



FOR IMMEDIATE RELEASE

Contact:

Martijn Huve
Leidseplein 28
Amsterdam, Alabama, 1017 PS
Netherlands
phone: 06 43260252
url: <http://www.xotels.com>

INDEPENDENT HOTELS DOUBLE HOTEL WEBSITE SALES

Amsterdam, Alabama - 2009-08-07 - Amsterdam, Netherlands, 5 August, 2009 - Success stories from fellow hoteliers that have strategically invested in their hotel websites and [hotel marketing by Xotels.com](http://www.xotels.com) and doubled online sales.

'In the first 4 months of 2009 our website generated the same amount of revenue as in entire 2008.', states Miguel Ayala, Director of Balneario de Archena in Murcia. 'Our new hotel website design for www.balnariodearchena.com, gives us online marketing promotions and distribution strategy we never had before. Also our Online PR campaigns are paying off richly. I would encourage any hotelier to invest more and to invest well in their direct sales channels. The results will justify the investment.', he continues.

Juan Zapata, Gerente of the Puerto Antilla Grand Hotel in Andalusia adds: 'Our website sales have increased by 95% this year with the launch of our new website, www.puertoantilla.com. We have invested in our website to increase direct sales, and the return on investment was merely a matter of months. Next step will be to add more languages and engage our customers with newsletters and special offers through well targeted campaigns.

'Our website www.torrequebrada.com experienced a substantial improvement in search engine positioning and more internet traffic when we switched from flash to html. Moreover bookings through our online reservation system have notably increased due to the optimized navigation and user friendliness of the new site.' Jesus Ramos, Yield and eCommerce Manager at the 5 star Hotel and Casino Torrequebrada on the Costa del Sol mentions.

'Our traffic increased from an average of 3.000 visitors per month to over 30.000 per month, more than a 1000% increase. And we continue to experience growth. At the moment we have an average of 40.000 visitors a month. The site has generated in the last 9 months over €315.000. We expect to reach over €450.000 in online direct sales during 12 months, and this is without the spinoff of phone sales. So as you can imagine we are quite thrilled. It was a smart investment. I wish we would have done it sooner.' he continues.

'We strive to give hotels more than just design. Websites we develop include optimization, on which the development is based. Moreover we advice hotels on which special offers and landing pages to create throughout the year, in a great variety of languages. It is part of the online marketing strategy we offer them with our international team. Hotels will be able to freely manage their site, change text and images and at new pages by themselves. 100% flexibility and freedom is what we offer them.' comments Patrick Landman of Xotels.



‘Another success story we had is with Qbic Hotels in Amsterdam. We managed to generate 50% direct sales through search engine optimization (SEO) and online PR for this hotel. www.Qbichotels.com has a conversion of 1.78%, which is quite good even though all reservations are pre-paid. It is a matter of streamlining the [hotel reservation system](#) (click on the link for more info)

hotel reservation system process and making user-friendly funnels. Direct online bookings have increased this year again with 21%.’ he adds.

‘To increase your RevPAR and GopPAR you need to work on your direct sales and thus invest in your hotel website. The objective here is not to decrease OTA production, but to increase overall bottom line of the hotel by adding more demand. If investment is done well ROI will be achieved within 6 months. Important is that you do not get blind-sighted by design. In the end to improve search engine optimization of the site is what will deliver the traffic. It is an indispensable part of the service.’ Patrick of Xotels.com finishes.

Please visit our website about [hotel management](#) for more information or contact;

Patrick Landman
Email: patrick@xotels.com
Phone: +34 944 855 790
Skype: plandman

###