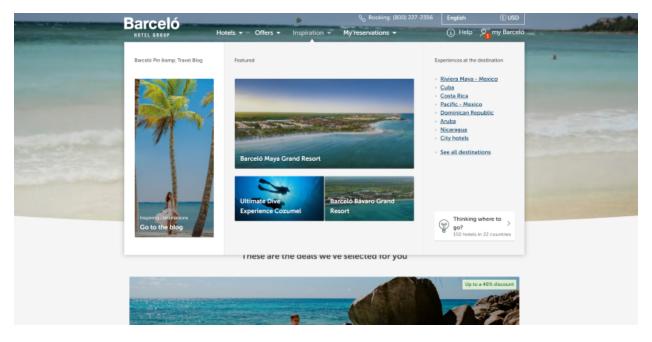
Ideas for improvements 2023, As seen in competing websites

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.

= Filter by		Mane
		Brands
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		Occidental as
		Allegro 6
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aria i L		None a
Sunny Beach (1)		Part of Barceló Hotel Group
Costa Rica a		
		Guest evaluation
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Couples to		D 3.0 (a)
Families m		15 2
Lindusive (0)		
(66)		Company
		See on the max

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.

MyBarcel	Only with My Barceló do you get the best price							
	Best price guaranteed	Exclusive deals	Booking flexibility					
	And	you enjoy a unique experience	<u>ي</u>					
	Priority access with digital arrival	check-in upon 🛃 Discounts of	n extra hotel services					
	Personalized service	Early bird de	Early bird deals					
	And man	y more benefits! Click here to find or	it more					

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/



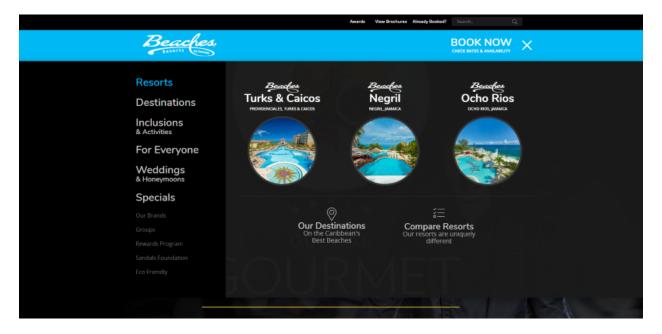
Digital Brochures

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	•
and many a develop of the state and	
Select Vacation Dates:	
Select Check-In Date	
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Select Check-Out Date	Ē
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Book Now is a page by itself

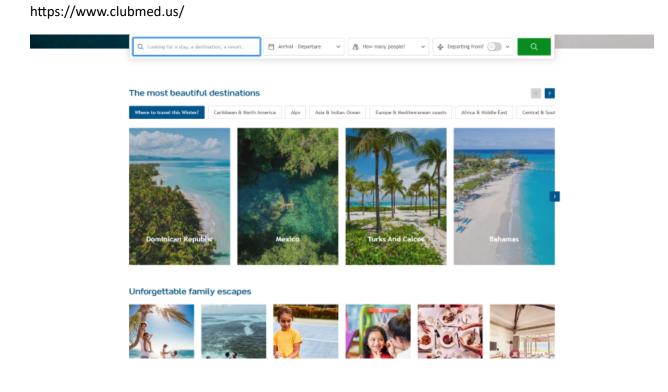
Why this is a good idea: Focus. If we eliminate distractions for users, they can concentrate on filling out the form quickly and accurately.



BIG Nav

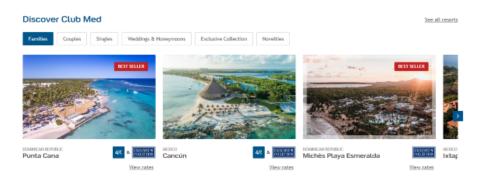
Why this is a good idea: Space and pictures – with a full page nav, we can include images and short descriptions to supplement the navigation items.

Club Med



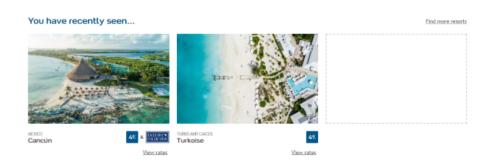
Booking Widget moves up to reveal Destination Inspiration

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.)

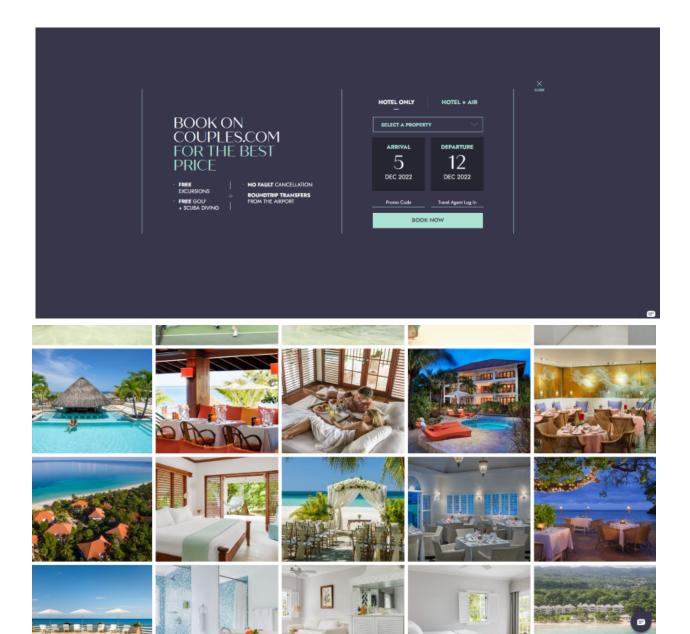


"You have recently seen"

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/

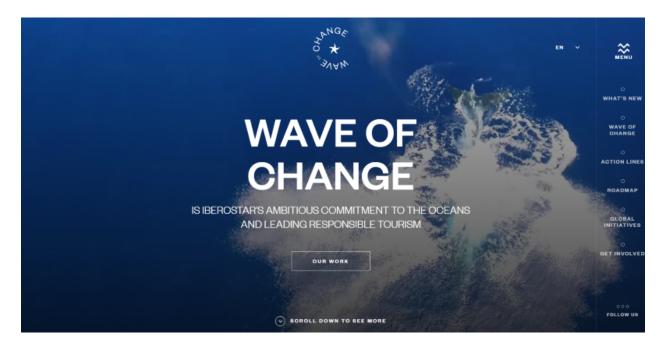


Asymmetric booking widget without lines/borders

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.

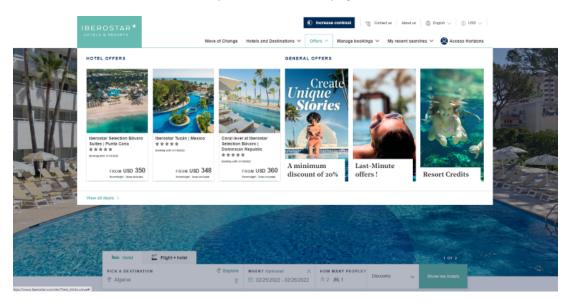
Iberostar

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



Leads with "Wave of Change" environmental message

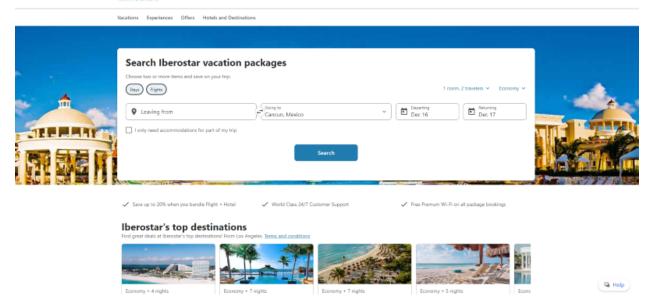
Why this is a good idea: Resorts, like cruise lines, are being hammered for a bad environmental footprint. Iberostar is getting ahead of that and showing their environmental credentials in the nav and part of their home page.



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.

IBEROSTAR*



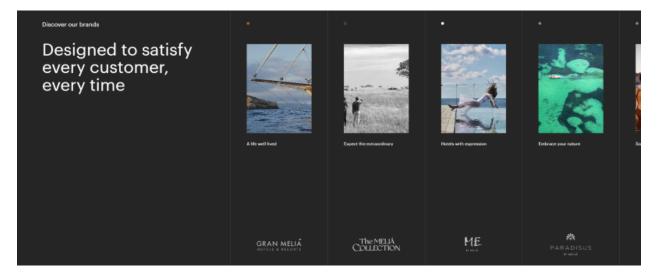
Support My trips

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

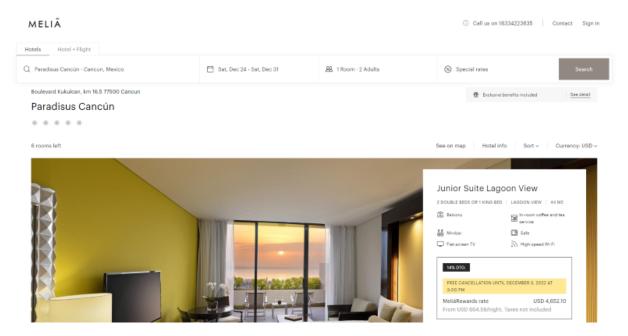
Why this is a good idea: Melia includes a single sentence to position the brand before the user clicks on any of the badges.

Q. Canoun	💾 Sat, Dec 24 - Sat, Dec 31	22 1 Room - 2 Adults	Special rates	Search
 Cancun, Mexico 2 Hotels Paradisus Cancún Cancun Mexico Paradisus Playa Mujeres Cancun Mexico 				

 \times

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.



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.



Most booked destinations

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/



EXPERIENCE ALL-IN LUXURY® WITH ROYALTON LUXURY RESORTS

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.

Resorts	MEXICO ROYAITON RIVERA CANCUN	ST. LUCIA
Resorts		ROYALTON SAINT LUCIA
	HIDEAWAY AT ROYALTON RIVERA CANCUN ROYALTON CHC CANCUN	
Inclusions	ROYALTON SPLASH RIVIERA CANCUN	GRENADA
Offers	JAMAICA	ROYALTON GRENADA
Offers	ROYALTON NEGRL	ANTIGUA
Special Occasions 🗸	HIDEAWAY AT ROYALTON NEGRIL ROYALTON BLUE WATERS	ROYALTON ANTIGUA
Tours & Transfers	ROYALTON WHITE SANDS	CUBA
Above And Beyond	DOMINICAN REPUBLIC	ROYALTON HICACOS
	ROYALTON PUNTA CANA	ROYALTON CAYO SANTA MARIA ROYALTON HABANA
	HIDEAWAY AT ROYALTON PUNTA CANA ROYALTON BAVARO	
Contact Us	ROYALTON CHIC PUNTA CANA	HIDEAWAY AT ROYALTON BLUE WATERS
f 🎔 🖻 🕒 🕈	ROYALTON SPLASH PUNTA CANA	

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/

Sandals		RESORTS INCLUSIONS V	මා motos ය AURAOY BOX /EDDINGS GROUPS SPECI/	CHECK RATES	
CURAÇÃO Sandala Royal Curação Intere JAMALCA Sandala Royal Caracterian Sandala Royal Caracterian Sandala Royal Plantation Sandala Nogril Sandala Cotti Sandala Cotti	ANTIGUA Sendals Grende Antigue GRENADA Sendals Grenada BARBADOS Sendals Barbados Sendals Iloyal Barbados	SAINT LUCIA Sendels Regency La Toc Sendels Grande St. Lucien Sandels Helgrein Bech BAHAMAS Sandas Royal Bahaman Sandas Emerald Bay			
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		VIEW DETAILS	00 GAVE	07 34 09 HSHR MV TED - TIME OFFER @	
SPECIFIC DATES	FLEXIBLE DATES				and the second second
Select Resort	✓ Check-in & Check	i-Out 🔄	Include Roundtrip Flights	RATES & AVAILABILITY BOOK ONLINE & GET \$25 CREDIT	Θ

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.

Sandals	,	RESORTS	INCLUSIONS	Quenotos O Al	ATADY BOOMED & STANCH SPECIALS MORE	CHECK RATES	
SPECIFIC TRAVEL DATES	Check-in		Check-O	ut ut		& AVAILABILITY	
🜌 Include Roundkrip flights	Flights departing from Enter Airport or City			Search Flights by: Economy/Coar		and yer \$25 credit	
FLEXIBLE TRAVEL DATES Find the best available price for the room you we view flexible thavel dates >							
		V	EW DETAILS				
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SPECIFIC DATES	FLEXIBLE DATES						- Section 1
Select Resort V	Check-In & Check-Ou	¢	12	🗌 Include Roundtrip Flight		VAILABILITY	Ο

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.