Mobile Overview

Fairmont Hotels & Resorts

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HOTELS INTERNATIONAL

Fairmont
HOTELS & RESORTS

Raffles
Hotels & Resorts

swissôtel
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Setting the Scene: An Introduction to FRHI

- 3 International Luxury Hotel Brands (Fairmont, Raffles and Swissotel)
- More than 100 hotel properties in 28 countries
- 20+ new properties currently in development
- More than 40,000 employees worldwide
- Our first hotel built in 1885

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Mobile Overview: Fairmont Hotels & Resorts

• Our First Mobile Optimized Website was Developed in 2008

• iPhone Application Launched in 2010
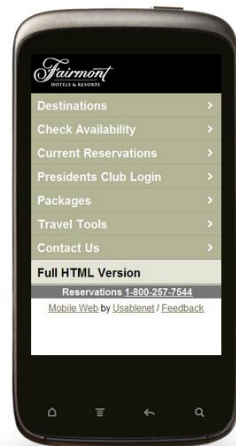
275% Growth in mobile website visits in the past 2 years

Tablets ≠ Mobile

• Today tablet users visiting Fairmont.com
convert and behave similar to desktop users

• Fairmont.com was designed to support
Tablets

• All rich media, photos, videos, virtual tours and maps
are touch enabled

• New tablet form factors with smaller screens could
impact this strategy.

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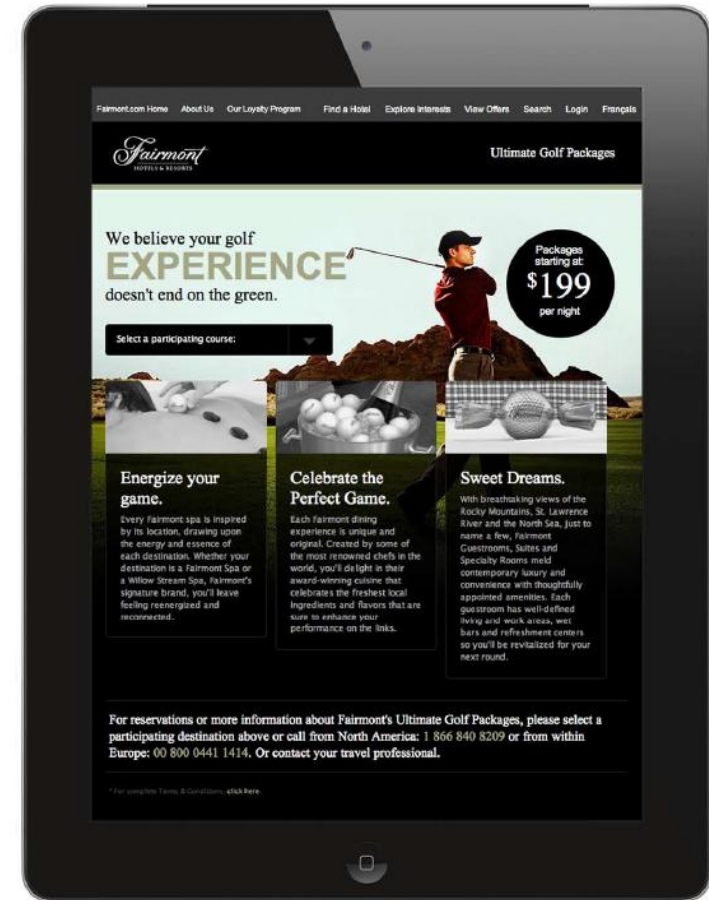
Getting Started with Mobile

WHAT TECHNOLOGY SHOULD YOU LEVERAGE?

Option 1: Responsive Design

mashable.com

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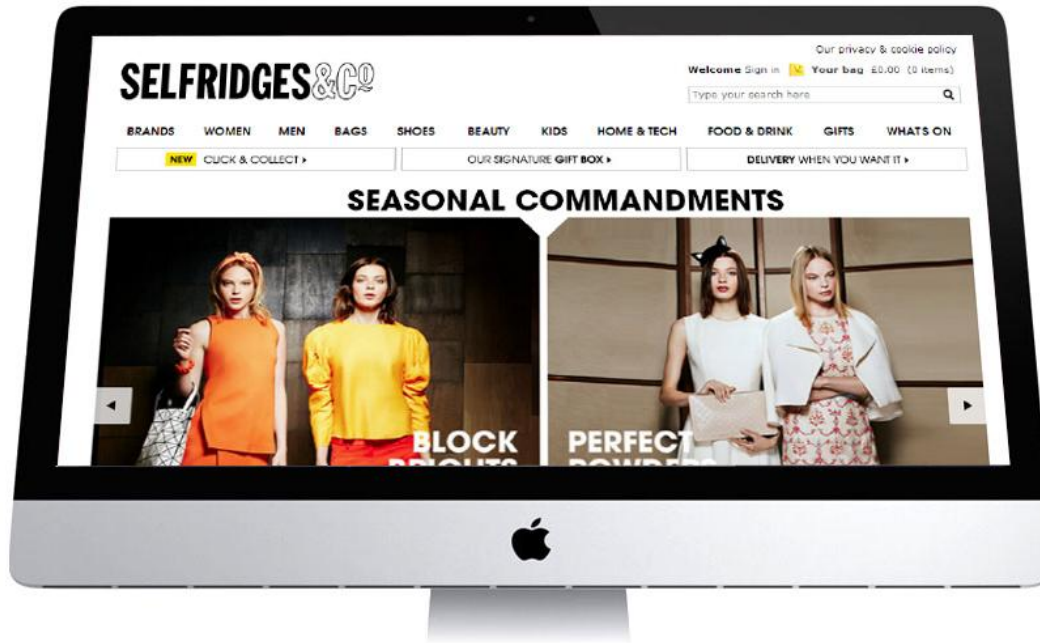
Option 2: Dynamic Page Serving
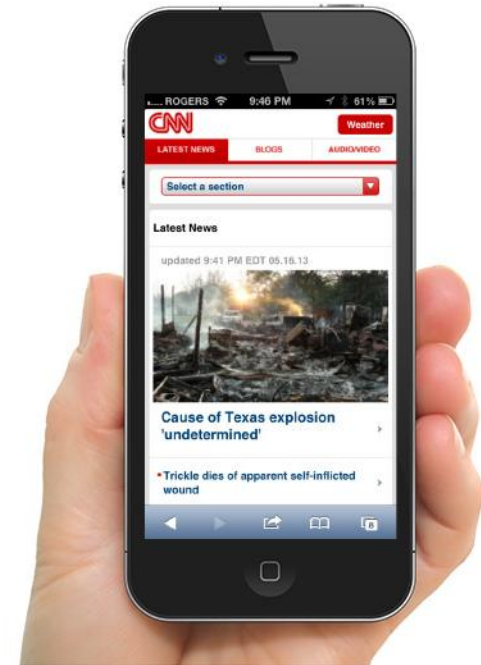
cnn.com

Option 3: Parallel Mobile Site

selfridges.com   m.selfridges.com

DESIGNING A MOBILE EXPERIENCE
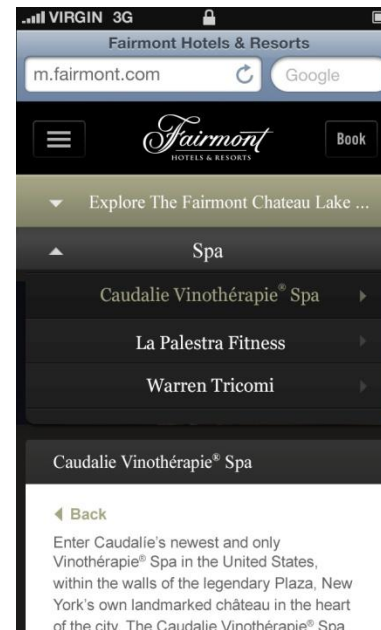
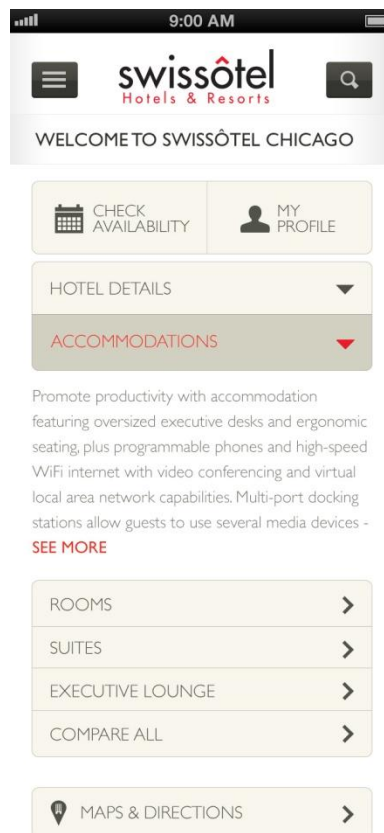# What do your customer do/want to do on your mobile site?

http://bit.ly/mobile_segment
http://bit.ly/mobile_audit

Mobile site visitors tend to be task oriented.

- Prioritize navigation based on key tasks:

  - Find a Hotel

  - Make a Reservation

  - Retrieve/Modify an Existing Reservation

  - Access account

  - View Offers

  - Look up a phone number

  - Find directions

  - Etc.

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Maximize & organize the available mobile content.

Add value through contextually relevant content.
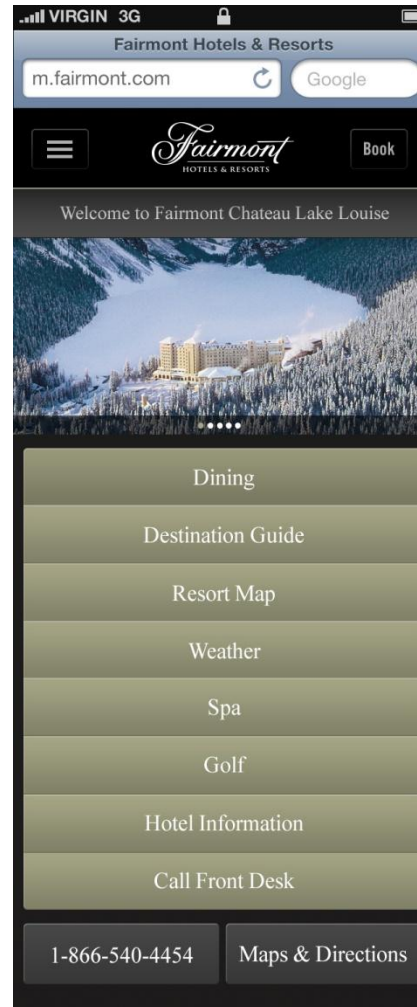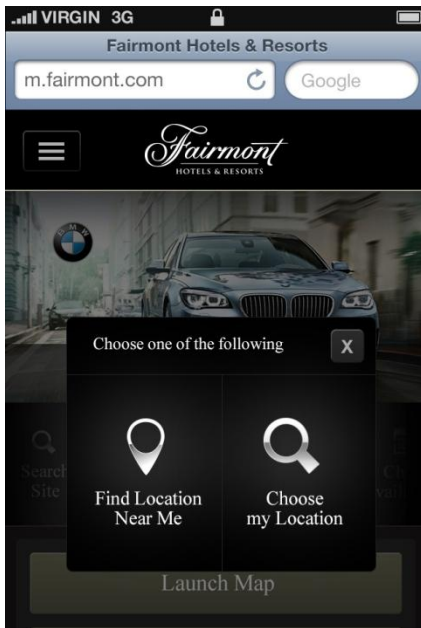
You can't be contextually relevant without local Language Content!

Fairmont Languages:

• English

• German

• Japanese

• Arabic

• Chinese

• Spanish

• French

Fairmont Mobile Site Demonstration

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WHY BUILD AN APP?

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The Fairmont iPhone App

- At the time of development 75% of mobile traffic was coming from iPhones
- Goal: To Create a more engaging and convenient experience for our loyal guests
- Feature set:
  - Full access to Fairmont.com content/functionality and Loyalty Member accounts
  - Streamlined Navigation
  - Utilization of phone features such as GPS for Destination Guides/Way Finding and Camera for sharing guest photos.

How did we build it?

- Hybrid app in order to simplify content updates across thousands of pages.

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What have we learned?
Mobile Visitors Versus App Users

- Mobile Site:

⬆ Traffic

⬇ Lead Times to Book

- iPhone App: Highly engaged but lower number of users

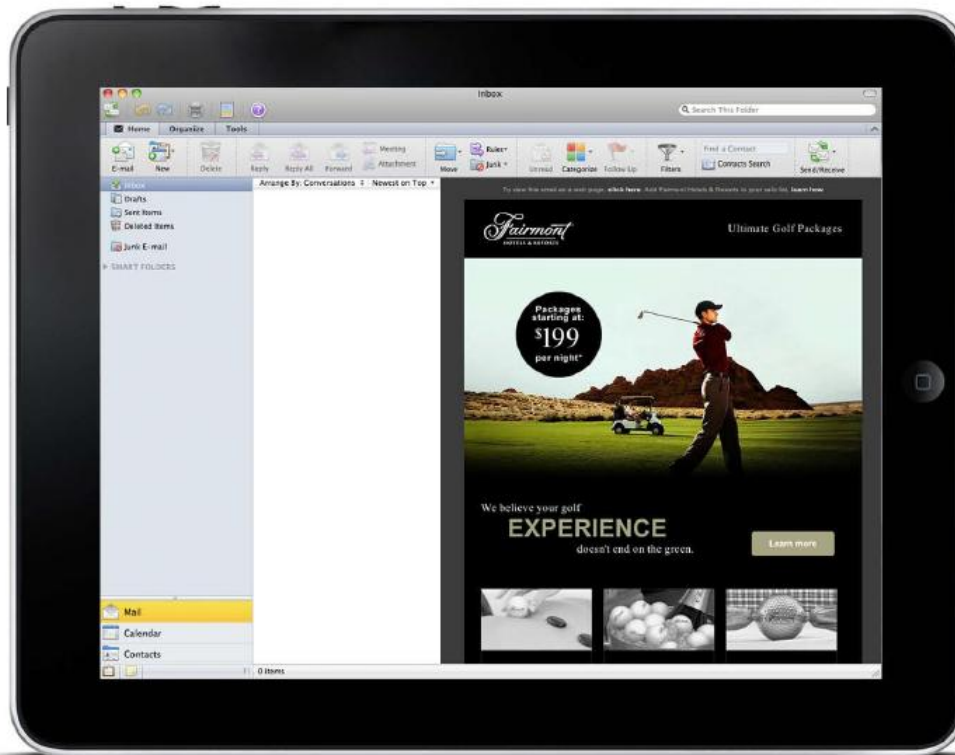⬆ Page Views/Per Visit

⬆ Time on Site

⬆ Conversion Rate

YOU HAVE A MOBILE PRESENCE…WHAT'S NEXT ?

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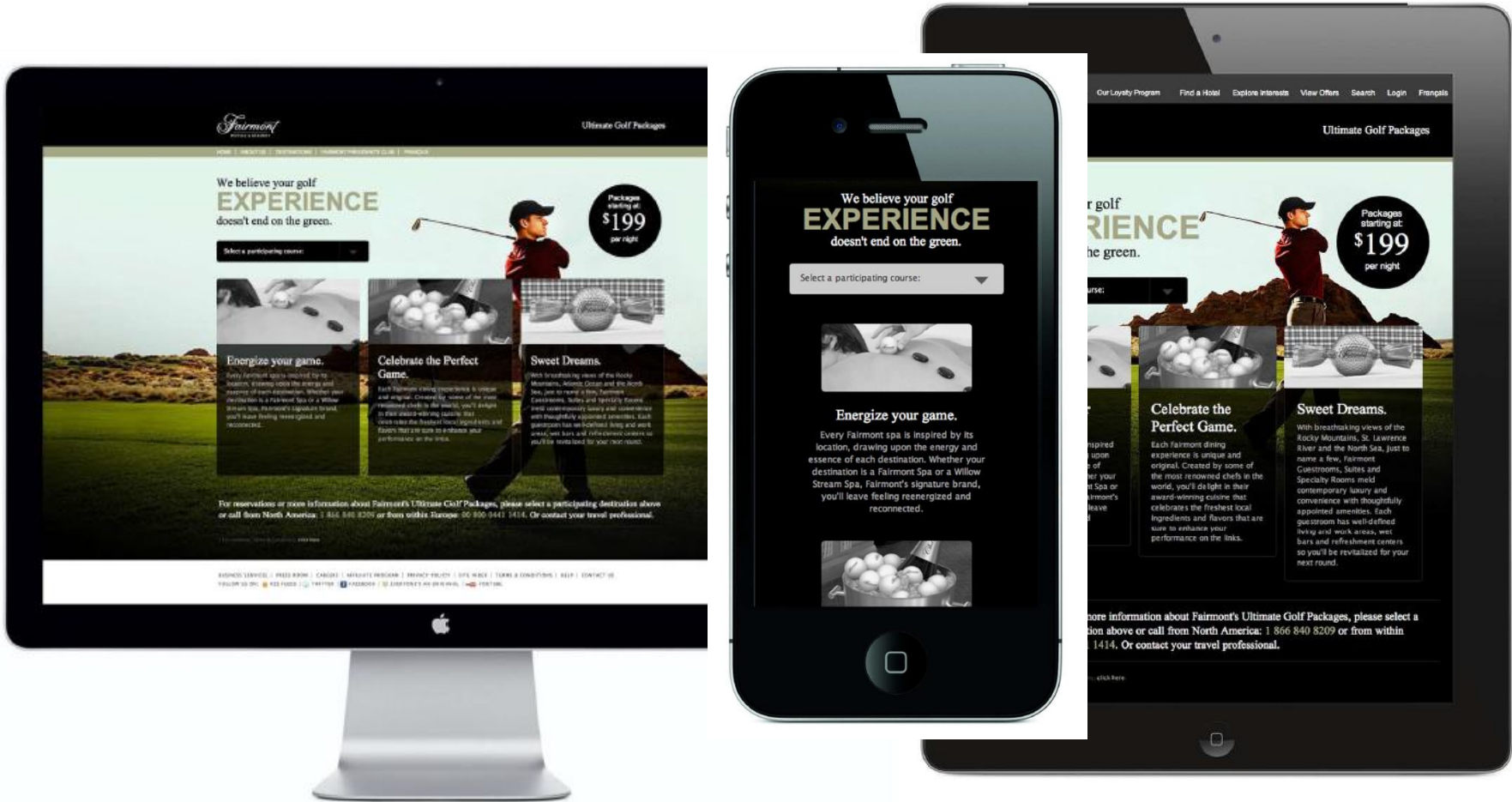Hotels & Resorts

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Marketing tactics need to be optimized for mobile.

• Search campaigns including click to call tracking

• Display Advertising

• Emails and Landing Pages

Optimize Email For Mobile

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Optimized Emails Lead to Responsive Campaign Pages

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Thank you