Site-Ezy - Regatta Hotel Case Study

If you have visited the Regatta Hotel lately you will have noticed that the hotel has had a major over haul in both their facilities and their corporate image.

In addition to the new image the innovative marketing team also recognised the need to integrate with their patrons on a more regular basis. Their goal was to develop an innovative, integrated e-commerce and marketing strategy that would allow patrons to actively become involved in hotel activities and events.

According to Mr Jason Titman, the General Manager for BT Hotels & Property developing an interactive website was integral to this strategy.

"To develop an interactive on-line presence we needed to partner with a company that was able to conceptualise our ideas, not go overboard and be able to deliver a successful and professional end product. We selected Site-Ezy Australia as they have a reputation for always delivering," Mr Titman said.

The Objective

According to Mr Titman the Regatta Hotel required an innovative solution to their on line business and marketing objectives which would increase patronage to the hotel and provide opportunities for longer customer relationship programs.

The hotel had previously identified problems within their existing website which included:

- Limited internal IT skills by staff restricted regular website content updating
- External website management and updating costs were prohibitive and costly
- Website features provided poor visitor interaction
- Limited Customer Relationship Programs online
- Website design was not in keeping with the corporate profile
- Capacity for communication with visitors was inadequate
- Regular and up to date specials and promotions were not previously advertised
- Lack of interaction with patrons saw low user numbers to the website

Key Points for the Solution

The Regatta Hotel needed a solution that enhanced corporate branding while facilitating communication with their existing customers. The solution was a Website Management System (WMS) that enhanced the existing business profile through an interactive website experience.

"The Site-Ezy WMS system has empowered the Regatta Hotel to utilise its marketing department to run special promotions through both the website and e-newsletter systems," Mr Titman said.

"The WMS system is simple and easy to use which enables all staff, even those with limited IT skills, to be able to update and maintain the marketing and promotional side of the website,"

"One of the biggest problems we faced before was being able to update our information regular through a third party. Nine times out of ten the information took

too long to be put on our website and the information was out of date before it had even been uploaded,"

"Our patrons need to access up-to-date information on a regular basis and now our staff can do all of this internally and we are no longer relying on a third party which is great," he said.

The Challenge for Site-Ezy

Site-Ezy developed not only the WMS system but also the graphic design components for the new Regatta Hotel website. This included Flash files on the home page to provide the website with an instant interactive feature. Site-Ezy also came up with a variety of themes for the site which included Morning, noon and evening sections which allows for relevant themed content to be displayed in logical website sub sections.

An additional design aspect of the new website was a deeper level of interaction with the contents of the site. Interactive sites that are relevant to the users ensure users spend more time in the websites. The specific interaction within the Regatta Hotel website encourages more patrons to the hotel.

The Regatta website offers users virtual tours of the actual facilities and Web Cams are strategically placed throughout the hotel to provide the web users with real-time shots of all hotel activities.

All visitors to the Regatta website can also register for SMS messages from the hotel to hear about all the latest specials and promotions on a regular basis.

The Benefits

As a result of implementing a Site-Ezy Website Management System, (WMS) the Regatta Hotel has streamlined many marketing and promotional processes. This allows the hotel opportunities to utilise technology in a way not previously possible through other website deployment methods.

An integral role of the new website is to enable all marketing activities on line and off line the ability to work in conjunction with one another.

- **Membership section** – which enables users to become a member of the Regatta Hotel community and give them exclusive members only offers.
- **Newsletter section** – E-Newsletters are distributed to the membership community promoting specials, events and activities regularly to keep them all up to date with what is happening at the hotel.
- **Website Content** – regular content changes have allowed the hotel to promote events and seasonal offers to any website visitor.

Success Factors

According to Mr Titman the hotel web cam has been one of the most well received parts of the website.

"We had a guy in here one night with all his friends and he text messaged his brother in England to log on to our site to see him. The brother in England logged on and realised that he could see his brother live, called up all the ex-pat Aussies he knew and they ended up having a global party that night," Mr Titman said.

- The website is managed in-house by the Regatta Hotel marketing department
- Targeted content is provided for the various markets the Regatta Hotel caters to
- Regular Patron contact helps the hotel to build repeat business and patron loyalty
- Website Interaction has increase opportunities to attract visitors in to the actual hotel
- Integration with existing marketing has allowed the hotel to build on its strong company brand
- Efficiency gains have been realised by the use of the Website Management System, as the hotel management are no longer reliant on external IT skills for content updates
- The Regatta Hotels marketing department has the ability to make changes as required and to monitor the results of website promotions as they are run
- The website now enables the Regatta Hotel to cost effectively reach patrons through the website and the e-newsletter system
- Enhanced Regatta Hotel branding has been achieved through community and loyalty building
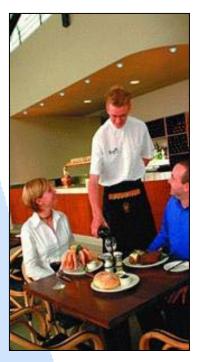- Increased page views of the website by 152%

Background on Site-Ezy

An innovative team in Queensland has developed some unique software that is designed to take away the technical aspects of Website Management.

The development of the Site-Ezy Software, an online Web Design and maintenance tool, will enable Australian users to take advantage of the latest technologies while benefiting from the products ease of use.

Years of dealing with e-Business and e-Commerce solutions "That Work" has provided the Site Ezy development team with a unique understanding of implementing and deploying online systems and solutions.

The Site-Ezy team have developed Web Editor Online Software which allows the customer to create and manage dynamic content through an online word processor with built in Web Site structure management.

Site-Ezy features:

Benefits of Site-Ezy include:
- No need to understand HTML or FTP - Complexities are taking care of within the Site-Ezy Software.
- Copy and Paste content - From any office suite into the Site-Ezy online word processor for publishing on your Web Site.
- Insert new pages, images and tables to enable flexible control over your content look and design.
- Insert links to internal pages within your site to give site visitors multiple access points and alternate navigational paths to key pages.
- Link to external web sites that will help visitors to find other relevant information.
- Insert file downloads to provide access to file formats including PDF or MSWord. This is a popular option for documents visitors may want to print out for further distribution within their organisations.
- Create forms allowing your business to gain feed back on your products, services and your web site. Use this feature for quotes, surveys and feedback forms, providing an information gathering tool to better understand the needs of your customer and potential clients.
- No installation required - Site-Ezy software is Browser based, meaning that through an Internet connection using Internet Explorer 4 or higher you can access your Software.

Automatic Software upgrades - As enhancements to the Software and Improvements in processes are added to the Site-Ezy Software you have automatic access to these enhancements.

Background on the Regatta Hotel

The current 3 storey Regatta Hotel was built in 1886 by Richard Gailey and builder George Gazzard and is one of the finest and most historical hotels in Brisbane. The new Regatta was quickly patronised by Queensland's colonial elite; and a Brisbane icon was born.

In 1875, just 250 people populated the suburb of Toowong. It's leafy, idyllic location soon sprouted a new generation of inner west aficionados and just 5 years later the population increased to 2500. Today the current population stands at some 14,000 residents.