

WORLDHOTELS Designs New Website to Increase Online Revenue for its Hotels

2008-02-28

WORLDHOTELS launched a new website to create more clicks, room nights and revenue for its hotels. Worldhotels.com has been completely redesigned and is now offering images, videos, reviews, weather forecasts and maps to encourage customers to book more stays at WORLDHOTELS properties.

Website has Google Map Search tool to find hotels

Customers provided with wide range of search options

Independent reviews available to reassure customers

Five day weather forecast for every destination

'Travel is one of the biggest and most well suited industries to the on-line space. Hotels are the most emotive and the longest term element of a typical leisure or business trip,' says Stuart Walters, CIO of WORLDHOTELS. 'Typically travellers will research a hotel much more than any other trip component so it makes sense to provide convenient access to relevant, high quality content and enrich the shopping experience for the guest.'

Market leading map software by Google shows the exact map location of all WORLDHOTELS properties. The maps provide the travel route to the hotel as well as directions to landmarks in some key destinations. Another new feature is a five day weather report for every WORLDHOTELS destination including temperature, humidity, winds, rainfall and a climate profile for the entire year. Users can choose their destination by searching for their preferred climate. To give customers a sense of transparency and reassurance that balanced information is being provided by the site, independent reviews from the leading travel website TripAdvisor will also be included on worldhotels.com. The high quality third party content on the website is provided to increase the time customers spend on the site and in turn increase probability of conversion.

The site provides a wide range of search options to make it easy and fun for users to find what they are looking for: the Quick Reservation Form, for guests who already know where and when to go, has search options by price-range, facilities and type of hotel, the Map Search allows guests to view all WORLDHOTELS properties at their chosen destination, 'Get Inspired' asks shoppers to choose their preferred temperature, cuisine & style, culture & nightlife, recreation & wellness as well as activities & adventures they are looking for and then matches their personal choices with the relevant hotel offers, and the WORLDHOTELS Hotel Directory allows guests to browse the hotel portfolio by region and country.

For further information and reservations in UK please contact WORLDHOTELS by calling toll free 0-800-89 88 52, or visit worldhotels.com.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31368.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html