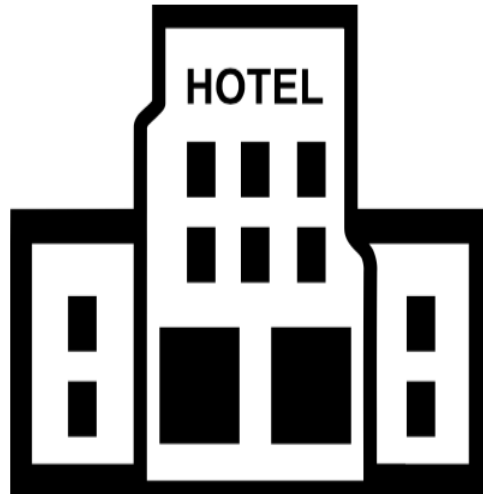


Beneficial Websites for Clients looking for a Luxury Hotel



Prepared for:
Sunny Dayz Hotel
Human Resources Department

Prepared by:



April 26, 2018



Sunny Dayz Hotel

1446 Berrytree Road
Sunnyville, FL 29451

April 4, 2018

Jacqueline Smith
Operations Manager
Laibstain and Gray Consulting, Ltd.
4851 Fountain Street
Sunnyville, FL 29154

Dear Ms. Smith:

Subject: Reports on hotel websites

The Human Resources Department of Sunny Dayz Hotel wants to give their guests the ultimate luxury experience. We would like to suggest websites that will be the best recommendations of hotels to stay in.

We wish to commission your “firm” to conduct a study of three websites with information about hotel industry. We would like recommendations that will help us choose the websites that are most informative and helpful to our clients.

We would like to submit the information for printing by May 3, 2018. We need your feedback on our website decisions by April 26, 2018.

We look forward to receiving your feedback. If we can assist you in supplying information about this topic, please contact head of management Alexis Scott at (555) 555- 9742, ext. 422.

Yours sincerely,

Marc James

Marc James
Director of Human Resources



4851 Fountain Street
Sunnyville, FL 29154

April 26, 2018

Marc James
Director of Human Resources
Sunny Dayz Hotel
1446 Berrytree Road
Sunnyville, FL 29451

Dear Mr. James:

Subject: Sunny Dayz Hotel website report completed

We are pleased to present the Sunny Dayz Hotel report that you requested of the letter that you request of April 26, 2018. Our report analyzes the following three websites:

- Westin,
- Hilton, and
- Holiday Inn

As you will see, all three websites provide clear, organized, content-friendly information on Sunny Dayz Hotel website and are appropriate for all our clients.

We would like to thank Alexis Scott for her help in preparing this report. If you have any questions or comments about our report, we would be pleased to meet with you or with a member of your staff. I can be reached at (555) 555- 4135, ext. 7.

Yours sincerely,

Jacqueline Smith

Jacqueline Smith
Operations Manager

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Executive Summary

An expansion in cases of Sunny Dayz Hotel in Sunnyville, FL. has increased traumatically for the reliability and useful information about this hotels website. Sunny Dayz is a hotel that will satisfy all their customers and provide to the best of each customers' abilities on their needs.

The Internet offers an abundance of information on Sunny Dayz Hotel, but reliable hotel websites are difficult to find among the thousands of websites. Sunny Dayz Hotel asked Laibstain and Gray Consulting to recommend three websites that provide easy-to-understand, reliable, and supportive information about Sunny Dayz Hotel for a luxurious audience. These websites will be included as resources in a website for Sunny Dayz Hotel clients.

Laibstain and Gray's task was to find websites with reliable and thorough information that the hotel's target audience could easily understand. As part of the analysis, visual appeal and user-friendliness of the websites were also evaluated.

Each website was analyzed and rated using the following criteria:

- **Visual Appeal:** Useful graphs and images, organization, absence of distractions;
- **Content:** Beneficial language, credibility, reliable contact information; and
- **User-Friendliness:** Outstanding search engine, easy navigation, trustworthy links.

The results of our analysis, which were supported by a survey completed by the public, led us to recommend the following three websites for the Sunny Dayz website:

- Westin,
- Hilton, and
- Holiday Inn

The goal of this report is to provide patients with helpful and reassuring information about Luxury Hotels. We are confident that our analysis and recommendations will support the needs of the clients at Sunny Dayz Hotel who are looking for a great stay at a luxury hotel.

Introduction

A hotel is an establishment built on providing customers with a paid short-term home. Hotel facilities vary in amenities and accommodations. Hotels can be anywhere from a modest room with a simple mattress and bathroom to a luxurious five-star suite with a king-sized bed and a built-in kitchen. High priced hotels may offer a pool, free internet, continental breakfast, flat screen televisions, gyms, spas, and social function services. Specific hotels offer meals as part of room and board. There are a variety of hotels including luxury hotels, boutique and lifestyle hotels, full-service hotels, economy hotels, and motels. Hotel chains offer uniform services throughout each hotel. Hotel ratings vary and are rated based on their cleanliness, amenities, and services. Prices usually increase as ratings increase. Facilities offering travelers a place to stay have been around since early civilization, and the hotel industry has continued to diversify and grow with each era.

To book a hotel room, customers use to rely on the telephone, travel agents, or even handwritten letters. Nowadays hotel booking is primarily made through the internet via hotel websites. Hotels also utilize the internet to promote their company and market their brand to keep up with their competitors. The service hotel companies provide are intangible to consumers, which mean consumers must have an experience of it before they can evaluate it. Due to the nature of the services, consumers are forced to make their decision based on reliable resources such as word of mouth, customer reviews on third party websites, or the content of the official hotel website. It is the job of the website creators to ensure consumers that your services are as trustworthy and reputable as your website, making marketing in the digital world vital to any company's success. Hotel websites are used to provide transactional means and product information. They also have tremendous potential to reach consumers and remain competitive in the industry.

An effective hotel site is critical for a hotel to succeed. It is a tool that can communicate directly and indirectly with its viewers and creates the first impression of the products and services that are offered. An effective website will nurture customer relationships and will be credible, easy to navigate and will have a practical design. A website is a potential method for increasing customer loyalty, which is critical for any business.

The purpose of this research paper is to develop an efficient hotel website for the Sunny Dayz Hotel after analyzing the effectiveness of The Holiday Inn, The Westin, and The Hilton hotels websites. We will provide suggestions on potential areas of improvement for the Sunny Dayz Hotel's current website and identify specific measures to create a successful website.



Figure 1: Sunny Dayz Hotel

Laibstain and Gray Consulting Company, based in Farmville, Virginia, has been in the hotel industry for over 18 years. We have done research for many hotels including Hotel Weyanoke, Quality Inn, Best Western, and Sheraton Hotels. We have worked on reinventing these hotels image and website content. Each hotel company has seen positive results from our work.

Laibstain and Gray Consulting Company was asked to analyze three popular hotel websites to help remodel the current Sunny Dayz Hotel website. Our analysis would recommend websites that are easy to navigate and informative. We have done research to analyze the business potential and the possible weaknesses that may arise when designing hotel websites.

As the focus of our analysis, we chose the Hilton, Holiday Inn, and Westin hotels. Each site was analyzed and rated using the following criteria:

- **Visual Appeal:** Useful graphs and images, organization, absence of distractions;
- **Content:** Beneficial language, credibility, reliable contact information; and
- **User-Friendliness:** Outstanding search engine, easy navigation, trustworthy links.

We believe that these three aspects are critical to make a hotel website effective. If a company wants to market their brand successful, they must make sure that every element is created with purpose and thoughtfulness.

According to our studies, 47% of consumers say a website's design, including font size, color scheme, layout and site navigation, are the number one criterion for discerning the credibility of the company. To make a company visually appealing, it must be well thought out and organized. Color catches viewers eyes instantly, and each color conveys meaning and feeling to the audience. Too much color or not having a color scheme can result in being unflattering and unappealing to the customer's eyes. Pictures and designs can also communicate the company's intentions and credibility. Photos that look as though they've been taken from photo stock look cheap and unauthentic, whereas quality pictures from a reputable photographer show the company's commitment towards excellence and quality. Consistency also adds to the credibility of a website because the more consistent a site is, the more trustworthy it is and the less time it takes for the viewers to search the website.

Additionally, a survey asking specific questions about the three websites was sent out to 200 customers of these hotels to get feedback. The answers to the survey confirmed our results.

Analysis of the Hilton Hotel Website:

<http://www3.hilton.com/en/index.html>

Visual Appeal

The Hilton website is formatted with its booking dates and locations in the center of their homepage. Having the ability to book a hotel without having to search through pages and pages on their website makes it effortless, efficient, and less confusing for the consumer. Customers will not have to waste their time figuring out how to book a hotel or mapping out where the Hilton hotels are located.

The website also draws customers in by presenting them with a discount ad right above the booking option. This ad reads, “Get more from your getaway, get \$50 on-property credit every night.” They use this catchy phrase to attract the attention of potential clients. The website created the ad to be more visually appealing by designing fonts and word size to attract the customer’s eye to the word “getaway.” This design makes the homepage of the website visually appealing and offers a relaxing, welcoming, and pleasing tone promising their customers an enjoyable experience during their stay at the hotel.

The website uses varying shades of blue throughout all their offers, pictures, tabs, and even their logo is a shade of blue. The consistency of the blue color allows the readers to focus on the message that the Hilton is conveying without getting overstimulated or distracted. The website also has a picture of the sky as their background keeping with the blue theme. Every color is used to convey a unique meaning in advertising. Blue is the color of the sky and the sea, which can sublimity have consumers imagining their perfect getaway. Blue also symbolizes trust, loyalty, and wisdom which customers look for when staying in a hotel. The Hilton uses these color hues to appear reputable and trustworthy to potential consumers. In advertising, impulsive buyers tend to respond to black, red-orange, and royal blue, while the lighter shades of blue have been shown to produce a calming effect on the human body. Spendthrifts respond best to sky blue, navy, teal, and pink, while conservative buyers react to pastels like baby blue, pink, and rose. The Hiltons website uses royal blue, sky blue, navy, and baby blue to attract all types of consumers making their website visually appealing to every type of buyer.

Content

Simplicity is the recent trend for websites and the Hilton offers an unsophisticated approach to booking a hotel. The search engine uses an easy way to understand language and to book a hotel by using the following such as, “Where do you want to go, check in, and check out.” This website offers very limited information on their home page, however, it offers an advanced search for booking hotels. It has many promotions at the bottom of the homepage offering discounts on specific trips for customers who are enrolled in a points-based rewards program.

These advertisements include, “Asia Pacific sale, up to 25% off, Join Hilton Honors and get instant benefits on every stay, and earn up to 100,000 Hilton bonus points.” Its straightforward wording is uncomplicated for the everyday readers. They use promotional techniques including an explanation of how their program works and a call to action telling their customers to act now while their sale is still going on. Various customers will enjoy knowing the special offers that the Hilton has, although other customers might see the plethora of ads as an annoyance.

There is no obvious contact information on the Hilton’s homepage, so if viewers have a question they will be unable to have it answered. Without contact information, there is a chance that consumers will go to another website if they have a question or problem with the Hiltons website. Every site should have a contact us page for viewers to have specific questions answered.

There is limited information on the tabs at the top of the website. These tabs are labeled, “offers, meetings and events, resorts, about Hilton, and languages.” There is a brief explanation for each tab; however, when clicking on the tabs, the website will redirect you to another page to go more in-depth with each subject. The site offers 23 different languages to choose from. This appeals to clients on a global level. There is enough information on the homepage to help any visitor understand how to navigate the website. The website’s layout is focused on ease of reading, use and booking. In the current digital age, viewers have responded positively to simplistic websites over intricate ones. This website does an excellent job of keeping its content simple and to the point making it credible.

User-Friendliness

The Hilton website is easy to navigate and reader-friendly. It offers consumers the ability to search the address, location, city, or airport to find a Hilton hotel near them. A website is much more user-friendly when it’s apparent to the user what they should do. Having the search engine as the focus on the Hilton website makes it user-friendly because the viewers instantly know the primary purpose of the site.

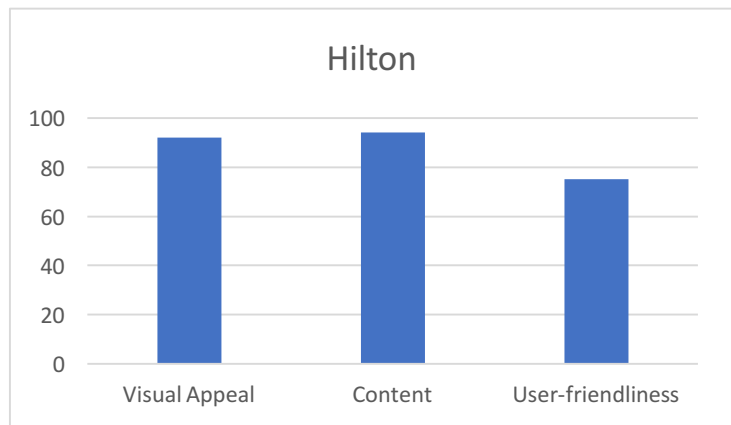


Figure 2: Survey results for the Hilton

The tabs are organized and well thought out; however, the trend for modern websites today is to keep all their company’s information on one webpage without redirecting their consumers to another page. Some users may find fault with being redirected to another webpage. As far as simplicity goes the Hilton’s extra tabs and webpages make it more complicated than other websites. The Hilton appeals to its consumers on a global level because of its accommodations to so many cultures. Having a variety of language options makes it easy for the consumer to research their desired hotel without a language barrier. Translation is extremely important for user-friendliness because the Hilton can appeal to a broader audience.

There is no obvious contact information on the Hilton’s homepage, so if viewers have a question they will be unable to have it answered. Without contact information, there is a chance that consumers will go to another website if they have a question or problem with the Hiltons website. Every site should have a contact us page for viewers to have specific questions answered.

Analysis of the Westin Hotel website:

http://www.starwoodhotels.com/westin/index.html?&SWAQ=63A0?PS=LGEN_AA_DNAD_CGGL_TB RD&SWAQ=63EP&PS=LGEN_AA_DNAD_CGGL_TPRP&ds_KWID=p31299590372&gclid=CODm0bX9ztoCFerGswodgf4DsQ&gclsrc=ds

Visual Appeal

The Westin Hotel website has an aura of sophistication and class. When consumers visit their homepage, they are met with a slideshow containing luxurious pictures of their resort. These pictures go a long way in creating an authentic and respectable first-impression. The pictures are of high quality and exhibit the amenities of the hotels and resorts. Each picture is unique to the website communicating to the consumers that the Westin is committed to the quality and excellence of their company.

Each image that rotates through has different enticing offers. A picture of the ocean reads, “One night is never enough. Extend your stay with 40% off the second night.” Another picture of flip-flops and beach gear reads, “Weekends last longer at Westin. Book a Westin weekend for extended breakfast and late checkout.” Each picture has the same font and font size, so they are not overwhelming to the viewer. The solidarity in writing throughout the photographs conveys the feeling of ease and luxury.

At the top of the homepage, a search engine is offered to provide a quick and efficient way for consumers to begin their room reservations. This search engine allows for consumers to select their requested destination, check in and check out dates, as well as the number of people in each party and the number of rooms needed. It also has a tab titled “Why Book Here” that provides the consumers with more information on their hotels and special booking offers. This is visually appealing because it shows the viewers the purpose of the website.

As you scroll down, you are met with a picture of a woman floating in beautiful teal water under the tab “let’s rise”. This picture is visually appealing because the woman looks completely calm and at peace. Customers are drawn to relaxing experiences, and the Westin hotel website displays an atmosphere of relaxation in the pictures on their homepage. This website also offers countless photos of their luxury room that have spectacular views of the world around them.

There is a lot of visual content on this website’s homepage, and the more visual material there is, the more it catches the reader’s attention. When graphics are inconsistent and random, it causes the consumer to pause and then refocus and sometimes leaves them confused on the ideals of the hotel. All the graphics on the Westin website are in the same font, and the plethora of photos add to the luxury feel and authenticity of the company’s brand. However, these photos may become overwhelming for a select group of viewers because of the quantity of visual graphics shown.

Content

The Westin focuses on the health and well-being of their consumers. The Westin does a phenomenal job of immediately communicating to their consumers that their purpose is to provide opportunities to live well. By making their standards clear, they catch the attention of consumers that believe the same and in believing that you will choose their hotel. Their guide consists of “sleep well, eat well, move well, feel well, work well, and play well.” By having

strong ideals of the importance of their consumers' well-being, the Westin focuses on health-conscious consumers or individuals who are "wellness oriented."

This lifestyle consists of consumers who are concerned with nutrition, fitness, stress, and their environment. These consumers accept responsibility for their health and are excellent customers for health-related products and services. Health conscious consumers are willing to go the extra mile for a company if it meets their well-being goals. While gearing their company towards these consumers, they tend to be appealing to the consumers of higher socioeconomic status because of the expenses of being health conscious. The hotel website offers a variety of healthy options including superfoods, well-being coaches, and gear lending services that allow travelers to rent workout gear, including shoes.

User-Friendliness

The Westin website is easily operated and user-friendly. The search engine at the top of the home page offers the opportunity for clients to book or search for booking options of hotels with ease. From the perspective of the consumer, the images of the luxurious rooms and locations can allow them to picture themselves in that location. The Westin offers a collaboration with social media outlets such as Facebook, Twitter, and Instagram. This allows the experienced consumers to connect with potential consumers for a more wholesome experience.

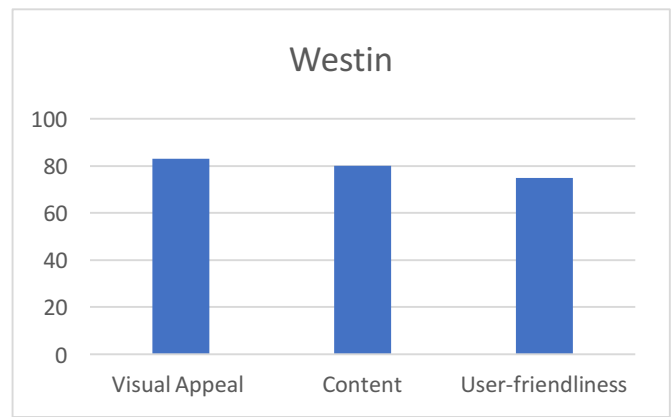


Figure 3: Survey results for the Westin

The Westin has a lot of details on their homepage, which isn't necessarily user-friendly. However, all the details cater to a more avant-garde crowd. Websites today are geared towards being simple, clear, and organized. The Westin is well-organized, but is not simplistic. There are many design elements incorporated in the homepage that appeal to a very particular group of people. This website is user-friendly because it appeals to the emotional appeal of "who am I," and "how I feel." The Westin uses its luxury brand to appeal to these emotions of identity. The luxury feel of their product will have consumers feel satisfied by positively altering their self-esteem. Luxury is an integral part of high-end consumers' lifestyle, and this website promises to commit to the luxury brand. Consumers that are looking for a hotel that provides them with this type of lifestyle that they are used to when they are at home, want to feel as though their needs are met and that they also feel a sense of luxury and comfort.

Analysis of the Holiday Inn Hotel website:

https://www.ihg.com/holidayinn/hotels/us/en/reservation?qAdlt=1&qBrs=6c.hi.ex.rs.ic.cp.in.sb.cw.cv.ul.vn.ki.sp.nd.ct&qChld=0&qFRA=1&qGRM=0&qIta=99629062&qPSt=0&qRRSrt=rt&qRef=df&qRms=1&qRpn=1&qRpp=20&qSHp=1&qSmP=3&qSrt=sBR&qWch=0&srb_u=1&icd v=99629062&cid=35562&dp=true&glat=SEAR&setPMCookies=true

Visual Appeal

The Holiday Inn home page offers the consumers a family-friendly atmosphere. There is a picture of a father and son eating breakfast as the center of their homepage. Although this website has less visual appeal than its competitors, the images focus more on the people and their personal experiences than the hotel's locations or amenities. These are not high-quality photos; they look more like the generic card stock pictures. Photos that are not of high quality can turn away certain consumers and photos of people and not the actual products can have adverse effects. Pictures of customers make it more difficult for the viewer to picture themselves in the hotel, but may be more appealing to a family of four than a high-end luxury hotel.

Some of the website information is off-center and unaligned which can result in clients perceiving it as being visually unappealing. The search engine in the center of the homepage allows for the user to look up a location for their destination and date for their stay. There is nothing special about this search engine, it has a plain white background and green letters. The colors used in marketing are used to convey different meanings and resonate with certain emotions. There seems to be a conscious color scheme of green with pops of red, blue and yellow. Visually appealing websites have a solid color scheme. However, there is a lot of white space on this website, which can turn away consumers. The warmer colors on the website are used for impulsive buyers and can represent optimism.

Their slogan is "under our green sign everyone is welcome." This hotel chain is known for their green sign which explains the use of green in the graphics. They have photos of a variety of people with different ages and ethnicities which implies this hotel is geared towards all economic statuses as well as children and that there is no real target consumer. The consumers that wants to experience luxury might not opt for this advertisement, but the consumer that wants to feel at home and like they are in an inviting and welcoming environment may be more inclined to choose Holiday Inn. This website uses consistency with its pop of green and the same font throughout its homepage. Having a consistent layout on their website helps consumers spend less time trying to understand the site and more time evaluating what they're looking for.

Content

The Holiday Inn offers options to book for comfort, travel, and work which ensures that each customer is provided with the amenities to meet their individual needs and expectations. It offers hotel and travel destinations around the world and provides the unique option of updates from their guests with pictures sent in from Holiday Inn guests. This allows the viewers to connect with real consumers of the Holiday Inn hotels and creates the family-based values of a wholesome business.

The Holiday Inn logo is in the top left corner of the webpage which has been proven to be the first place that consumer's eyes are drawn to. Having their logo on the homepage also gives the

website a branding opportunity and ensures viewers that they are on the correct site. They have their contact information listed in an easily accessible location, which allows any potential business to reach them if they have a concern without flipping through many pages of the website. Although they can call to receive more information, an excellent website would have as much information listed as possible to prevent the consumer from having to meet to answer a simple question. The website does an excellent job of having all their necessary content on their homepage.

Their content is simple, concise, and jargon-free. Since they are catering to the everyday people, there is no superfluous or perplexing language. They use ordinary vocabulary like, “uncover the joy of travel, gather around and connect with ease, and get cozy with a soft or firm pillow.” Using warm and straightforward words allows the reader to feel comfortable while navigating the website. Relevant keywords and phrases have been bolded, made larger, and are in color. This draws attention to the words and highlights the importance of each sentence, so that it is easier for the visitors to see. At the very bottom of the website, there is also an advertisement for a rewards card that can be used at any of the IHG owned resorts. This opens the option for consumers to stay in family-friendly hotels like Holiday Inn or for another occasion, may choose to remain in a higher-end luxury hotel owned by the same company.

User-Friendliness

This website is user-friendly and offers travel options for a variety of consumers. The site is interactive with its customers allowing them to post their hotel experience and share it with fellow viewers. Not only does this provide the hotel with real-time feedback from their customers, but it also helps the viewers to figure out if this is the right hotel for them.

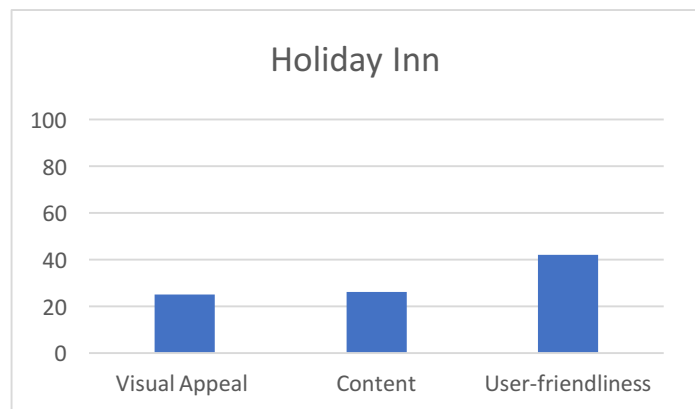


Figure 4: Survey results for the Holiday Inn

Having the reviews and comments of past consumers posted where they can access them will save viewers time and energy determining whether it is what they want. Allowing the consumers, the unique experience of communicating with one another also keeps with the company’s image of being people oriented. Not only is this website family-friendly, but it also caters to the needs of non-English speaking consumers. This website has a drop-down menu that allows non-English speaking customers to view the site in their own language. Having the entire website accessible to consumers of all different languages widens the range of their target audience and may result in more reservations.

Conclusion:

The hotel industry is designed for people to have a comfortable place to stay while traveling on business or vacation. Hotels are often booked online through their website or other media outlets. Sunny Dayz Hotel has recently seen a decline in their profits due to their outdated website. It is believed that their profits will significantly increase with a redesigned website.

There are thousands of hotels around the world, and each hotel has a unique website catering to their hotel's goods and services. Laibstain and Gray Consulting Company chose three hotels that are popular and successful. We analyzed their websites to see what made them popular and effective based on their visual appeal, content, and user-friendliness. For our study, we analyzed the Hilton, Westin, and Holiday Inn. These hotels all had functional and efficient websites, and their companies have been successful all across America and the world.

To aid our analysis, we sent a survey (see Appendix A) to 200 consumers of the Hilton, Holiday Inn, Westin hotels. Figure --- summarizes the results from the 200 consumers.

Our analysis ranked the Hilton website as the best of the three websites on all three criteria. This conclusion was confirmed by the survey results. The Westin was ranked in second place and Holiday Inn was ranked third. We found pros and cons to each website. All three websites had the search bar feature to search locations of hotel properties. This was a crucial feature for each site because viewers need to know where hotels are located for booking purposes. Having the search engine as the focus of hotel websites also gave viewers a sense of purpose which has been proven to appeal to consumers.

The Hilton did an excellent job on their visual appeal. The website stuck with one color theme that has been proven to elicit positive emotions from all types of consumers. The site was not overwhelming, and the pictures that were chosen were soothing and helped create an atmosphere of relaxation. The Westin also had a strong visual appeal. This site's visual appeal was geared towards consumers of higher socioeconomic status, and it had a grandeur feeling that was appealing to its target consumers. It used opulent views from hotel rooms and exotic hotel locations to entice potential consumers. The Holiday Inn was the

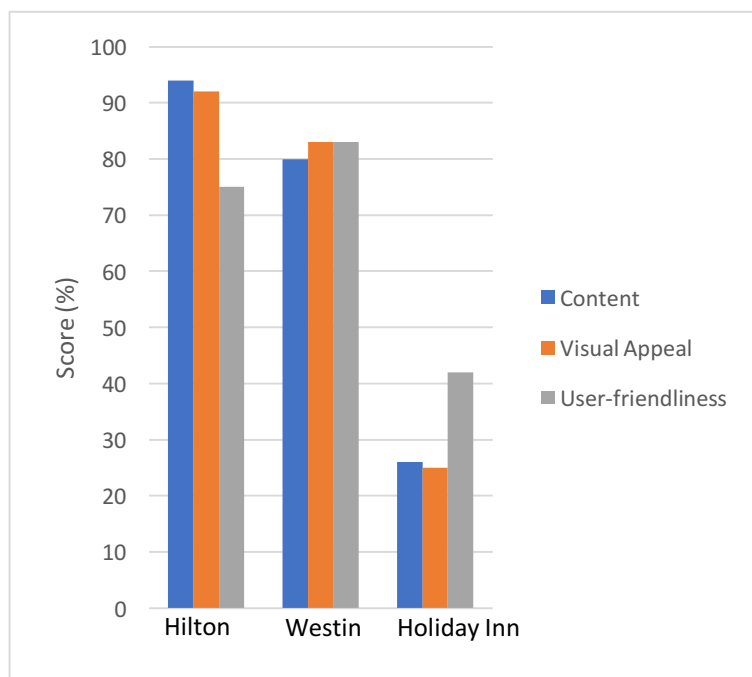


Figure 5: Summary of survey results

least visually appealing website. This site had a lot of white space, and because of that, it felt empty.

Holiday Inn also used a lot of pictures of clients from their hotels. This was nice for viewers to see but it made it difficult for them to imagine themselves in the hotel. Overall the Hilton had the most visually appealing site. The Hilton had the most effective content on their site. The Hilton also had effective content on their site. The Hilton used simple everyday vocabulary and refrained from any jargon. This was appealing to most consumers because it was easy to read and comprehend. The Westin made great use of its mantra and wellness theme to appeal to consumers who are health conscious. Holiday Inn does a good job promoting their logo. It is very important in marketing that companies effectively promote their logos. The Holiday Inn logo was the main focus of many pictures and remained in the top corner of the site. The Westin was the most effective with their content because they did the best job of getting their message across to their potential consumers.

The Westin had the best user-friendliness too. It remained simplistic and easy to navigate for its viewers. All three websites had a language option which is crucial so that all viewers can understand what they are reading. The Westin does the best job of having a personalized search engine. Search engines for hotel websites are essential for user-friendliness. The Hilton is also easy to navigate and has an excellent search bar. Holiday Inn had the most success with social media. It had client's social media directly on their site so that everyone could see actual customers experiences. This was an innovative marketing technique.

We recommend that Sunny Dayz hotel uses a mixture of these websites to create their own. We believe that social media plays an essential role in all websites. It is important that viewers can get in contact with consumers and that they can see real people's experiences. It is also important that the websites stick with a color theme to be visually appealing. The color theme should be researched to ensure that it appeals to a variety of consumers. The Sunny Dayz hotel logo should also be incorporated into the site to remind viewers of the company's name and to help promote the business. The sites vocabulary should be easy to understand and jargon-free. It is crucial that all viewers can easily comprehend the website's message. There should also be enough information on each page that the viewers are not left confused or with a lot of questions. User-friendliness is imperative for a successful website. The viewers need to be able to easily navigate Sunny Dayz website, and there has to be language options so that viewers from all over the world can understand the site. With these recommendations, we believe that Sunny Dayz Hotel will be successful with their reinvented website.

Recommendations

We recommend that Sunny Dayz Hotel include the following websites for luxury hotels information in its client website:

- Hilton,
- Westin, and
- Holiday Inn

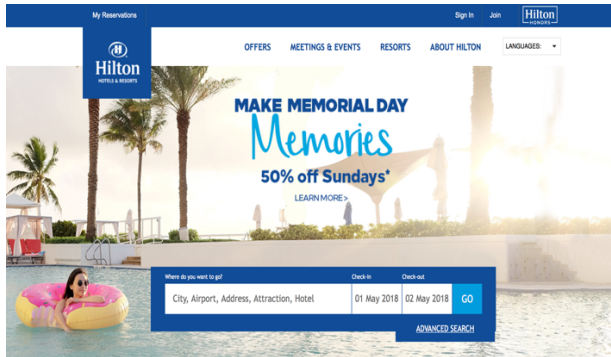


Figure 6: Hilton website homepage

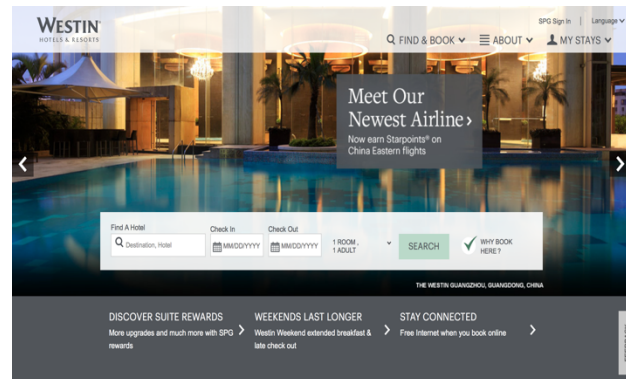


Figure 7: Westin website homepage

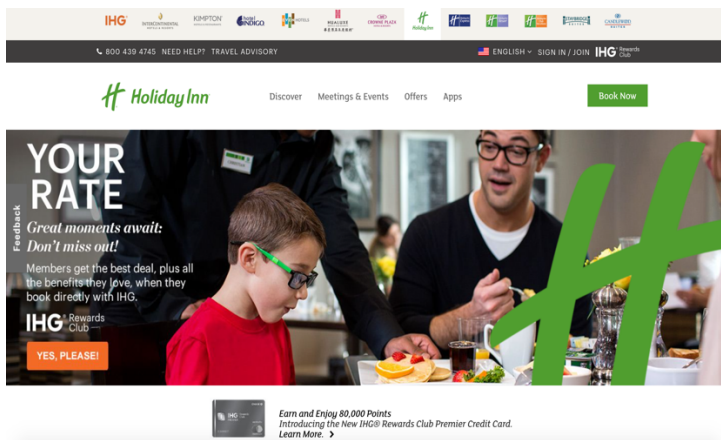


Figure 8: Holiday Inn website homepage

Appendix A: Sunny Dayz Hotel Website Survey

This survey has been authorized by Sunny Dayz Hotel Human Resources Department to determine the helpfulness of websites with information about our luxury hotel. Please look at the three websites we have provided and circle the answer that most clearly reflects your opinion of the website. We greatly appreciate your opinions and feedback.

Content:

1. I found all the information that I was looking for without a problem.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

2. I found the information clear and easy to comprehend.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

3. I found the information credible and reliable.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

Visual Appeal:

4. The colors on the website were attention getting and had an appropriate color scheme.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

5. The font such as bold headings and layout of text and images made this website applicable.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

6. The font size was large enough to read.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

User-Friendliness:

7. This website was tranquil to use.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

8. Appropriate terminology was used throughout the website.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

9. The hotel's search engine was easy to find and use.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

Thank you so much for completing this survey concerning the helpfulness of websites with information about luxury hotels. If you have any comments to make on this subject, please feel free to do so. If you have any questions, please call Bonnie Harrison at (555) 555-7595 or Fax: (555) 555-1442.

Please mail the completed survey in the supplied pre-paid postage envelope before April 22, 2018, to the following address:

Sunny Dayz Hotel
Human Resources Department
1446 Berrytree Road
Sunnyville, FL 29451

Appendix B: Sunny Dayz Hotel Website Results

Of the 200 surveys sent out, all 200 were returned. The following tables show the results as a percentage out of 200.

Table 1: Content survey results

| | Hilton | Westin | Holiday Inn |
|-------------------|---------------|---------------|--------------------|
| Percentage | 94 | 80 | 26 |

Table 2: Visual appeal survey results

| | Hilton | Westin | Holiday Inn |
|-------------------|---------------|---------------|--------------------|
| Percentage | 92 | 83 | 25 |

Table 3: User-friendliness survey results

| | Hilton | Westin | Holiday Inn |
|-------------------|---------------|---------------|--------------------|
| Percentage | 75 | 83 | 42 |

Laibstain and Gray Consulting

Weekly Progress Meeting

Library

Friday, April 13, 2018, 11:00 AM

AGENDA

- I. **Call to Order- 11:00 AM**
 - A. **Present-** Raven Laibstain (designer) and Kila Gray (secretary)
 - B. **Recording Secretary:** Kila Gray
- II. **Approval of Agenda:** Raven moved, seconded by Kila. Passed unanimously.
- III. **Previous Minutes**

Approval of minutes of last meeting. Raven moved, seconded by Kila. Passed unanimously.

 - A. Items arising from Minutes (if any): None.
- IV. **Designer's report** (Raven)

Raven reported that the logo and cover page were complete. She presented the digital copy to Kila.

 - A. The company plans to use it on future documents and reports.
 - B. The Letter of Authorization and Letter of Transmittal will be done next week.
- V. **Programmer's report** (Kila)

The Introduction is being worked on. It will be published on Sunday by 11:59 PM.

 - A. Kila asks Raven to help her plan the Analysis's.
- VI. **Other Items**
- VII. **Next Meeting** (Raven)

Meeting will be held on Thursday, April 19th at 1:45 PM.

 - A. We planned on meeting in the library in the Children's Literature section. Each member is expected to be present.
 - B. Each member will present their completed assignments for the week. The group will analyze and edit the report together before assigning the next week's tasks. We will be scheduling another meeting after our meeting on Thursday. This was agreed on unanimously.
- VIII. **New Business**

There was no new business.
- IX. **Adjournment**

Raven moved that the meeting be adjourned. Passed unanimously. Meeting ended at 12:17 PM.

Laibstain and Gray Consulting

Weekly Progress Meeting

Library

Thursday, April 19, 2018, 1:45 AM

AGENDA

- I. **Call to Order- 1:45 PM**
 - A. **Present-** Raven Laibstain (designer) and Kila Gray (secretary)
 - B. **Recording Secretary:** Kila Gray
- II. **Approval of Agenda:** Raven moved, seconded by Kila, Passed unanimously.
- III. **Previous Minutes**

Raven reported that the logo and cover page were complete. She presented the digital copy to Kila. The Letter of Authorization and Letter of Transmittal will be done next week. The Introduction is being worked on. It will be published on Sunday by 11:59 PM.

 - A. Items arising from Minutes (if any): Logo, Letter of Authorization, Letter of Transmittal, and The Introduction.
- IV. **Designer's report** (Raven)

Raven and Kila completed the Letter of Authorization and Letter of Transmittal and Raven will start creating the figures of all the results for each website and the summary.

 - A. The company plans to use these figures on each analysis page in documents.
 - B. The figures will be done by next meeting. Executive Summary will be complete by next meeting.
- V. **Programmer's report** (Kila)

The Introduction is complete.

 - A. Kila reports that the Hilton's Analysis is complete and that she is working on the Westin's Analysis.
- VI. **Other Items**
- VII. **Next Meeting** (Raven)

Meeting will be held on Saturday, April 21st at 12:00 PM.

 - A. We planned on meeting in Raven's apartment. Each member is expected to be present.
 - B. Each member will present their completed assignments for the week. The group will analyze and edit the report together before assigning the next week's tasks. We will be scheduling another meeting after our meeting on Saturday. This was agreed on unanimously.
- VIII. **New Business**

Keep up the good work!
- IX. **Adjournment**

Raven moved that the meeting be adjourned. Passed unanimously. Meeting ended at 3:37 PM.