

## BACKGROUND & CHALLENGES

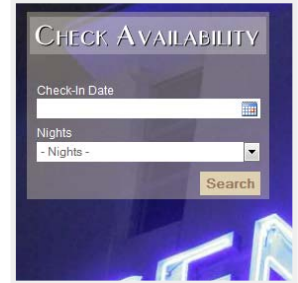
### The Century South Beach Hotel, Miami Beach, FL www.centurysouthbeach.com

Miami Beach, also referred to as South Beach, is revered for its Art Deco architecture, beautiful people, attractive climate, and 24/7 energy. The Century South Beach Hotel located in the trendy 'South of Fifth' neighborhood is one of the best boutique hotel options on the island. The Century offers casual, yet elegant accommodations and modern comforts in classic Art Deco style. The Century recently engaged Bookt to improve their online presence.



### Poor Lodging Websites – A Widespread Problem

According to the Hospitality Industry Report Q2 2009, just 60 percent of would-be bookers actually completed a reservation during the course of their visits. Over 40 percent of would-be bookers reported that they abandoned the booking process because of a usability problem with the booking engine or because of a technical/navigation issue in another section of the website.<sup>1</sup>



<sup>1</sup> <http://www.iperceptions.com/en/resource-center>

### Transparency Is a Must

Information on room sizes and differences between room categories should be clearly stated. Often sites don't even tell you what a standard or deluxe room means. Also, hotel location should be clearly indicated relative to area activities.



### The Challenge - An Underperforming Website

Bookt immediately identified 5 significant problems with the Century's existing website:

- Site was not performing well in organic searches
- Unprofessional site design that underrepresented the hotel
- A booking engine that was not easy to use and redirected to a different URL
- Low booking conversion
- No backend tools to receive & manage lead inquiries or to handle day to day tracking, management & reporting

### Search Engine Optimization

SEO was a huge missed opportunity for the Century. Ranking well for natural keywords related to their specialty, destination and common travel related terms is one of the improvements that has the highest ROI for a lodging website. Unfortunately, a lot of SEO providers over promise and under deliver. Credible companies like Bookt, build in transparency in the SEO process as well generate and review monthly reports to indicate improvements that have been made and where opportunity to do better still exists. This is where the hotel, with minimal effort can take their property from good to great.



Century's Original Website

### The Missing Ingredients For Online Success

- Attractive & Emotionally Appealing Design
- Integrated Booking Engine (no popups)
- SEO Friendly Site
- Integrated Travel Reviews (if the reviews are favorable)
- Mapping and Distances to Popular Attractions
- Integrated Blogging & Social Media Tie Ins

## The New Century Online Solution

Bookt delivered a website that has the following attributes:

- Beautiful, clean design fully optimized for search engine performance
- Transparent information including taxes, room descriptions, pictures and location information with the ability to compare room types side by side
- A booking platform that is easy to use (no iFrames or pop-ups) and offers a low-stress environment for the user that is safe and secure with immediate calls to action to book
- Automatic currency and measurement conversion- intelligent system recognizes the user's country
- All information accessed in one or two clicks including weather, reviews, area attractions, and more



Century's New Optimized Website

FROM Q&A WITH PROPRIETOR WEST TUCKER

**Q:** How do you think your clients would rate the booking process? Any comments from them?

**A:** Several customers have mentioned that the online booking process has been streamlined to mimic that of the larger online booking sites. The interface is friendly, the results clear, and the message online is consistent."

## Capitalizing on Good Reviews

**This hotel was a perfect fit.**  
TripAdvisor traveler rating: 5 of 5 stars

This hotel was great. The concierges were very helpful, the location was perfect, and I was able to travel by myself and met some guys in the lobby, and we had a great time.

**Great staff and great location!**  
TripAdvisor traveler rating: 4 of 5 stars

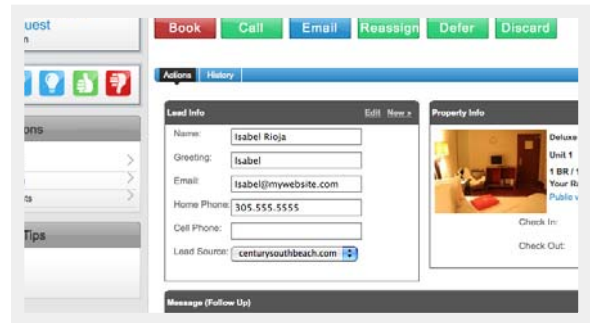
I stayed at the Century with my partner and our 2 year old son. We got one of the larger rooms on the second floor.

directly into the website, allowing the customer real-time, unbiased information, with nothing more to do than book their stay. As noted above in the recent Hospitality Industry Report, transparency is not just suggested, it's required.

Since the Century is a very well run hotel with excellent overall customer satisfaction and great ratings on TripAdvisor, Bookt capitalized on that asset by integrating a TripAdvisor feed

## A Backend System With Easy-to-use Tools

- Integrated customer follow up tools
- Email marketing suite, including email blast tools
- Rates and specials engine to always stay competitive within your marketplace
- Reporting, Tracking, & Management tools that keep you in control 24/7 whether at home, at work or on vacation



## Breakout Results - A 185% Increase In Online Conversion

While almost sounding too good to be true, these are the results from the first month of operation. It is not a complete apples to apples comparison, since we include both online booking inquiries converted to bookings by the hotel and completed direct online bookings (Excluding the inquiries, the conversion still increased 24%, an impressive number in its own right). We included converted inquiries because those leads are the most likely to close as the Bookt system provides actionable lead and booking information (such as travel dates and quoted rate).

*"It is getting to this point that we have identified this unknown potential customer that makes the Bookt system stand alone. The method of actually capturing the leads is unique and effective. These are customers that might never have picked up the phone."*

– West Tucker, Proprietor, The Century

With the Century's permission, we are able to offer you the following key statistics that track the first full month using the Bookt powered system. Search Engine Optimization results fully show after a full 2-3 months so we expect the results to get even better.

### Key Statistics

- 185% Increase In Online Conversion
- 24% Increase in Direct Online Bookings
- 37% Increase in Number of Total Pages Viewed
- 24% Increase in Pages Visited per Session