

Hotel Industry To Focus Web Sites on Local, Transient Travelers

By Louis Godin - WebEventPlanner.com

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WebEventPlanner.com announced today that the growing number of people vacationing and spending locally this year will force hotels to reorganize their web sites to assure business through the coming year.

Trends are changing in the hospitality industry, corporate travel is way down, and hotels will start looking more closely at local business opportunities. Studies show that most people will be vacationing locally this coming summer. Most hotel web sites are geared toward corporate travel and conventions. Hotels should be highlighting such things as summer specials, guest room promotions, local attraction specials, special promotions, Internet promotions, catering specials, and bar and restaurant specials to bring these services to the forefront of their web sites.

"Web sites are great sales tools," says Louis Godin of WebEventPlanner.com, "but web site information needs to change as the market changes. What may have been popular in organizing a web site a year or two ago will not be as effective in terms of sales this year." Taking the steps now to realign existing web site marketing information will help hotels weather the current financial storm and provide them the tools needed to capture additional local and transient business.

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WebEventPlanner.com is a provider of common sense and cost-effective approaches to Virtual Hotel Internet Marketing and Hotel On Line Advertising. Since 1999, HotelEPacket.com, WebEventPlanner.com and AreaTradeShows.com have provided clients with Hospitality Internet Marketing Consulting, Development and Training based on 18 years of management, sales and customer service experience in the hotel and event planning industries and 10 years of Hotel Internet Marketing Research and Development. HotelEPacket.com now provides all service sales professionals with web sites that are tangible Hotel sales tools - offering all the necessary features needed to present and close a sale efficiently and virtually. Nominated by Event Solutions Magazine for 2009 Marketing Professional of the Year! We are committed to providing the hospitality sales industry with cost-effective Internet Marketing, Advertising and Sales.

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