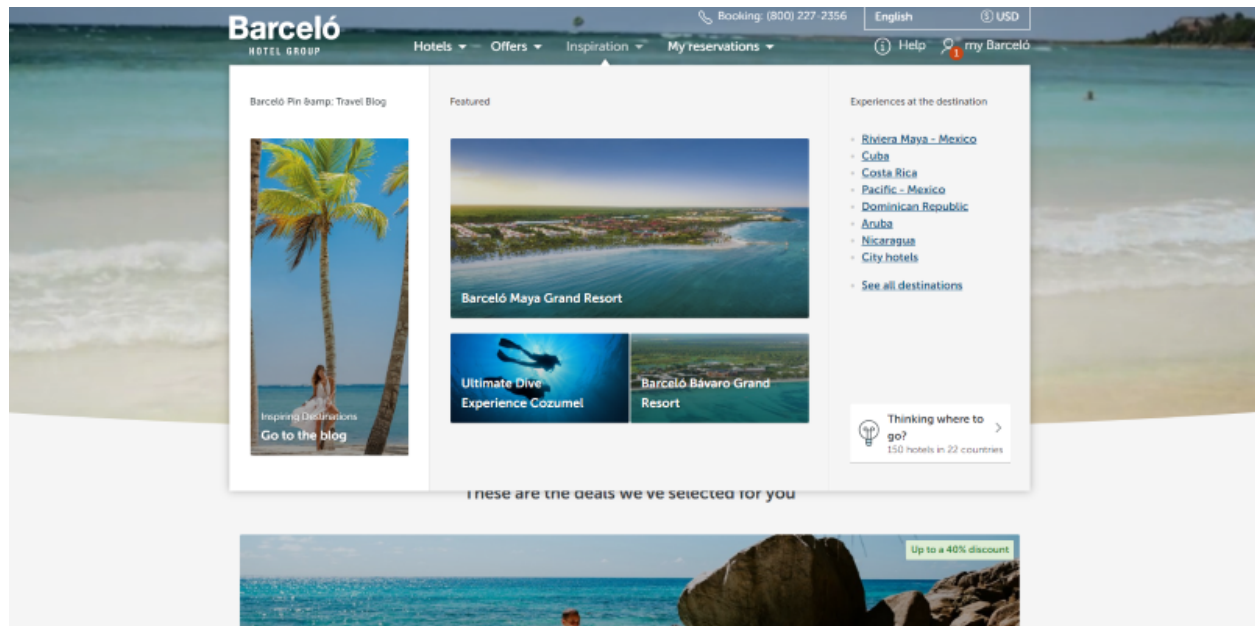


Ideas for improvements 2023, As seen in competing websites

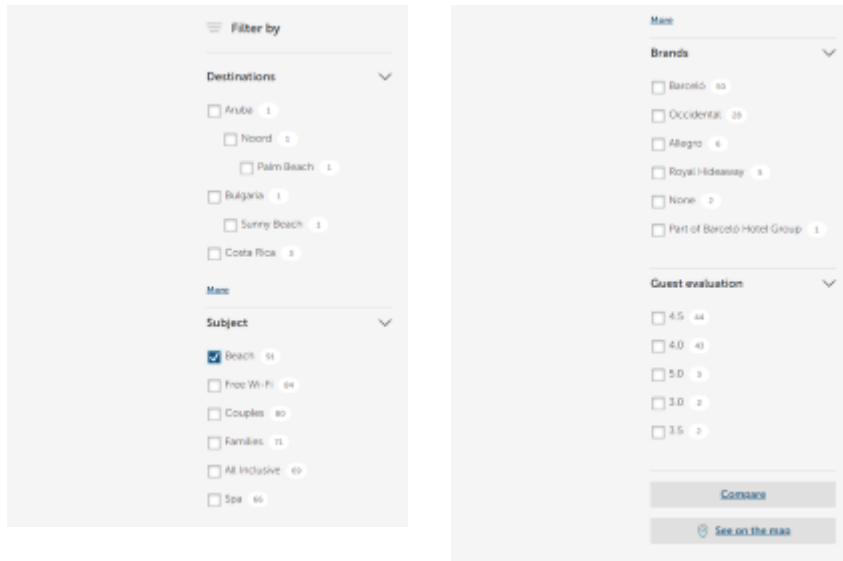
Barcelo

<https://www.barcelo.com/en-us/>



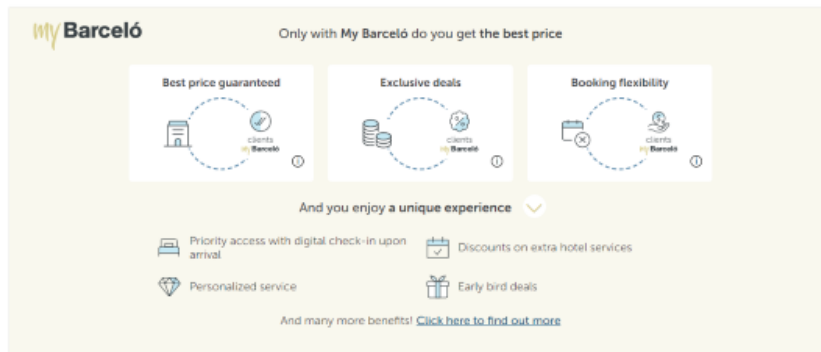
Inspiration Section

Why this is a good idea: Customers want sun, sand, etc. But they also want romance, scuba, or fine dining. An inspiration section will let the user refine their idea and supply options for their best vacation.



More robust filtering

Why this is a good idea: A resort is a resort is a resort. The differentiators are getting smaller and more specific. More filters means more specific and better targeted results.

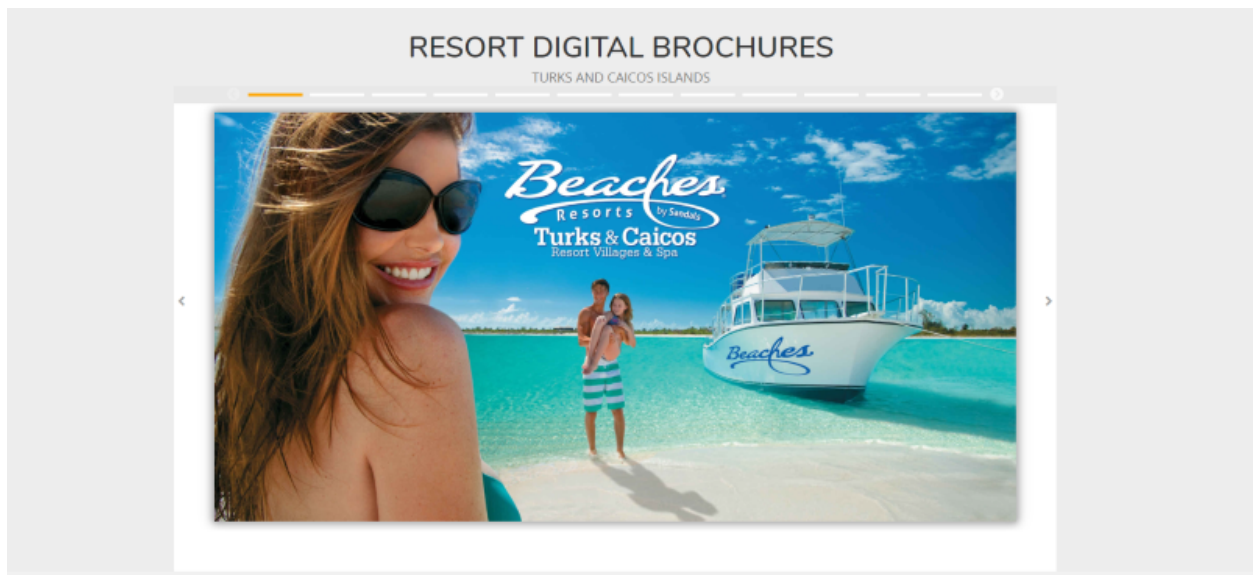


My Barcelo

Why this is a good idea: This is similar to World of Hyatt, so this is already in place somewhat, but this simple – visual – explanation is a good way to explain the benefits of the offer.

Beaches Resorts

<https://www.beaches.com/>



Digital Brochures

Why this is a good idea: There are still some people walking around who remember paper brochures from travel agencies. This format makes them more comfortable with the resort info. More importantly, it is a single, easily sharable artifact that includes all resort info. It need not take the 2 page flip format, but a single brochure may be more shared than a URL.

Select Beaches Resort:

Select Beaches Resort...

Select Vacation Dates:

check in:

Select Check-in Date

check out:

Select Check-Out Date

Include Roundtrip Flights?

No, thank you Yes, please

Flights departing from:

Enter City or Airport

Results will be displayed in the "Flights" section.

Search flights by:

Economy/Coach

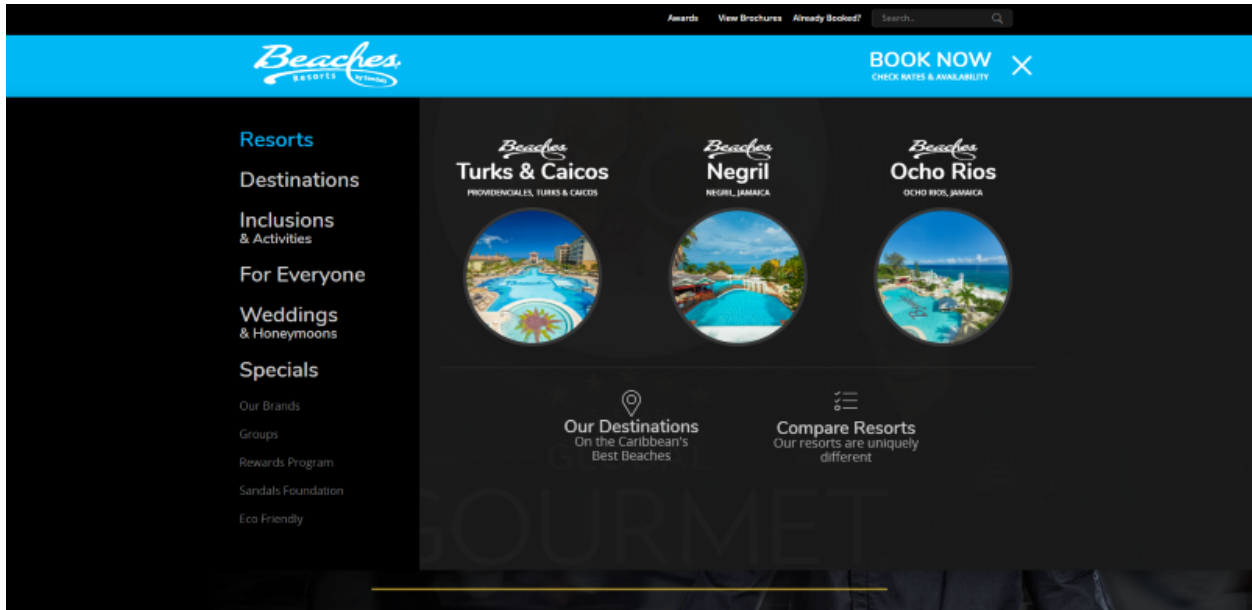
Number of Guests

1 Adult

I would like to request adjoining rooms

Book Now is a page by itself

Why this is a good idea: Focus. If we eliminate distractions for users, they can concentrate on filling out the form quickly and accurately.

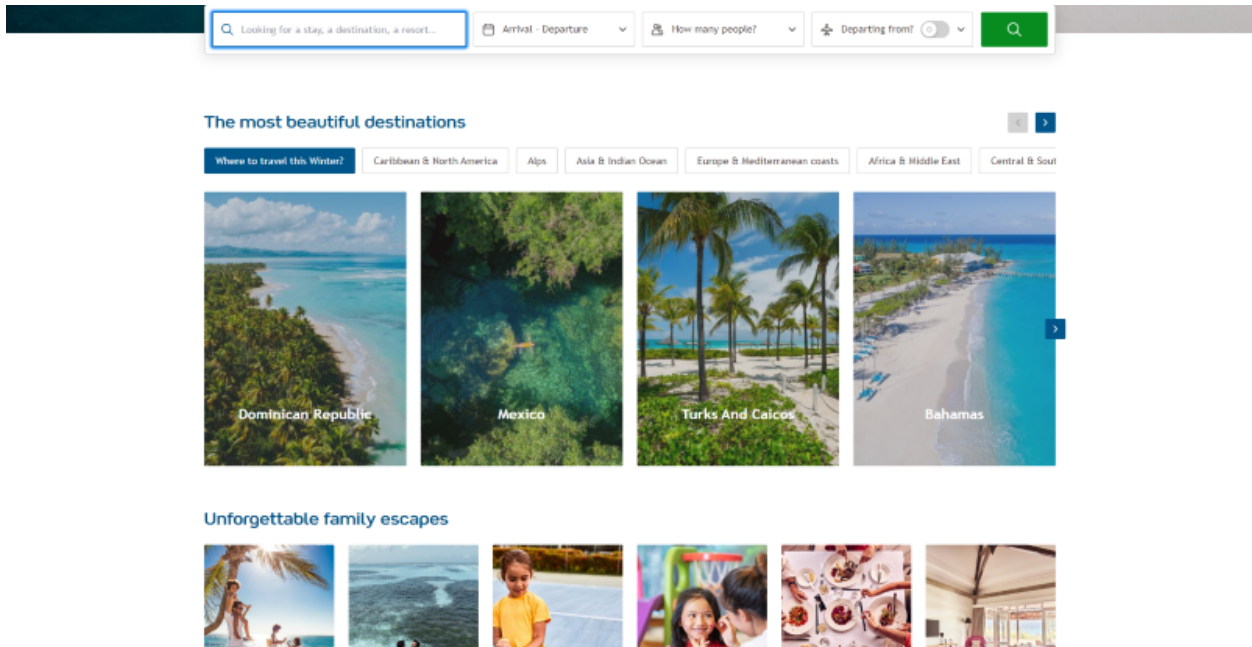


BIG Nav

Why this is a good idea: Space and pictures – with a full page nav, we can include images and short descriptions to supplement the navigation items.

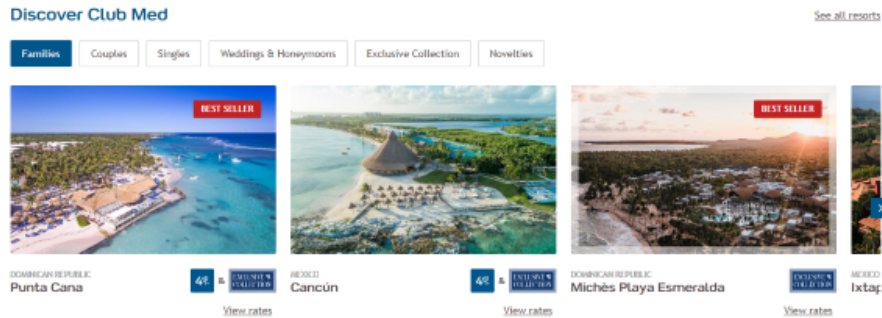
Club Med

<https://www.clubmed.us/>



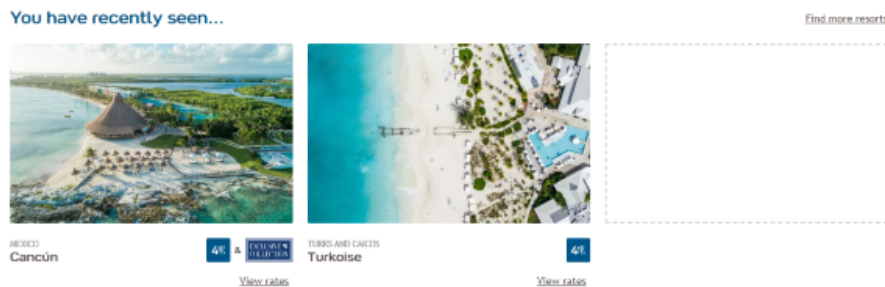
Booking Widget moves up to reveal Destination Inspiration

Why this is a good idea: This is slick and subtle. As the user clicks on destination in the booking widget, the widget slides up, revealing their destinations catalog – giving the booking widget a helpful supplementation of images and locations.



Discover Club Med

Why this is a good idea: “Discover Club Med” is really about discovering who the customer is. Once they “discover” a nice resort, the system has learned several preferences from the user (vacation intent, approximate area of interest, budget, shopping behavior, etc.)

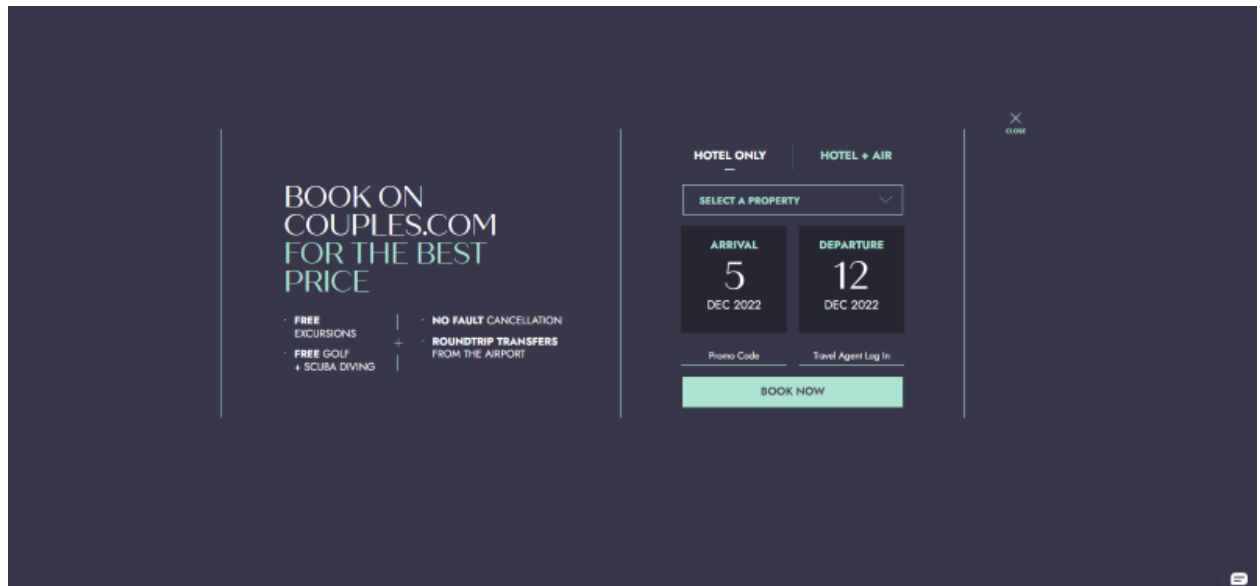


“You have recently seen”

Why this is a good idea: How often has a customer found an ideal resort only to forget the name or location of the resort. This is a handy method for making the user memory unnecessary.

Couples Resorts

<https://couples.com/>



Gallery

Why this is a good idea: People are visual hunters. They can read all the descriptions of all the resorts and be unconvinced, but a picture will get them clicking. A gallery, with proper links and notations, is a good way to get the unconvinced to look more closely at a resort.

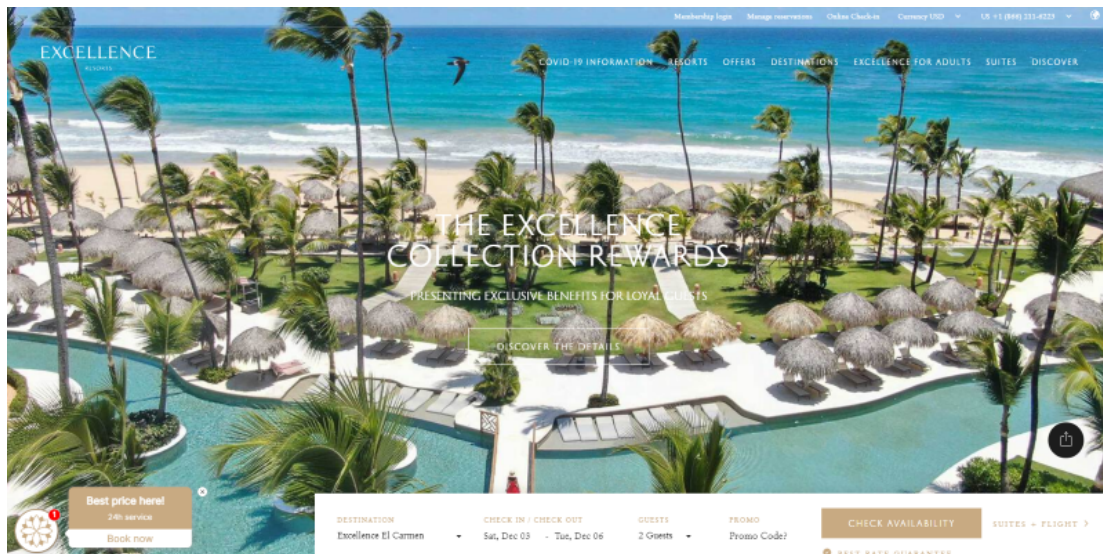
This is a missed opportunity, though – Images, image sections, and the whole gallery should be sharable, and should link directly to the pictured resort.

No booking widget on home page – book now button opens an overlay

Why this is a good idea: The home page is made to guide users into a funnel. If they dive headfirst into the funnel, we should stop distractions and focus the user on the boring part of filling out the booking widget form.

Excellence Resorts

<https://www.excellenceresorts.com/>

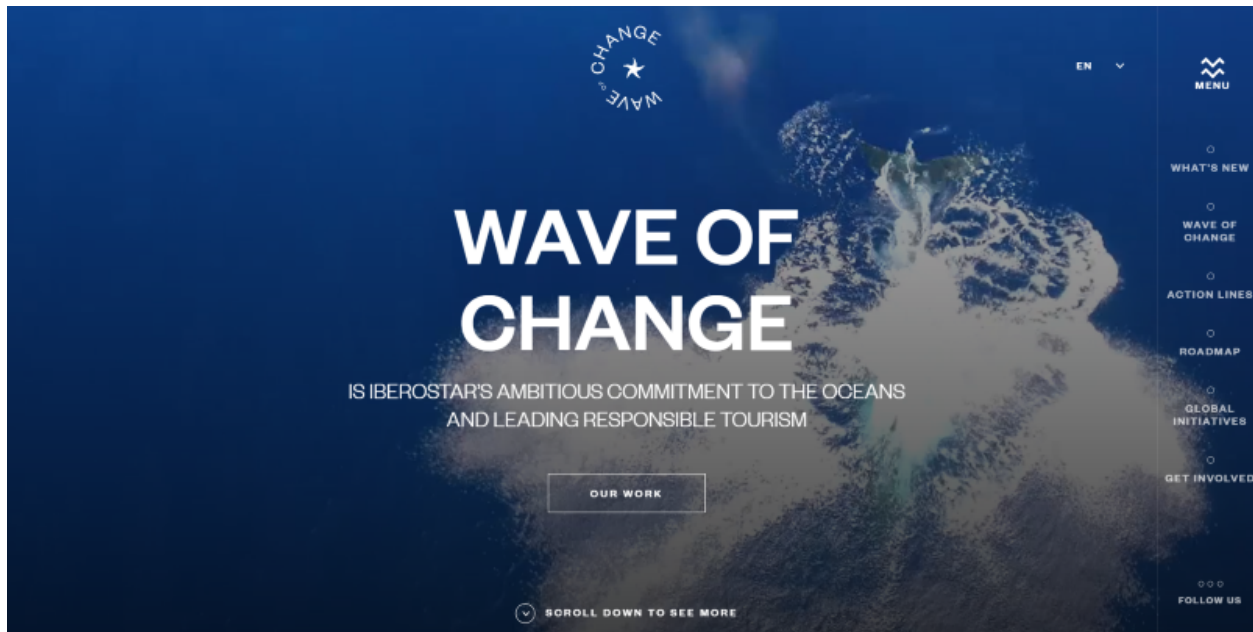


Asymmetric booking widget without lines/borders

Why this is a good idea: Symmetry is good, but it is a tool that can be used once to get the user to see an asymmetric item. This design demands the user see the booking widget.

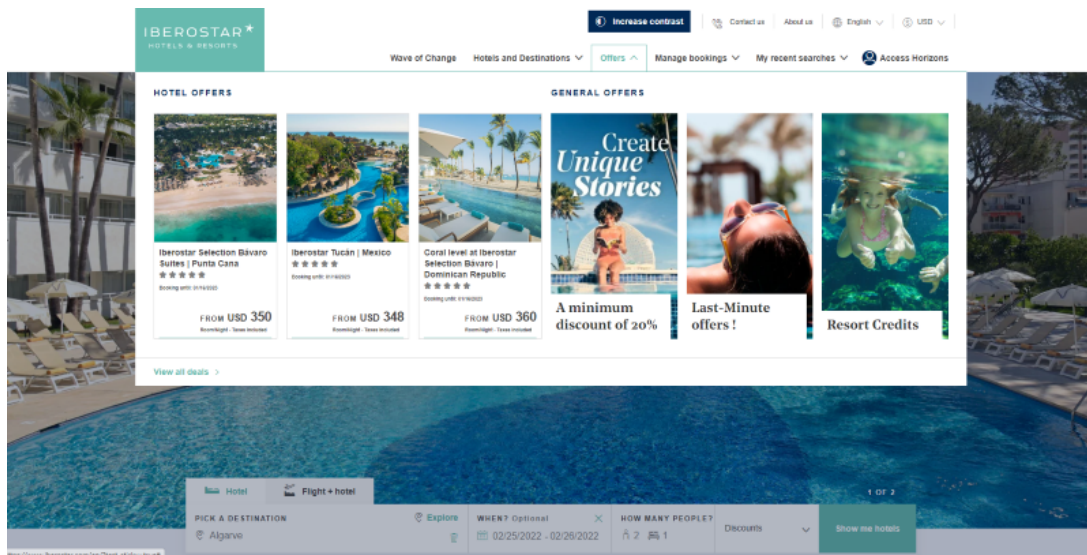
Iberostar

<https://www.iberostar.com/en/>



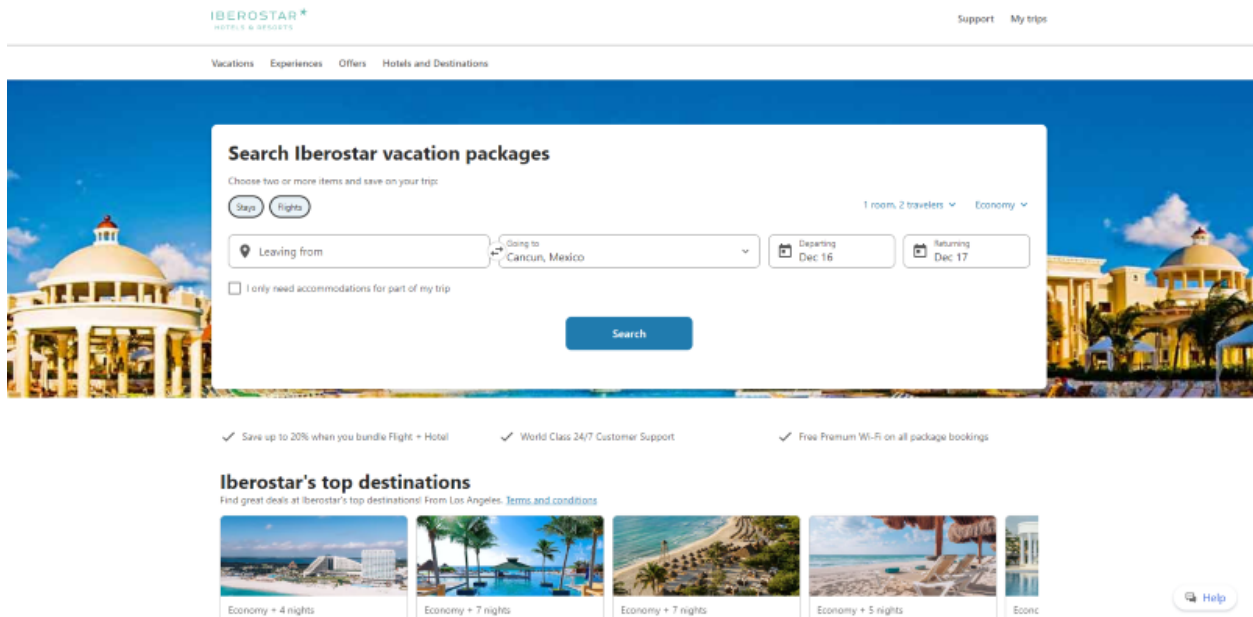
Leads with “Wave of Change” environmental message

Why this is a good idea: Resorts, like cruise lines, are being hammered for a bad environmental footprint. Iberostar is getting ahead of that and showing their environmental credentials in the nav and part of their home page.



Nav dropdowns offer enhanced choices

Why this is a good idea: Each item on the top nav is a small experience in that section. The larger section gives room for images and more text descriptions as well as deep links.

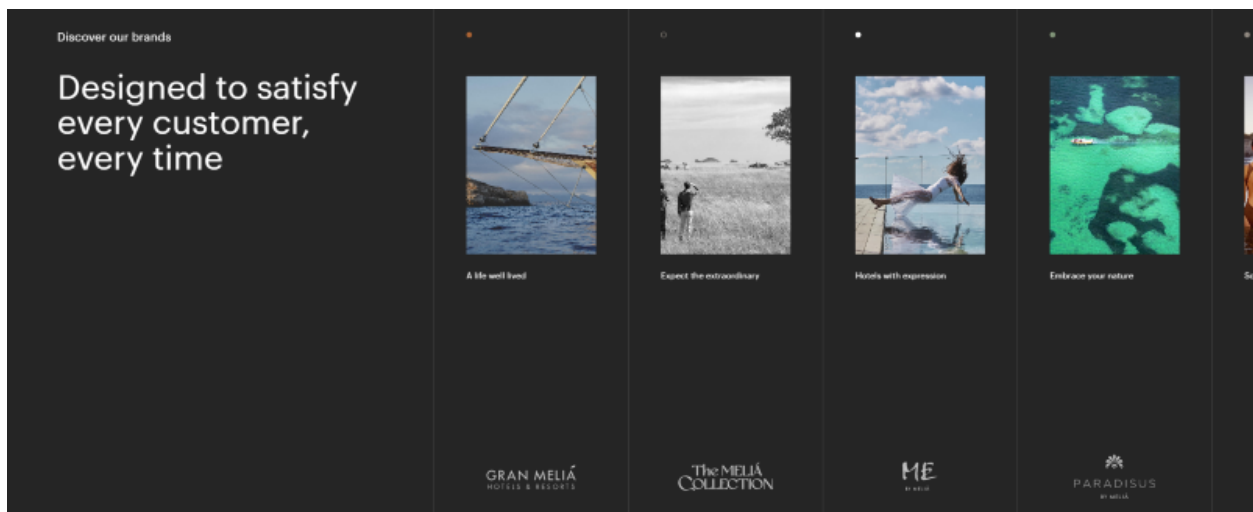


Flight+Hotel tab in widget goes to separate page

Why this is a good idea: The customers have no idea why land and package are on different systems. They just know it looks differently and acts differently. Iberostar 'rips the bandaid off' by sending the user to a new navigation on click of 'flight+hotel' rather than attempt to integrate the two.

Melia

<https://www.melia.com/en>



Brand Cards

Why this is a good idea: Melia includes a single sentence to position the brand before the user clicks on any of the badges.

✕

- 📍 Cancun, Mexico
2 Hotels
- 🏨 Paradisus Cancún
Cancun Mexico
- 🏨 Paradisus Playa Mujeres
Cancun Mexico

Smooth entry into booking

Why this is a good idea: Continuity – on click of the Destination affordance, the booking widget slides to the top, revealing space for the results and providing space for dropdowns. Combined with the near inspiration section above, this would be an extremely effective technique for helping the user to find a resort while maintaining a sense of control. Below, the selected resort is shown in the widget space.

MELIÁ


[Call us on 18334223635](#) | [Contact](#) | [Sign in](#)

Boulevard Kukulcan, km 16.5 77500 Cancun

Paradisus Cancún

6 rooms left

[See on map](#) | [Hotel info](#) | [Sort](#) | [Currency: USD](#)



Junior Suite Lagoon View

2 DOUBLE BEDS OR 1 KING BED | LAGOON VIEW | 44 M2

🏠 Balcony

🍹 Minibar

📺 Flat-screen TV

☕ In-room coffee and tea service

🔒 Safe

📶 High-speed Wi-Fi

14% OTD.

FREE CANCELLATION UNTIL DECEMBER 3, 2022 AT 3:00 PM

MeliARewards rate: **USD 4,052.10**
From USD 654.59/night. Taxes not included

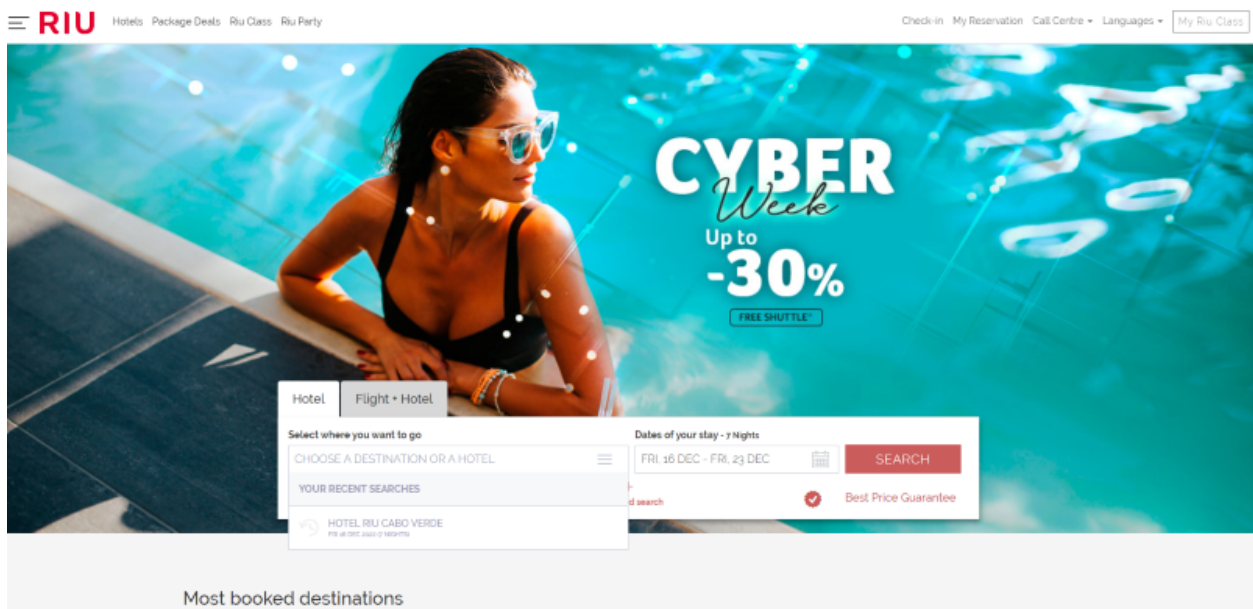
RIU Hotels & Resorts

<https://www.riu.com/en/home.jsp>



Check-In link

Why this is a good idea: Users are being taught that data is stored 'in the cloud' and retrievable anywhere. This means they are expecting the same methods for a website that they might expect for an app. Offering Check-in on the website is a good first step toward integrating all guest experiences at all online locations.



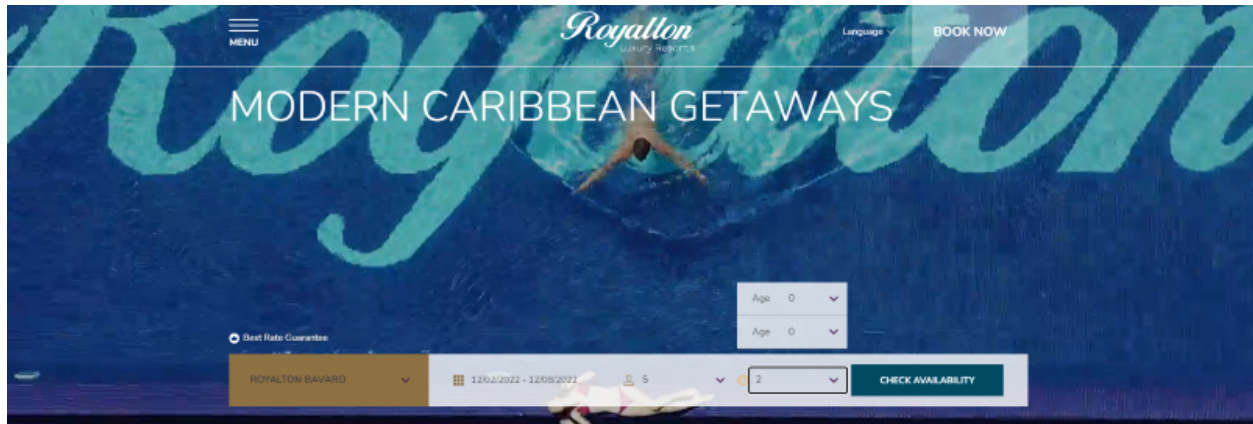
Booking Widget does not include rooms/pax

Why this is a good idea: This is bold, but it simplifies the booking widget to the bare minimum - location and dates. It opens the user up to the risk of disappointment if they are seeking multiple rooms or traveling with many people, but for the vast majority, putting the pax/room decision after the initial search and selection gets them into the funnel more quickly.

For those who want to include pax/rooms/adults/children, there is of course an advanced search.

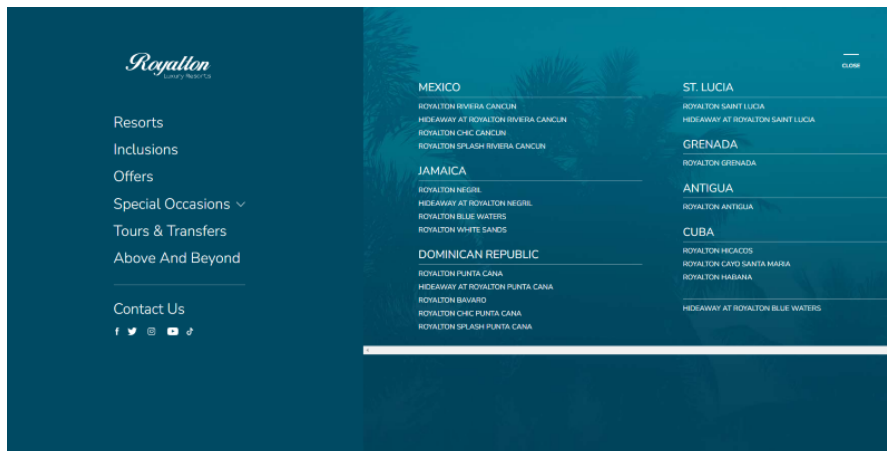
Royalton

<https://www.royaltonresorts.com/>



Adults / Kids but not room(s) in Widget

Why this is a good idea: Statistics will say that most people travel as couples, or if they have children, they will book a room for the adults and one for the kids. If that is 'understood' there is no reason to ask up front. Let them choose a resort and *then* determine the room count.

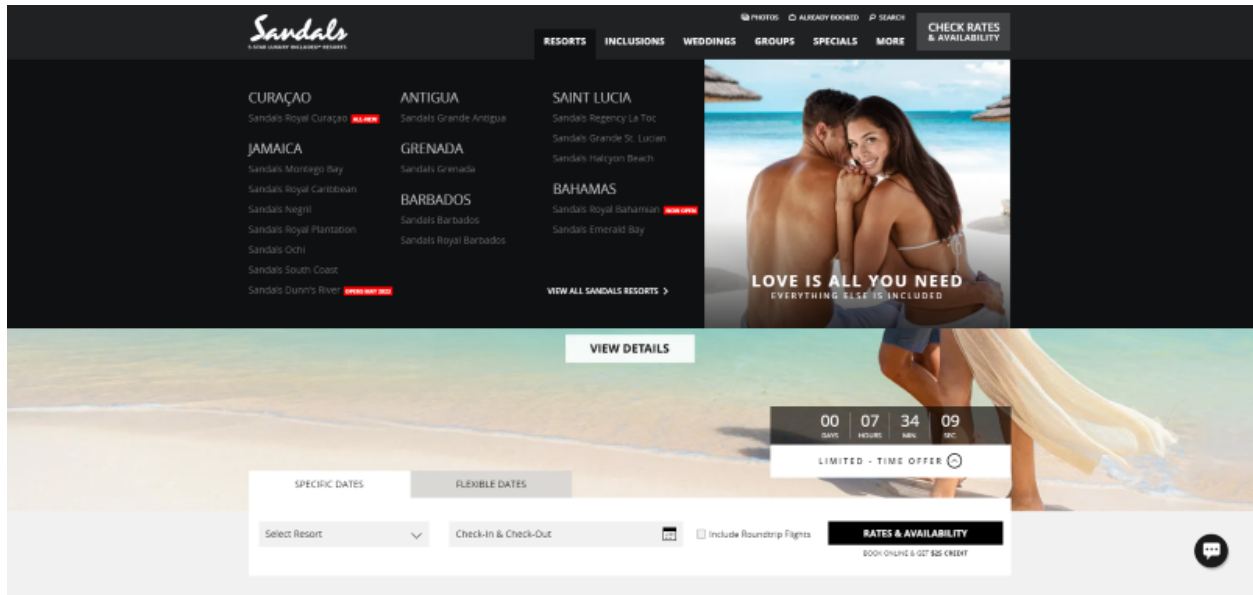


Hamburger > Whole Page Nav

Why this is a good idea: By moving the 'hamburger' menu from mobile into the desktop is 'cutting edge' but not out of the question. The advantage is that the nav becomes a single object that operates the same on both platforms. As a whole screen on desktop, deep links are possible, as well as short descriptions and even images, getting the user to the desired information more quickly.

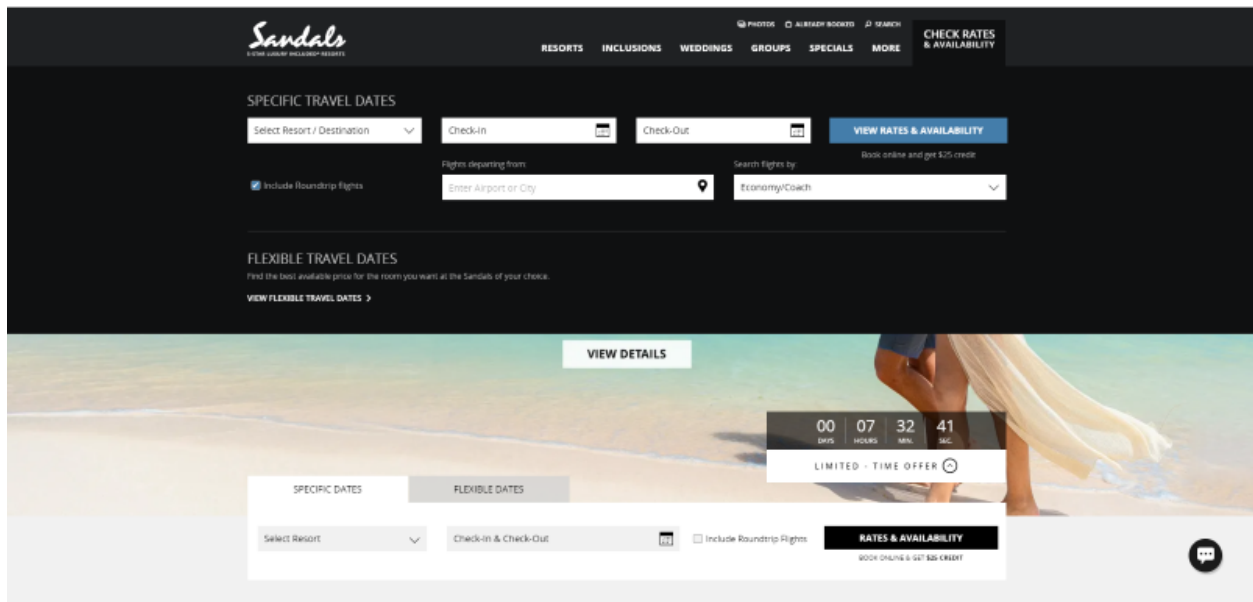
Sandals Resorts

<https://www.sandals.com/>



Hero top nav – items in top nav take over hero

Why this is a good idea: The hero image is critical, but once it is seen, the space is wasted. At the same time, once the hero is seen, the user is ready to move on to further pages. If the nav above the hero slides down and takes the space of the hero, it has space for deep links, descriptions, and deep links.



Second Booking Widget is under top nav 'Check Rates'

Why this is a good idea: Looking to book in the widget? Great. Looking to book in the top nav? That works, too. There is no rule that says an affordance must only be in one place.