

# The New era of E-tourism

www.apavou-hotels.com



To respond to the challenges of e-tourism, Apavou Hotels-Resorts & Spa put in place a new Web Strategy. Moving from 1 to 9 web sites, illustrated with high quality visuals, precise information and interactivity, Apavou want to entice the web surfers and assist them in their travel choices. Also, an online tool to the TO's, with a dedicated site only for them.

**Apavou Hotels-Resorts & Spa has, during the past months, re-thought its marketing strategy as well as corporate image. The new strategy entails a new, more structured and up-to-date website.**

**Apavou Hotels-Resorts & Spa is now present on the net, not through only 1 website but a portfolio of 9 websites, managed by 3 different approaches :**

- The first one is to respond to the needs of clients, via dedicated websites for each of the Apavou hotels.
- Secondly, to meet the expectations of situational clients, who are looking for a wider choice and a destination.
- Thirdly to reinforce the relationship with T.Os and tourism operators.

More than just making the client dream while choosing a hotel, the aim is to accompany the client in their choice, by presenting all the essential aspects needed for the preparation of the trip. Furthermore, provide detailed information about the hotel services and facilities as well as the feel for the surrounding environment.

**Among the main development of the websites**, a more segmented approach as you enter the main page, new functions such as search by key words or themed holidays, and a more interactive mean to access special deals. A stronger presence on the net and an ongoing update of the information provided will offer a personalized tool to the web surfers for future visits on the Apavou Hotels-Resorts & Spa website.

**Available in both English and French since the launch**, the 9 websites will rapidly evolve in different languages and equally additional services will follow to accompany the web surfers before, during and after the trip. Part of the website, in the near future, will assist clients in storing travel documents online, create a photo album, and send MMS to relatives or even give them a 'rendez-vous' on the travel Blog.

## The third support is materialized by the « PRO » www.apavou-hotels.com,

A privileged link with the TO who will find there a portfolio of dedicated services: newsletter, HD photos, 3-D videos, e-brochures and of course a direct contact, answers on some measures taken by the group's experts. Put in place in less than 2 months, from the strategic planning to the set up this online development, this project is founded on a multidisciplinary team work which has used the expertise of some major players at Apavou Hotels-Resorts & Spa and the know-how of a pioneer in the tailor-made Web Solutions company in Mauritius: AM Web Solution. A winning partnership which assures Apavou Hotels-Resorts & Spa to lead in the e-tourism in the long run.

## Useful addresses

### Hotels website

INDIAN RESORT & SPA\*\*\*\*LUXE



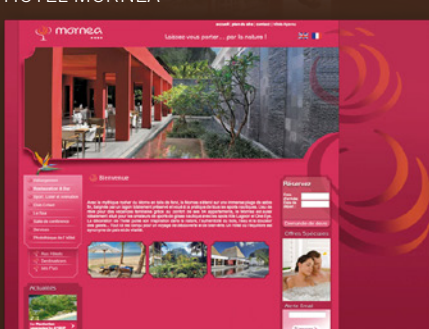
LA PLANTATION RESORT & SPA\*\*\*\*LUXE



AMBRE RESORT & SPA\*\*\*\*SUP



HOTEL MORNEA\*\*\*\*



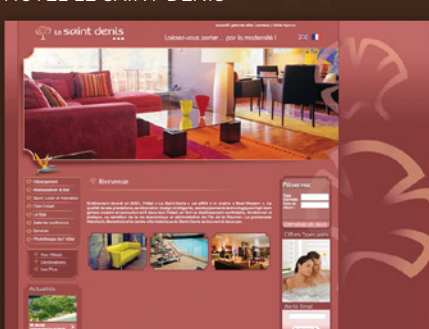
HOTEL BOUGAINVILLE\*\*\*



HOTEL LES COCOTIERS\*\*



HOTEL LE SAINT DENIS\*\*\*



### Promo website



### PRO website

