

Second Generation Virtual Tours

The Online Property Tour

Your website as a Sales Tool

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Is your hotel's website just a "**Billboard on the Information Superhighway**" or a **Marketing Tool** your Sales Staff use everyday?

Some of your Sales Staff may have never even visited your site. **Why?**

Two reasons:

First; if its like most hotel websites its basically an online advertisement that can make reservations.

Think of magazine ad or television commercial that can book rooms.

There's Flash welcome screen that takes forever to load, some small photos (rarely is there one of each room type and all the function rooms) and lots of text most visitors won't read.

There's just no reason for your Sales Staff to guide potential customers to it.

Second; without a reason, the thought has never occurred to them.

With a Virtual Tour of the hotel and simple, but effective website design, there's a reason!

Sales/Catering Staff Scenario: A meeting planner, bride-to-be or convention site selector calls your hotel for information.

Prospect: *I'm calling for information about having a meeting, reception or convention.*

Sales Person: Asks for pertinent info like dates, number of people, etc.

Then the Sales Person asks: ***Can you get on the Internet while we're on the phone?***

Prospect: Yes (72% of home Internet users and over 82% of business Internet users have Broadband, which will allow voice telephone and Web access at the same time, according to Nielsen//Net Ratings latest NetSpeed Report)

Sales Person: *Let me show you our facilities, please go to www.OurHotelWebsite.com, then click on the **Virtual Tour Button** on the left.*

From this point your Sales Staff guides the prospect to the appropriate meeting and function rooms, guestrooms, restaurants, etc. It's an **Online Property Tour** guided by your Sales Person.

On the first contact, your Sales Staff can take a prospective customer on a **Property Tour**. It doesn't matter if they're across town or across the country.

While the prospect waits for your competition to mail or e-mail banquet/meeting packages to them, they're re-visiting your website, looking at the rest of the Virtual Tour, showing it to their colleagues, the maid of honor or convention participants. (By the way, the maid of honor is engaged, but hasn't booked the reception yet!)

Your hotel's website is now a **Marketing Tool** your Sales Staff can use every day.

Reservations Staff Scenario: A potential Guest calls to make a reservation

Potential Guest: *I'll be meeting with some business associates, do you have a room with a small table we can sit at.*

Reservations: *We have two types of suites one for \$85 and the other is \$125*

Potential Guest: *What's the difference between your \$85 suite and your \$125 suite?*

At this point I hope you're praying your Reservationist won't give the famous answer from James Lavenson's **Think Strawberries** speech; "\$40."

With a Virtual Tour on your website, the Reservationist can ask: *Can you get on the Internet while we're talking on the phone?*

Just as in the Sales/Catering Staff Scenario, the Reservationist can guide the potential Guest to the Virtual Tour of your hotel and show them both of the suites. If the potential Guest is shopping hotels, its unlikely you competition will be able to "show" their suites this way.

Key to this ability to guide a potential meeting planner, bride-to-be, convention site selector or just a regular Guest is a virtual tour technology that doesn't require software or a plug-in to be downloaded and installed. In most cases, this means a Flash or Java based viewer.

Even better is a link on the Home Page Main Menu that will get the potential customer to the Navigation Page for the Virtual Tour on ONE CLICK! In the sample, it the Virtual Tour link is on the Home Page of the MCM Elegante Hotel in Dallas, TX. Try it at www.MCMEleganteDallas.com



With a 10 scene virtual tour costing \$2,000, the 100% Payback can be as little as 20 room/nights at a \$100 average room rate. That can be a group meeting for 10 rooms for 2 nights or 20 wedding guests for one night.

With a Virtual Tour, your hotel website becomes a Marketing Tool your sales and catering staff use every day