View Hotels Group

View Hotels appoint Biko to implement new corporate web presence.

The Mission

Implement a corporate website to cross promote the group's hotels.

Provide an online presence which is intuitive and provides for easy updates to content.

The Solution

- A web presence was developed which consolidates the former disparate hotel websites into a uniform web presence for the group.

- Visitors can "opt-in" to an email database supporting View Hotel's e-marketing initiatives.

- The web presence is fully database driven, providing for fast and easy updates as content changes are required.

- The solution is scalable and robust, enabling the group to add further hotels easily as required.

The Result

View Hotels have a web presence which is hosted and managed. It is easy to make content changes and can scale to meet the future requirements of the group.

Having moved from disparate websites for each hotel, the group has consolidated its web presence resulting in considerable savings in hosting, maintenance and management costs.

The Customer

"Biko offered a blend of hotel industry experience and web expertise which we found very attractive.

They quickly grasped our business requirements and their technical expertise ensured the project was developed with no fuss."

Mr Laurie Littman
General Manager
St Kilda Rd Parkview Hotel

Internet Integration

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View Hotels own and operate three four-star hotels located in Melbourne, Sydney and Brisbane.

The group had disparate websites for each hotel, each hosted individually and with a unique 'look and feel'.

View Hotels wanted to implement a web presence to cohesively present the hotels while preserving each hotel's individuality.

Fully Managed and Outsourced
The Biko solution is a fully managed and outsourced.

This means that View Hotels staff require no technical expertise, training or internal infrastructure to maintain and manage their web presence.
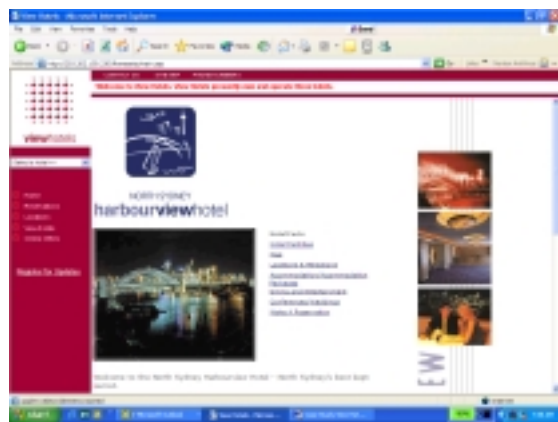
Cost Effective
By leveraging from previous hotel industry expertise and project experience, Biko was able to deliver a cost effective solution for View Hotels.

Cross Promotion and e-marketing
View Hotels Group now have a platform upon which to cross promote their hotels, promote their 'View Points' loyalty system and to build a database to enable e-marketing initiatives.

Scalable
View Hotels Group's website is built upon industry standard technologies and is database-driven, ensuring it can easily scale to meet the future requirements of the group.

The website is fully database driven, allowing easy updates.

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Internet Integration