

HeBS

Hospitality
eBusiness
Strategies

Case Studies

1.) Shell Vacations Hospitality (www.ShellHospitality.com):

Shell Vacations Hospitality (SVH) offers a collection of resorts, hotels and lodges in world class destinations in the US and Canada such as San Francisco, Napa Valley, Kauai, Whistler and more.

The old SVH website was neither user-friendly, search engine friendly, booker-friendly or customer-interactive friendly. It did not have a modern look and feel, there was no rich imagery, it was not optimized for the search engines, it was difficult to navigate, it did not present SVH accurately as a resort company, and it was not generating significant revenues. Also, many resorts had their own website, with a similar look that was drawn from a corporate template with duplicate copy from the corporate site. Lastly, there was no destination content.

The new website was built to solve all these issues and to make the website Shell Vacation Hospitality's most cost-effective revenue generating tool. Once the new website was up, Shell began with a robust internet marketing strategy.

Hospitality eBusiness Strategies of NYC worked with Shell Vacations Hospitality to help conceptualize and optimize the new website. The site was built from a website optimization blueprint which contained a multi-tiered navigational structure, keyword rich copy, and full optimization; the design included a highly attractive resort look and feel complete with impressive elements of Flash and rich photos. The artistry of the site and involved talented web designers who studied the hotel strategy and strived for a look and feel that would complement the brand.

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There was also a careful study of Shell Vacation Hospitality's customer segments to make sure the website addressed all these target markets. After this research it was decided that the website needed to include sections on family travel, groups and events, and leisure travel. Resorts were separated into groups by interest - including golf, cultural pursuits, beach and watersports, family friendly resorts and ski resorts.

A major goal of the new website and Internet marketing campaigns was to double the online revenues the year before launch, which was accomplished two months after the new website launched. Traffic to the website continues to increase exponentially. From a conversion tracking standpoint, the resort recorded an impressive 14,350 room nights sold for the first eight months of 2007 compared to a paltry 4,512 for the entire 2006 year. Online revenues doubled in the first month of launch.

2.) LeMontrose (www.LeMontrose.com):

Le Montrose Suite Hotel is a stylish, urban boutique hotel in West Hollywood, California. The property is part of Outrigger Lodging Management Company, which manages 11 properties throughout the US.

The old Le Montrose website did not match the look and feel that their high-profile clientele are accustomed to, or the vibe of the newly renovated trendy hotel. The website was dull and featured no rich imagery, did not follow a user-friendly navigation, did not reach different customer segments, and was not optimized for the booking engines. Further, there was not adequate information describing the destination of West Hollywood, the in-house restaurant, nor the hotel features such as the rooftop pool and tennis courts.

Hospitality eBusiness Strategies worked with Le Montrose to help conceptualize, design and optimize the new hotel property website. The site was built utilizing all of the industry's best practices and extensive proprietary research and analysis. It was built from the ground up utilizing a website optimization blueprint which contained a multi-tiered navigational structure, keyword rich copy, and full optimization; the design included a highly attractive look and feel complete with impressive elements of Flash and rich photos. The artistry of the site involved talented web designers who studied the hotel strategy and strived for a look and feel that would complement the brand. There was also a careful study of target market segments to make sure the website addressed all these markets. After this research it was decided that the website needed to include sections on business travel, leisure & activities, and dining.

Our marketing goal was to create a user-friendly website that reflects the best practices and the look and feel of a 2008 website. After launch, our goal was to establish a comprehensive online marketing strategy and presence on the web, to drive visitors to the new site and ultimately to drive online revenues. This included PPC marketing, strategic linking, email capture and eNewsletter marketing. In doing so, the goal was to grow online revenues to double that of the previous year. This was accomplished in the first month, and continued in subsequent months throughout the year.

The new website cost \$12,495 for design and production. The total search marketing (PPC) cost for campaigns over the 6 month period from Feb-July 2008 was \$12,141. ROI generated from these campaigns during the same time period was 1882%.

The website achieved all of the original goals. The new website is user-friendly, reflects best practices, and offers a look and feel for the trendy West Hollywood traveler.

3.) AmericInn (www.AmericInn.com):

AmericInn® International is one of the country's fastest growing limited service lodging chains. There are over 210 locations nationwide in 21 states. AmericInn competes across the mid-scale (without food + beverage segment), and its properties are ideal for family vacations, business travelers, meetings and groups, and romantic travel.

The previous AmericInn website was outdated, was difficult to navigate, offered no rich media, did not speak to AmericInn's customer segments, and did not generate any significant online revenues for AmericInn. The new website was officially launched on 1/01/08 and was built following 2008's best practices in hospitality with the goal of becoming AmericInn's most cost-effective revenue generating tool.

The objective of the redesign was to launch a website with a 2008 look and feel and is easy to navigate, search engine optimized, customer-interactive friendly and travel-booker friendly. The target audience for the website is travelers - both leisure and business - looking for a midscale hotel. The drive-in market especially is a key segment for AmericInn, as many of its locations are along major highways.

It was also key that the website provided people with all the information needed to plan their travel in an easy to navigate format. The website navigation makes it easy to find a hotel that fits specific needs, with a "Map Your Trip" functionality that shows all AmericInn's located off major highways. Also, the website offers different sections that speak to each of AmericInn's different customer segments (e.g. business travel, leisure travel, group travel, meetings, etc.)

Hospitality eBusiness Strategies worked with AmericInn to conceptualize, design and optimize the new website. The site was built utilizing industry best practices, using a website optimization blueprint which contained a multi-tiered navigational structure, keyword rich copy, and full optimization; the design included a look and feel that complements the brand, complete with elements of Flash and rich photos.

All content on the site (including content for each of the 210 properties) was implemented using a content management system designed specifically for the AmericInn marketing team, who are now able to log in and make changes to the copy and photos themselves 24 hours a day. The content management system made the development of the site more manageable and efficient, and currently provides AmericInn a way to keep the site timely.

The AmericInn website, included the proprietary CMS custom built for AmericInn, cost less than \$100,000. The results since launch of the website are: online revenue showed

in average a 78% increase with the same marketing spend as before launch, and Room Nights showed a 75% increase (pulled from AmericInn's reservation system, based on total dollar revenue of all activity during those months including bookings, modifications and cancellations). Since its January 2008 launch, just in the January-July 2008 time period the website has generated an ROI of over 99 times!