"Your Hotels Three Part Internet Strategy"

Nowadays, more travel is sold over the Internet than any other consumer product. What will differentiate your hotel from the competition? The Internet has made it possible for a large new group of visitors to find you. When they do, are you ready to take on their business?

The first impression of your hotel that most new visitors have will be a look at your Web site. Now you want them to immediately confirm a reservation. Hotels that understand this will capture market share and grow revenue. Those who don't will be lost in a sea of discounted room prices. IMScart® Voyager is the answer to getting your hotel website up to speed and meeting your revenue targets.

We can help you to open up your internet selling channel, Web-enable your reservations and establish a complete Internet merchandising solution with IMScart® Voyager and help guide web surfing prospects toward your site.

Part 1 - "What good is your published rate if no one can find it?"

Currently most independent property inventory is being sold on the GDS' or popular discount travel websites such as Expedia, AOL Travel, Yahoo!, Travelocity, etc.

Although using online hotel consolidators to sell your accommodation online is not an issue, it becomes a serious problem when these online services are your primary or only Web distribution channel.

Simply put. If your hotel only appears on the Web through your discounted rates offered by the online consolidators, Internet users would always find your discounted rates and nothing else.

Therefore, as far as the Internet consumer is concerned, these discounted rates are de facto your published hotel rates. In effect they become your published rate. The resulting brand erosion and price dilution can seriously affect your future financial health.

How do you ever convince travelers to pay your full room rate? How do regain control of your inventory and capture the margins that will otherwise go to the wholesalers.

The answer is very simple. As an Hotelier you must adopt a distribution model which focuses on two major areas, Direct and Indirect Web Distribution.

The percentage of Internet-based hotel reservations is expected to triple to 15.4 percent by 2004 and online hotel bookings will double in four years from $6.9 billion this year to $14.7 billion making travel the number one activity for Internet lookers and bookers according to Forrester Research.

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Part 2 - "Once someone has found your Web site, was it worth the trip"

Look at the Web sites of major hotels which now contain vital sales collateral and real-time online reservation systems. Web site visitors are now recognized as potential guests. Even visitors who are not booking are now perceived as often being in the important "research" phase of the shopping process.

Indirect Marketing

The Indirect component of marketing your hotel web site on-line is to search and use channels other than your website and is probably already familiar to most hotel owners. These are, establishing relationships with online leisure travel services; corporate services; meeting and event planner services; wholesalers and discount companies; Internet reservation systems; local portals and hotel directories, etc.

Direct Web Distribution

Direct Web Distribution involves energetically marketing your hotel website by turning your hotel website into a 24 hour by 7 day sales force, complete with booking engine, website optimization, website functionality, customer e-mail capture and a strong customer service component.

Your hotel website is not just an online brochure. Yes, it should be simple, nice, informative, useful and efficient. But, do you have a real-time booking engine? The booking engine should be prominently displayed on the Home Page and become the centerpiece of your hotel website. All web pages within the website should prominently feature the "Online Reservations" or "Book Now" buttons.

Affiliates & Newsletters

Other issues, such as, affiliate programs and customer e-mail capture programs should be an essential part of your website marketing strategy and booking engine. Focus on permission-based email marketing to your customer list, weekly e-Newsletters, and Web-only email promotions.

Search Engines

When an Internet user is searching for accommodations at your destination, they should be able to find your hotel website directly through the search engines, your website affiliates and destination portals.

Is your website optimized for search engines? You need your website to be visible to the search engines with effective use of keywords and Meta tags, etc. Plus, all of your key pages should be submitted to the major search engines and directories. This positioning of your hotel web site is an ongoing task that is critical in providing you with cost effective traffic.

It is a fact that 85% of Internet users rely on search engines to locate relevant information on the Web (e.g. Google, Yahoo, AltaVista, etc). As an independent lodging company that is not part of a major brand and without the marketing budget and name recognition of a major brand you must rely even more on search engine referrals.

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Part 3 - "When they want to buy, does anyone hear them?"

Consumers want to book directly with brands they recognize and trust. Your Web site is all about ensuring your guests Book with Confidence. Confidence they're getting the best available rate. Confidence they actually have a reservation when they arrive. Confidence there is no hidden booking fee. And confidence their security and privacy are always protected.

Consider addressing your revenue and rate concerns by installing IMScart Voyager. IMScart Voyager transforms any Web site into a fully transactional and secure electronic reservation system. It can easily be incorporated into your Web site and blends into its look and feel to reinforce your brand.

With IMScart, you don't pay transaction fees and commissions for each reservation.

With IMScart Voyager you can:

- Grow your Internet direct revenue by continuing to offer new products and services, such as last-minute getaway packages, Gift items and Tours.

- Drive demand for your branded Web site by expanding your geographical reach with multiple languages, offering targeted online promotions, and taking stronger actions to bias Internet search engines so that consumers are not hijacked to third-party web wholesalers.

- Ensuring that your hotel property is maximizing the benefits of the Internet by addressing your pricing, positioning, and prospecting on the Internet.

- Maximize room yields by featuring rates on your website to match your occupancy levels

- Offer the speed and convenience of a one-stop availability check, instant online booking and reconfirmation.

- Rooms, rates, etc., are controlled easily online by hotel staff, and visitors to the website can readily select, reserve, confirm and pay online.

- Provide your Wholesale Travel Agents and Corporate Clients with an instant online reservations facility through your website, at their password-protected contract rates.

The Internet not only helps the sale of guest rooms but also has a significant impact on costs, efficiencies and improved margins, such as:

Decreased distribution costs, low or no-cost communications, sales material, room descriptions and photos, distribution of marketing collateral, copies of advertisements, access to telephone directories, menus, e-mail accounts and much more.

For more information on how Global Millennia Marketing Inc. can help with your Web site strategy, visit www.imscart.com or call us at 1-877-827-6451 or 1-514-425-9936

With the growing trend towards Internet-based sales your visitors will enjoy the convenience of a one-stop availability check at your website, instant purchase and auto-generated email confirmation. Your sale is closed immediately without time-consuming emails and faxes between guests and your reservations staff.