

MOBILE

## Regent Hotels simplifies travel preparation via new mobile site

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By JOE MCCARTHY

Regent Hotels & Resorts is simplifying travel preparation through a new mobile-optimized site that allows guests to explore hotels and book rooms.

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**Luxury Daily**

The new site will help make the traveling process easier for guests. Affluent consumers increasingly turn to their phones when executing luxury transactions and working with a user-friendly site enhances the hotel experience.

"For hotels, where there is a real incentive to generate direct bookings via their own Web sites, to minimize the commissions they pay to third parties, many of them are wasting pay-per-click advertising on mobile users who can't access their Web sites," said Peter Matthews, founder/CEO of [Nucleus](#), London.

"There is clearly a marketing advantage of being ahead of the curve in the mobile era and a growing disadvantage for those left behind," he said.

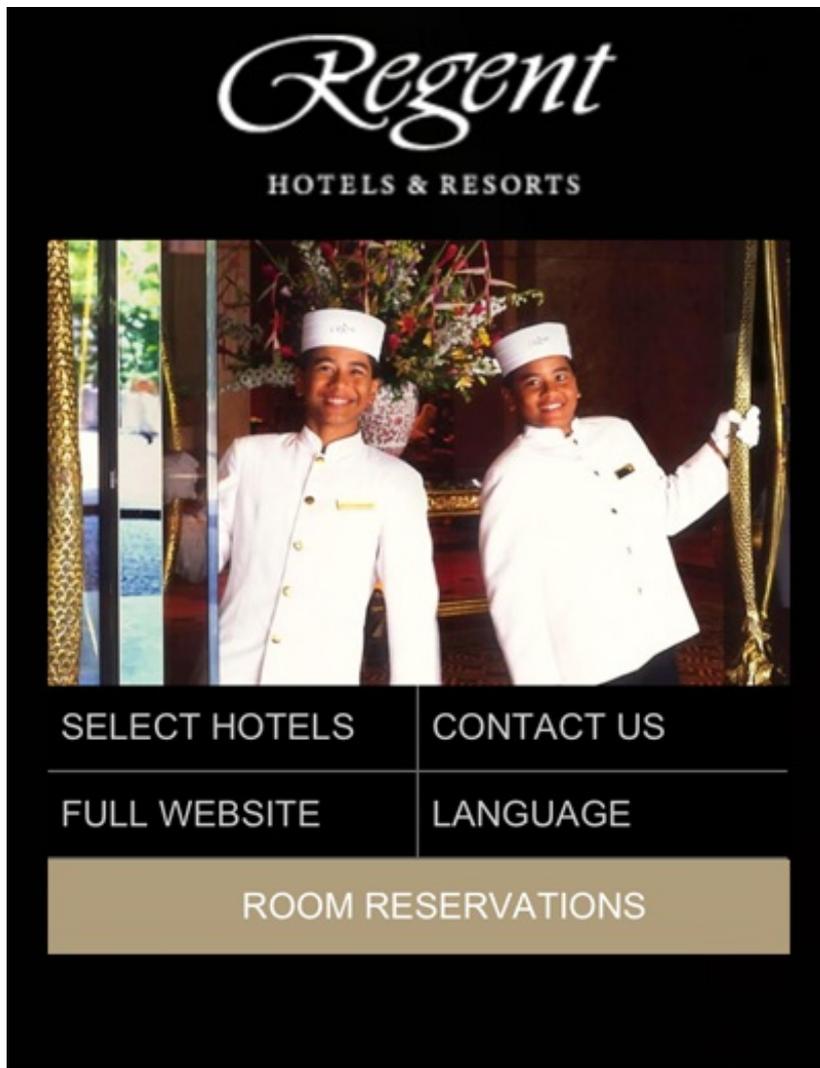
"In our own six-monthly survey we saw mobile traffic to travel Web sites grow by a third in the second half of 2012 to over 27 percent of all traffic."

Nucleus worked with Regent Hotels to create the mobile site.

The world is not flat

Regent's move to mobile demonstrates to affluent consumers that it plans to adapt to the times.

The mobile site focuses on practical options such as finding rooms and allows guests to explore properties.



*Regent's mobile site*

The difference in attracting and retaining guests and raising sales may lie in mobile strategies.

"It is not only luxury travel sites that are seeing this kind of growth," Mr. Matthews said.

The mobile site coincides with the arrival of the new Regent Bali resort.

Regent aims to boost interest in the Bali property via the mobile site and vice versa.



### *Regent's tablet site*

"For the rich and affluent, who are main customers of luxury hotels and even more constantly on the move, having a mobile-friendly site which can be easily accessed from their handheld devices is crucial," said Ralf Ohletz, president of Regent Hotels & Resorts, "as it saves them valuable time navigating through the simple and straightforward site and allows them to get things done more efficiently.

### Rejecting stagnation

Consumers continually outpace luxury brands in terms of technology and this disconnect breeds unmet expectations. Consumers do not want to slow down and bend over to accommodate recalcitrant luxury brands.

Regent has added reason to stay ahead of technology trends due to its not-too-distant origins since the benefits of creating a mobile site simply outweigh the costs.

Additionally, the mobile site was carefully designed to suit guests needs.

"Some less-commonly browsed sections on the full website are omitted on the mobile site to maintain simplicity, but the option to see the full site is always present and easily accessible," Mr. Ohletz, said.

"And although the content is simplified, the look and feel that is characteristic of the Regent brand remains in subtle way, such as carefully selected backgrounds and colors, which are very different from the usual dull black-and-white mobile sites," he said.

### Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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