



## CASE STUDY: Hafod Y Mor Hotel

<http://www.hafodymor.co.uk>

| <b>FACT FILE</b>                                    |                          |                 |                 |                      |
|---|--------------------------|-----------------|-----------------|----------------------|
| <b>Company name</b>                                 | <b>Hafod Y Mor Hotel</b> |                 |                 |                      |
| <b>Business Activity</b>                            | <b>Small Hotel</b>       |                 |                 |                      |
| <b>Region</b>                                       | <b>United Kingdom</b>    |                 |                 |                      |
| <b>Business Range</b>                               | <b>Local</b>             | <b>Regional</b> | <b>National</b> | <b>International</b> |
|   |                          |                 |                 | <b>X</b>             |
| <b>Description of market / client /target group</b> | <b>Tourists</b>          |                 |                 |                      |
| <b>Description activities / products / services</b> | <b>Hotel</b>             |                 |                 |                      |

## CASE DESCRIPTION:

### The business

The proprietors of the Hafod Y Mor Hotel in Llandudno are on the doorstep of Snowdonia in Wales, and are placed right by the seaside. They have been running the hotel for 12 years and combine a traditional setting with traditional values - period design building, traditional interior, traditional home-cooking, all rooms with bathrooms (not usual in small hotels). They provide easy access to mountains and sea-based activities, and are in the heart of a traditional seaside resort. They were ideally positioned for a steady tourist trade, but noticed the increased competition from larger hotels with Internet presence, and so decided to go on-line as a counter measure. As a result their business has been steady throughout, and now more than half of it comes from Internet.

### Introduction of e-business

The manager was previously a factory manager, so was unafraid of computers. He learned about HTML programming and how to use simple design packages. He created his own site and researched good practice on the Web. He noticed that people come for content, and so developed his site as an information resource for tourists interested in things Welsh - climbing, walking, local history, aquatics, etc. As a result web surfers from around the world find him easily, and needless to say his hotel is the first one they choose. He has had Internet visitors come to stay with him from US, Canada, Australia, India, to name but a few, and looks forward to filling his map with customers from around the globe.

In order to maximise impact, the web site is registered with as many search engines as possible. The site is also mirrored on several free hosts in addition to its low-cost home server, and this improves performance and likelihood of being found, which shows in increased hits and ratings. The total costs of the operation are only a few hundred UK pounds per annum, plus a lot of design work by staff. Bookings are taken via order forms on site, and are equivalent to faxed orders (which people can do if they prefer, or can simply make a telephone booking having obtained all the information from the site). The site operators are now costing online transaction processing via Netbanx and similar operations.

## **Lessons Learnt**

Over the past few years the level of trade coming from Internet has increased steadily and accounts for more than half of total business. The savings made by reducing traditional advertising are more than three times the annual cost of the site and so justify the operation on savings alone. The overall increase in trade is attributed to the web site, and this is supported by the larger variety of nationalities now using Hafod Y Mor having found it on Internet while researching holiday plans. Bookings come via email, or via faxed order form, or via telephone, depending on customer preferences. The hotel operators are now costing online transaction processing via Netbanx and similar operations.

### **Key Issues:**

- ✓ Ensuring web site content to attract visitors and search engines.
- ✓ Control of web site content from within the hotel.
- ✓ Ensuring rapid response to email enquiries.