

# Mövenpick Hotels & Resorts puts local insight, usability and social media at the heart of new website.

## 68 Days of Delight competition launched to celebrate fresh new design.

Mövenpick Hotels & Resorts is celebrating the launch of its redesigned website with a chance to win an unforgettable two-night break in one of the company's 76 properties.

The fresh new look [www.movenpick.com](http://www.movenpick.com) puts local insight, intuitive usability and social media at the heart of the website allowing visitors to access hotel information quickly and effortlessly.

Choosing from the collection of Mövenpick Hotels & Resorts is now easier than ever. Home pages are illuminated with atmospheric full-screen images with easy-to-digest overviews of hotel features. Destination guides have been expanded and micro-sites offer insight into specific hotel areas from sport activities and local shopping to restaurant and room experiences.

The site's social media integration also provides endless ways to engage with guests through a stories blog, Youtube player, and new social and media newsrooms. A key source of information will be integrated guest commentary from Trustyou.com, an online reputation management company that condenses web reviews into a verified global 'TrustScore', as well as providing a detailed breakdown of average ratings from sources such as Tripadvisor and travel booking sites.

"80 per cent of our customers go directly to their chosen destination on the website, seeking the information they need to choose or enhance their stay. Our focus has therefore been on understanding our different customer journeys and tailoring our new site usability accordingly," said John Griffin, senior vice president brand and marketing, Mövenpick Hotels & Resorts. As a result, Mövenpick Hotels & Resorts has fully 'search optimised' every hotel landing page as well as given special attention to listing features in an easily digestible format.

The new site is available in German, English, Arabic, Russian, Simplified Chinese and French in addition to Korean, Turkish and Dutch at selected hotels. The booking engine of Mövenpick Hotels & Resorts is available in up to nine languages and offers the option to compare categories to find the best rates. A dedicated restaurant finder provides detailed information about cuisine type and restaurants in every hotel, once again reinforcing the company's commitment to culinary excellence.

Mövenpick Hotels & Resorts' website marks years of development and is time well spent. Through 2012 the hotel company has increased the site's conversion ratio by five per cent, and this number is targeted to increase by a further 20 per cent in the next three years.

"By the end of 2012 we will have also introduced more features such as extra customer feedback, condensed reviews from our own guest satisfaction analysis and an improved smart phone website," said Griffin. "The key to any website success is constant improvement," he adds.

As part of these innovations, Mövenpick Hotels & Resorts has also linked up with some of the most popular bloggers through the hashtag #StayMovenpick to provide fresh insight, traveller tips and reviews from destinations such as Amsterdam, Hamburg, Phuket, Tunisia, Berlin and the Nile.

68 locations, 136 nights, and countless impressions

To celebrate the fresh new design of [www.movenpick.com](http://www.movenpick.com), the upscale hospitality company of Swiss heritage has launched a competition offering 68 guests who visit the website the chance to win a two-night stay for two in the best room in a Mövenpick hotel.

Every winner will enjoy a "Days of Delight" package including each hotel's highest category suite – such as Presidential Suites where available – complimentary airport transfers, a behind-the-scenes

tour with the General Manager and a bespoke dinner prepared by the executive chef, among other features.

Mövenpick Hotels & Resorts will draw 68 winners from all website bookers and registered participants to enjoy a “Days of Delight” package in one of the company’s participating hotels and resorts around the globe. Site visitors can participate between October 25 and November 25, 2012 at [www.movenpick.com/en/days-of-delight](http://www.movenpick.com/en/days-of-delight).



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