goMobi ™

The smart mobile website publishing platform

www.qualityhotelmilduragrand.com.au
C A S E   S T U D Y

Before

After

About:
Quality Hotel Mildura Grand is one of many accommodation services in Mildura, but it is located in a prime position. While they maintain their dominance, they still want to increase revenue in dry periods. Mobile and extra links were on the agenda to develop.

Challenge:
Increase revenue during dry periods and allow customers to book online directly through a mobile device, as opposed to the website. This was extremely important given their customers are on the go.

Solution:
Creating a mobile website that offers the same services and features as the website but is easily accessed using features such as 'Call Us' and 'Find Us'. They focused on bookings and promoting the facilities like function rooms and specials. They also allowed mobile users to utilize the map with directions to get them to their destination.
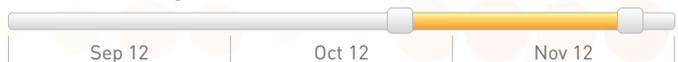
Result:
There is no more dry period. Sales are up on the same time last year and staff have noticed more enquires call and bookings via the mobile site!

Top Clicked features, 1st Nov 2012 to 26th

TOP TEN FEATURES	MONTHLY TOTAL
Hotel Booking	173
Full Website	172
Images	101
About	68
Find Us	55
What's On	48
Functions	45
Leave a Message	7
Facebook	6
Call Us	6
All Others	3

Select a date range:

Sep 12   Oct 12   Nov 12

Selected: **21 Aug 2012 - 22 Nov 2012**

Total Visits

22 Oct   25 Oct   28 Oct   31 Oct   3 Nov   6 Nov   9 Nov   12 Nov   15 Nov   18 Nov   21 Nov   24 Nov

Site Usage
Total values for selected period. Click on an item to view the graph.

607 Total visits   **507** New visits
565 Unique visits   **3.3** Avg. page views
100 Repeat visits   **106.8s** Avg. time on site

Testimonial from the Assistant Manager, Selina Manouge
"We have definitely noticed an increase in bookings over what is generally our quieter period before the silly season kicks in. We have been expanding our online presence to incorporate a lot more 3rd party booking channels so the impact I think has been a combination of the two."

For more information, or to arrange a product demo, contact our team:
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