

# Hotels need dynamic online presence

Indian hoteliers still apprehensive to adopt dynamic internet marketing strategies

An online visitor to a hotel website site is like a guest in its lobby. When a hotel is willing to do everything to make the hotel lobby and reception area look exceptionally elegant and enticing, likewise they should endeavour to make the hotel website more dynamic and then see the difference.

Every intelligent hotelier should adopt online medium more aggressively. No doubt that the hotel and travel industries are one of the largest spenders online, as the number of consumers booking travel and hotel products online is rising rapidly. But, by and large, Indian hoteliers still seem apprehensive to adopt internet marketing strategies in a way their counterparts had leveraged overseas in developed markets like the USA.

As a result, they remain reluctant and aggressively accept internet as a traffic building medium for their hotel websites. Mostly, depending on the type of hotel and category, hotel owners and general managers have been piggy riding on the natural growth in the



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hotel bookings they receive for their respective hotels. Hence they depend only on conventional marketing medium like offline travel agents, brochure selling, participating in events and exhibitions and print ads, which

don't really show tangible and measurable results but since everybody does it, the rest also follow.

**Those who understand the dynamism of the internet for their hotels are concentrating on their hotel website's key elements that eventually help in achieving great results. One of such important elements is the design of a hotel website.**

Like everything else, web designing is an art of science, a science of understanding guest

behaviour on your website. Study of things like how they navigate your site and do your clients navigate from left to right or right to left can be a great revenue earner. Google analytics that hold details of all guest activity on your website can help determine how clients are navigating your sites, who are your clients, where are they coming from, for how long do they stick on to your website and why they leave and what was the last page they saw before leaving. All this detailed information can be utilised to effectively manage your website's constant performance levels.

The need of the hour is a flexible and dynamic online presence. Internet marketing is a science in many ways and internet marketing experts

## Dos of internet engagement

- A. Hire qualified online marketing company
- B. The online marketing agency should have rich experience on the ground

## Don'ts of internet engagement

Don't go by the novices or 'fly by night operators', or the cheapest company one can find after meeting tens of them.

## Why online marketing?

Today, Intellectual property (website) is as valuable as physical property or hotel itself, which needs the absolute care and know-how (design and marketing) to reach the relevant audience.

certified by likes of Google for Google analytics, Omniture, Yahoo play crucial role to convert virtual visits into real bookings. Any internet marketing company being engaged to attain the said

objective should have qualification to handle these important decisions and rich experience on ground to reach the relevant audience.

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