



# NOVALJA

TURIST

## CASE STUDY



# ABOUT THE PROJECT

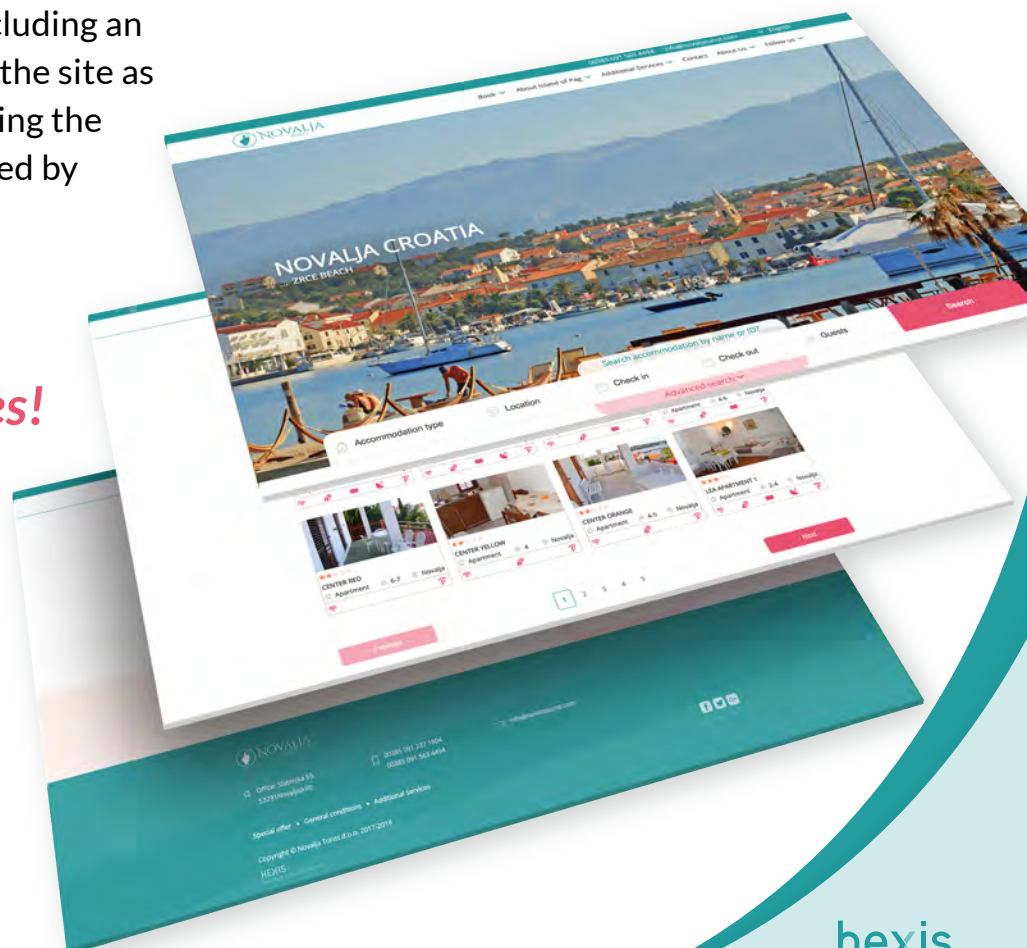
For more than an entire year, Novalja Turist agency hadn't had one direct booking through their website. They continued to pay commissions to other online travel portals. However, a few days after the launch of the new website built by Hexis, the agency collected four direct bookings.

***novaljaturist.com*** is not just a fully-functional website with a booking system - the site it is continually optimized for Google. Search Engine Optimization is done both for the website itself but also for each client on the site through consultation and advice.

***“We believe in a full circle of knowledge!”***

Each website is encrypted and has its own domain name. This complete approach has brought many achievements including an increased number of visitors to the site as well as ensuring that those visiting the site fit the demographics targeted by Novalja and their clients.

***End result -  
increased online sales!***



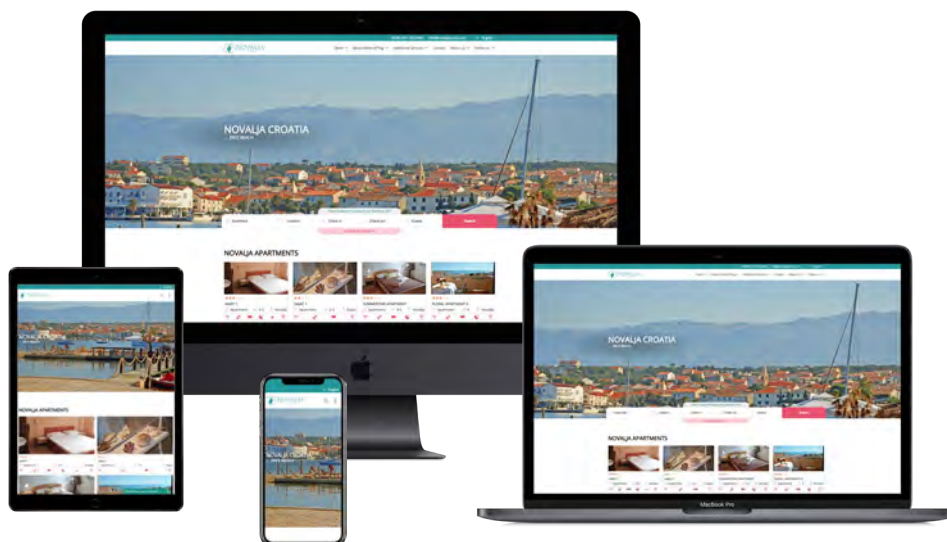


# WEBSITE REDESIGN

The look and feel of the new Novalja Turist booking website is designed for younger audiences. This can be seen immediately through the color choices and the interactive home page. Turquoise blue gives the website a modern look and summer-time feeling. The magenta theme goes really well with the turquoise, lifting the website and giving it a dose of positive energy.

Novalja Turist welcomes users with apartment offers, but goes beyond that by offering much more! Users can also check out the latest news as well as the events in their desired location. Additionally, if users want to continue to get the latest news, they can easily subscribe to the Novalja newsletter.

*“92% of users have a positive experience using Live Chat compared to the other forms of contact.”*



So now, contacting Novalja Turist agency is easier than ever! A chat box appears throughout the website. If users ever encounter a problem or if they have a question, they can quickly and easily connect to a representative through a chat window.



# LOGO REDESIGN

As a tourist agency in one of the top global tourist destinations, Novalja Turist recognized that visibility is a critical component in ensuring that they stand out from their competition. This is when they decided to create a new logo, they chose Hexis. As the agency is located in Novalja on the island of Pag - We explored the location and its history to find the inspiration for a logo that would touch on the organization's roots while still maintaining a modern tone.

*“Historically speaking, Pag and Novalja were important to trade which inspired us to use a broken amphora as the Novalja Turist symbol.”*



When combined with the stylized font "Cinzel Decorative", whose letters remind us of writing style back in the antiquity, we have achieved visual cohesion and harmony between the two elements.

The logo has also been made in three variants - laid down, erect and as a symbol. It is applied in one color, as a negative or positive.





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