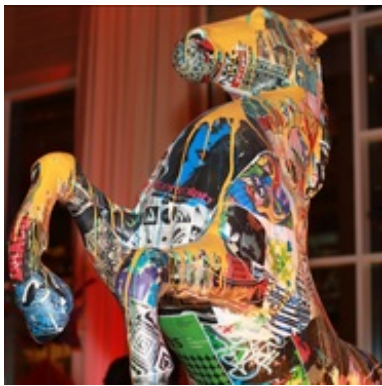


INTERNET

## Peninsula Hotels weaves experiences into streamlined Web site

April 2, 2014



*The Peninsula Hotels Ringing in the Year of the Horse*

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By JOE MCCARTHY

The Peninsula Hotels revamped its Web site with a cleaner look that consolidates information and emphasizes visual content.

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**Luxury Daily**

Guests that book on the Web site between April 1 through July 31 will receive a room upgrade and special welcome amenity and United States consumers will be entered for a chance to win a three-night stay at the new Peninsula Paris, which opens August 1. The new Web site espouses the popular trends of an airy feel, fewer pages and plenty of images.

"We wanted to tell a more immersive brand story online and to showcase the vibrancy of our hotels through interactive features and dynamic content, such as on our Moments and PenCities sections," said Robert Cheng, vice president of marketing at **The Peninsula Hotels**, Hong Kong.

"We also wanted to make booking much simpler and easier," he said.

Ample and clean

The new Web site is available in English, simplified Chinese, Japanese and French with

additional languages to follow. A mobile-optimized version will arrive in the near future, but the Web site is currently optimized for tablets.



*The Peninsula Hotels Web site*

Peninsula also integrated social media so that users can share content and connect to platforms without leaving the Web site.

The home page features spacious, rotating images of the brand's multiple hotels.



*The Peninsula Hotels Web site*

Scrolling down brings users to a video for the Moments campaign, examples of Moments, featured offers, Peninsula Academy details and a glimpse into the cities where the brand is situated.



*Moments At the Peninsula*

At the top of the page fans can choose from "Hotels," "Peninsula Experience," "Pencities" and "Moments." The Peninsula Experience tab brings users to a page the delves into the brand's history. Pencities excavates what guests can find in property locations and Moments showcases noteworthy Peninsula events and other experiences.

Pencities will be updated twice weekly to feature posts about dining, entertainment, shopping, design, nightlife, spas and wellness.

Perhaps most importantly, the booking process has been restructured to allow guests to reserve a room in two steps.

Overall Pensinula sought to create a more experiential site that gives an insider's look of each property.

The brand's first European property, The Peninsula Paris, will open August 1.

A senior marketing executive at The Peninsula Hotels said at Luxury FirstLook: Strategy 2014 that the brand's family-based heritage gives it a level of control over details that contractual hotels do not have.

Robert Cheng discussed that the hotel brand's deep connection to China has earned the trust of the country's consumers, a body of consumers who are much more varied than is typically perceived. Improving academy programs, rejuvenating an affinity for glamour and finding ways to merge traditional and contemporary interests were also elaborated upon ([see story](#)).

#### New flavors

A fresh, easy-to-navigate and multichannel sensitive Web site is essential for luxury brands trying to stay relevant. Many other brands have redesigned their Web sites recently.

For instance, U.S. fashion label Tom Ford has added another direct-operated store to its 98 retail locations in the form of a new ecommerce feature on its Web site.

The ecommerce platform launched with the brand's accessories and beauty lines and will expand to ready-to-wear. By starting with an edited version of its products, Tom Ford can learn through the process and adapt while it is easier ([see story](#)).

Also, apparel and accessories label Tamara Mellon is taking control of its consumers' shopping experience with a redesigned Web site that mixes content and commerce.

Since its launch in November 2013, Tamara Mellon was sold exclusively at Net-A-Porter and department stores including Nordstrom and Neiman Marcus. Operating a direct selling channel to consumers gives brands more knowledge of their consumer and allows them to shape the interaction the consumer has with the brand when shopping ([see story](#)).

For fans, it can be exciting to explore the embellished content found on redesigned Web sites.

"Each hotel site now showcases the stories, details and insights that show what makes The Peninsula so special," Mr. Cheng said.

"For example, the dining sections feature great stories and recipes from our chefs, design details from our restaurants, as well as great seasonal offers and menus," he said.

"The rooms sections showcases the design details as well as hot spots that showcase the features of each room. The Peninsula Experience section also tells the brand story in an engaging new way."

Final Take

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

Embedded Video: [//www.youtube.com/embed/NBi7vJbs4A0](https://www.youtube.com/embed/NBi7vJbs4A0)

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