families who bring new business.

How do I track word-of-mouth across markets?
Recommendations happen on the campsite, in WhatsApp and across borders. Mention Me captures shares that start offline and tracks performance by market, turning conversations you couldn't see into an attributable channel.

Why Referral Works for Holiday Brands

A holiday is one of the most talked-about purchases a customer makes, before, during and long after the trip. That makes recommendation the most natural acquisition channel there is, and it makes referral a natural fit for holiday brands looking to grow sustainably without leaning ever harder on paid media and intermediaries. Suncamp Holidays' programme proves it: real advocacy, measured and rewarded, delivering over €430,000 in referral revenue at an average booking value above €1,000.

See What Referral Could Do for Your Brand

Mention Me works with leading holiday brands to build referral programmes that drive measurable, sustainable growth.

Book a Demo

All results reflect all-time referral programme performance via Mention Me.