

Bookings double in 12 months: Travelodge's website exceeds all targets

Submitted by: Western Associates PR

Thursday, 17 July 2003

Business is booming at www.travelodge.co.uk, since the website was re-launched 12 months ago. It was re-built to make booking easier and improve the customer's experience of the brand online – and with all its launch targets exceeded, the project has definitely been a success. The website is projected to deliver £40m in bookings this year, and numbers continue to grow.

18 months ago Travelodge set e-business objectives to steadily increase online room booking from 8% to 15% of total reservations over one year, and that by the end of 2005 30% of all bookings would be made via the web. To achieve this, Travelodge realised that the web site needed to be more 'user-friendly' and easier to navigate. They engaged e-business specialists Sense Internet to rebuild the website in line with their targets.

Sense helped Travelodge to introduce a host of new features that started showing results straight away; they enhanced the core Travelodge offering with new features, including:

- a streamlined booking process,
- foreign language facilities,
- emailing campaign,
- AA route planner integration.

The success of the new features became apparent as bookings started to soar, and the success was reinforced in October 2002 when the web site was awarded two highly respected industry awards.

In June 2003 Travelodge can reveal that their objectives have not only been met, but exceeded, and that website bookings turnover has grown from an estimated £20m to £40m in the first year. "Recent trends show that we are on course to beat our target of 30% of all bookings being made via the web by 2005" confirmed Peter Halsey, Travelodge marketing director. "Hitting the £40m mark so quickly is a huge stride for us and online business generally, as it shows that e-commerce is very much alive and probably has much more potential in the pipeline for us," he says.

"We have witnessed phenomenal growth in the number of online bookings, which are currently running at approximately 10,000 per week, and the feedback from our consumers tells us that they like the speed and ease of the online booking system" adds Halsey.

Aidan Cook, managing director of Sense Internet - which specialises in e-business communications – comments that "We are proud of the website we delivered last year, and pleased with the excellent working relationship our team have with Travelodge – we've made a great start, and there's plenty more to do. The website will continue to develop, because there are still a lot more things we think we can give to the customer.

"We know from our own client base that e-business is making a return on investment and delivers real hard business, but growth of almost 100% in a year is exceptionally good at a time when the number of new

internet users in the UK has slowed” he added.

About Sense Internet

Web: www.sense.co.uk

Sense Internet background information

Since 1995, Sense Internet Ltd has become one of the UK's leading consult, design and build Internet companies, consistently identified in recent years as among the small number of industry winners. The company continues to expand, is profitable and boasts a client list that includes some of the UK's best-known and most successful companies.

More information from:-

Karen Russell, Sense Internet Ltd.

Email: sense@sense.co.uk Tel: 0113 293 7373

For more information on Travelodge, please visit www.travelodge.co.uk or contact Shakila Ahmed PR and Communications Manager, Travelodge

Email: shakila.ahmed@travelodge.co.uk

Tel 01582 430201 Mob: 07802 702 499

Or Paul Whitehead, Western Associates PR.

Email: paul@western-pr.demon.co.uk

Tel 01428 641413