

Benefits of Website Publishing to Businesses

Chosen Business or Company: Luxury Hotel (Example: Swissotel)

Long Term Benefits:

1. Branding

- a. Consumer's Impression: Leaving a good first impression on customers by showcasing amenities and unique features can attract more customers.

2. Distinctness and reach

- a. Local and International Consumers: A user-friendly website accessible to everyone can attract both international and local travelers looking for a luxury place to stay in Clark, Pampanga.
- b. Keywords: Search Engine Optimization (SEO) makes it easier for guests to find the hotel that suits their needs. To achieve this, the website must contain unique keywords related to Swissotel.

3. Bookings and Revenue

- a. Booking Engine: The booking engine allows guests to make direct reservations from the website, bypassing long queues. Integrating this functionality can also improve the cash flow of specific hotels.

- b. Security: Gaining the trust of clients and encouraging instant bookings can be achieved by providing them with a variety of safe payment methods.

4. Responsive Design

- a. Mobile Optimization: Provides quick and easy booking choices and raises conversion rates for mobile customers.
- b. Real-Time Updates: Giving guests access to real-time information about the cost and availability of the accommodation improves their overall satisfaction.

Short Term Benefits

1. Marketing and Promotion

- a. Content advertising/marketing: Blog publishing containing content about the exclusive offers Swissotel, and the Land of Pampanga can offer to its guests.
- b. Event Promotions: Generates immediate interest and bookings related to specific events or seasons.
- c. Localized Content: A hotel such as Swissotel can take good advantage of their surroundings such as promoting a tourist spot to attract more guests.

2. Flash Sales

- a. Flash Sales: Swissotel can offer packages such as discounted rates for extended stays or special events, encouraging direct bookings. This type of marketing strategy creates a sense of urgency for customers.

- b. Last-minute Booking: Showcases available rooms that can be acquired immediately, this allows for vacant rooms to be occupied in a short period.
- 3. Feedback
 - a. Positive Feedback: Positive reviews help raise the standard of service that a hotel provides to its guests. This improves the hotel's reputation and brings in new business.
 - b. Negative feedback: Negative Feedback can offer insights into what more a particular hotel can do to give its clients the highest standard of service possible. These critiques can be used by hotels to make ongoing improvements to their services and experiences for guests.

Citations

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<https://www.ezeeabsolute.com/blog/importance-of-brand-website/>