

Improved HotelBenchmark(TM) website launched

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The HotelBenchmark(TM) Survey by Deloitte is delighted to announce the launch of its redesigned and improved website now available at HotelBenchmark.com.

The new version replaces the old site with user-friendly navigation, easy to understand content, advanced searching facility and a more attractive look and design.

The biggest improvement is the navigation and layout. The website breaks down all information into easy and intuitive sections for quick information retrieval. To give visitors better, faster and easier access to a wealth of information, including all our global hospitality research and details about HotelBenchmark(TM) Services.

The website serves as a single stop for anyone with an interest in the hotel industry. Its dedicated resources section is packed full of the latest trends and challenges facing the industry, plus Market Snapshots profiling different markets around the world. New advanced search functionality enables visitors to quickly drill down to the information they need, by either a key word search and/or refining the search by region, country and year. The website also offers Real Simple Syndication (RSS) to automatically keep users up-to-date with the latest headlines from HotelBenchmark(TM). By providing an instant alert every time something new is published.

An enhanced services section has also been developed to show how HotelBenchmark(TM), the market leader in monitoring global hotel performance, can help clients understand the latest trends shaping the industry and how they measure up against the competition. Eight different services are available, including the latest addition Daily HotelBenchmark(TM), which provides timely data on a daily basis to facilitate faster business decisions and competitor analysis.

And not forgetting the Members' Area, this has also been revamped to boast improved navigation with a new look and feel. The City Wide Reports have been enhanced to include percentage change calculations and the Monthly Trend Reports now show the year-to-date as well as annualised totals.

HotelBenchmark.com has been improved and redesigned to also offer the following elements:

- œ Interactive maps highlight the 420 markets tracked across the world on a daily and monthly basis
- œ Web content in different languages to ensure effective communication with different audiences
- œ Quick web links to over 250 global hotel brands
- œ Meet the team and discover how they work together to deliver services to clients

Commenting on the re-launch Julia Felton, Executive Director of HotelBenchmark(TM) said: "We are extremely excited by the launch of the redesigned website today. HotelBenchmark.com is an important resource for our Members' and the wider hospitality community. As well as having a new look and feel, visitors will be able to access information easier than ever before. Our new website showcases the world's largest hotel performance database and helps visitors to access the information or identify the services they need, to run their business more successfully, as efficiently and effectively as possible."

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