



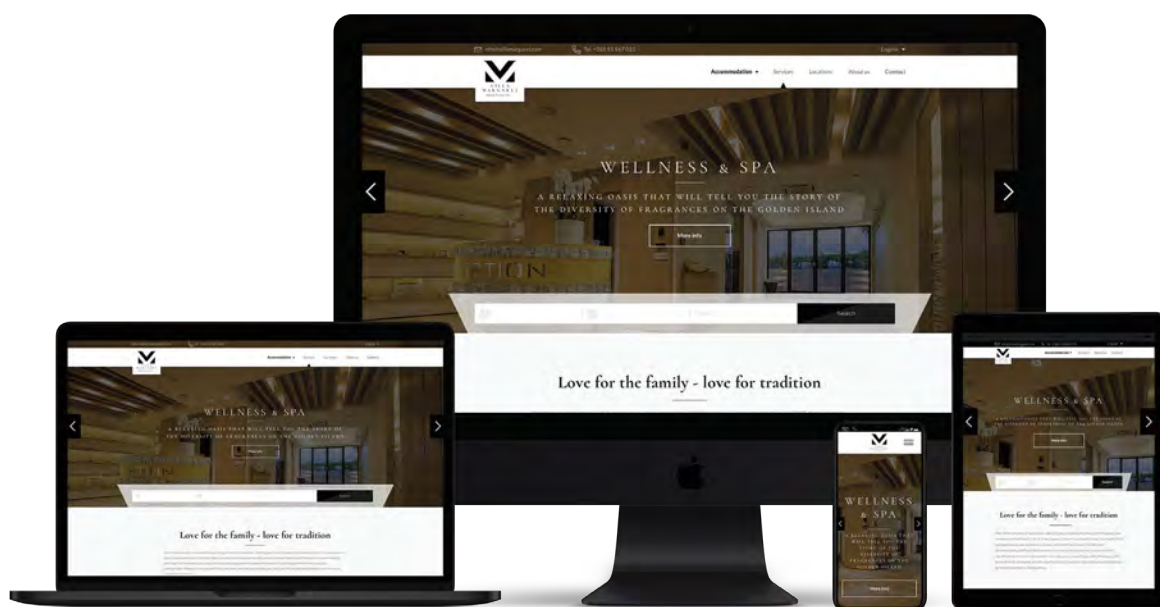


The privacy of a villa with the luxury of a hotel

Client and project information

After three decades of successfully operating as a bed and breakfast, Villa Margaret was completely refurbished in 2015. It now opens its doors as a premium four-star hotel.

Well-equipped rooms and apartments that combine the privacy of a small family hotel with friendly and accommodating staff make Villa Margaret a unique experience. Local Mediterranean cuisine delicacies with fresh ingredients straight out of the hotel's very own garden are sure to make your stay unforgettable.



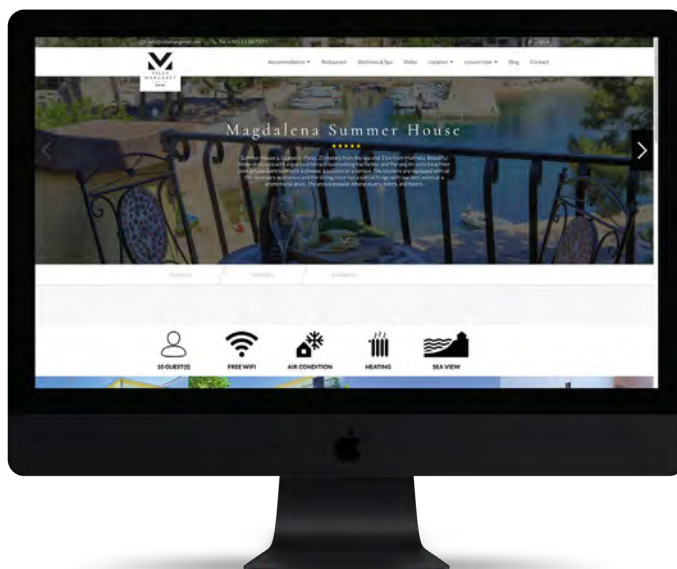
Despite involvement with many projects in the tourism industry, Villa Margaret is a true standout. It splendidly combines the best of a private luxury villa along with the best of a four-star hotel.

On the one hand, there is a peaceful family atmosphere and an individualized approach to every guest, while on the other, all the premium services one would expect from a modern premium hotel: spa, pool, Mediterranean cuisine delicacies, etc.



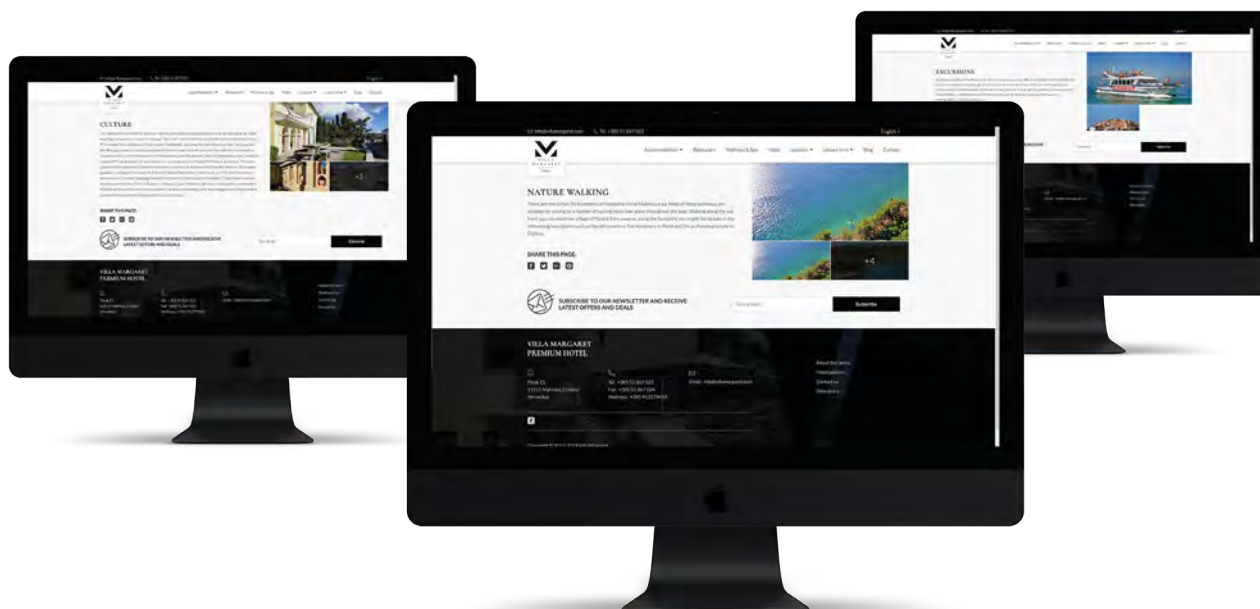
Our approach

Challenge



Considering the exclusivity of the villa, its online presence needed to convey a similar sense of exclusivity. Hexis modified the entirety of its system according to the design and functionality principles of Villa Margaret.

Hexis designed and created a specific calendar for hotel accommodation which conveys the ease of booking a stay at Villa Margaret with the very first click. The guests can select and book their favourite room, with each one being truly magical.



For those who plan other activities when vacationing, the website offers a listing of nearby events in local-area towns. Although, we can't imagine someone ever willingly leaving Villa Margaret!



Enjoy Your stay!

Solution



Once the guest arrives, there is little doubt they would choose to come back for another visit. With a bit of help from the integrated CRM module, their return trip becomes an almost certainty. The system collects information about guests and their preferences. It then presents that information in a clear and logical manner making it extremely easy to send promotions, birthday wishes, new features or just simple reminders of the breathtaking views from the terrace. Stay in touch!



Wake up to the sound of birds and waves and the rosy morning sun! Start the day by having breakfast on the sea-side terrace.

After leaving, the guests are automatically invited to rate and comment on their stay at Villa Margaret which the site administrator can choose to publish.

Although this villa/hotel has four stars, it regularly receives five star reviews via the Hexis created Facebook App. Check out their website and you will see why.



Result in numbers

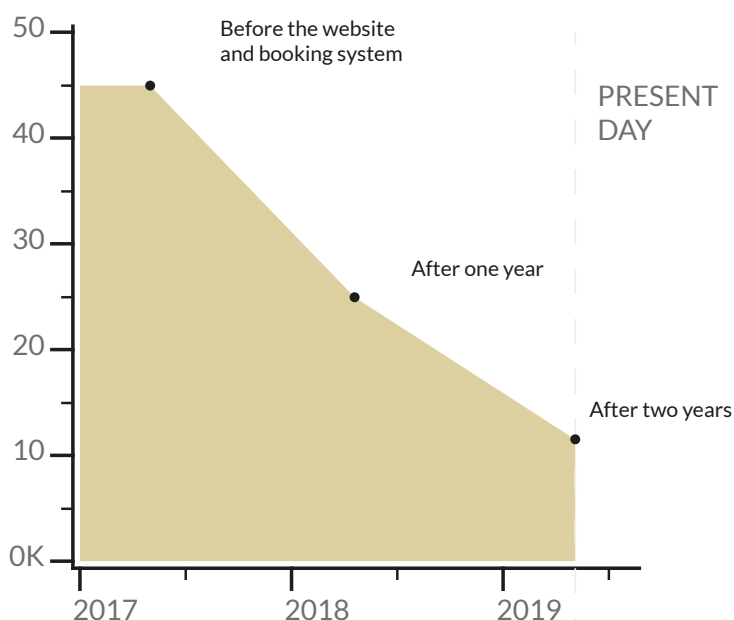
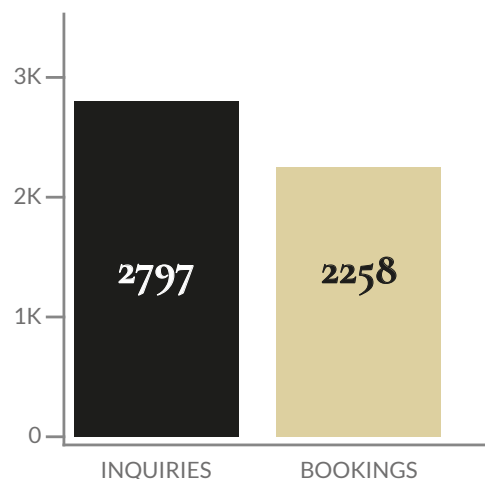
Facts and figures

The Villa Margaret website went live on the 1st of May, 2018.

To date, there have been **2797** inquiries and **2258** bookings. This represents a **conversion rate of 80%**.

Due to the implementation of the new booking system, **Hotel Villa Margaret** managed to increase direct sales (bookings) on their web page. By doing so they decreased their reliance on booking.com and other similar services thereby directly improving their bottom line.

Villa Margaret continues to actively work on webpage content, SEO and SEM marketing throughout the year.



Prior to the website and booking system, Villa Margaret relied primarily on booking.com which cost the hotel approximately **\$45 thousand** each year. After the system was implemented, booking-related expenses started to drop significantly - in the first year expenses dropped to **\$25 thousand**, and in the year following, the trend continued with expenses coming in at only **\$12 thousand**.



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VILLA
MARGARET

Gourmet Premium Hotel