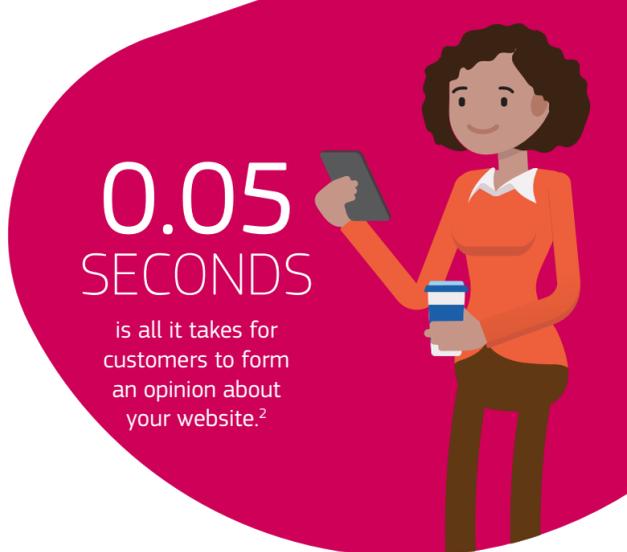


# Your Website is the New Hotel Lobby



## Websites Influence 97% of Clients' Purchasing Decisions.<sup>1</sup>

The hotel lobby is the first impression a property makes on its guests. However, the lobby is no longer the place a hotel really makes its first impression. Before a guest steps foot in your physical presence, they're exploring your digital presence... your website.



**0.05 SECONDS**

is all it takes for customers to form an opinion about your website.<sup>2</sup>

## Your Website's Design Impacts a Guest's First Impression.



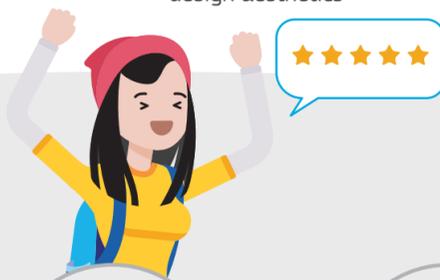
of first impressions are related to design, not content<sup>2</sup>



of shoppers do not return to a site because of its design aesthetics<sup>3</sup>



of users admit to making judgments about a brand's credibility based on their website's design<sup>2</sup>



## Guests are Seeking Positive Online Traveler Reviews.



of travelers find hotel reviews important.<sup>4</sup>



higher life-time value is derived from referred customers.<sup>5</sup>



better conversion occurs from referral leads versus other channels.<sup>5</sup>



of travelers won't book a hotel without reviews.<sup>4</sup>

## Easy Access to Information Generates Both Guest and Meeting Planner Leads.



of all travel reservations are made on the internet.<sup>4</sup>



of planners said they'd book events online if they could.<sup>6</sup>



of meeting planners review floor diagrams and 50% review room diagrams for events online.<sup>6</sup>



of meeting planners submit an RFP online.<sup>6</sup>



## Guests are Researching on Mobile and Booking on Desktop.



of online research for travel is on a mobile device.<sup>7</sup>



of all travel and hospitality website visits are still on desktop.<sup>7</sup>



of a people's mobile time is spent on apps.<sup>7</sup>



of mobile visitors move on to competitors' sites after encountering a frustrating mobile browsing experience.<sup>8</sup>

Learn more about creating impactful first impressions on your website with DirectBook, MeetingBroker, and Diagramming solutions at <https://amadeus-hospitality.com/group-distribution> <https://www.amadeus-hospitality.com/diagramming>

1. <https://blog.hubspot.com/blog/tabid/6307/bid/5501/search-Shows-Websites-Influence-97-of-Clients-Purchasing-Decisions.aspx>  
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