



## COMPANY CASE STUDY

# New York hotel sees 165% increase in online conversions after new website launches



### Objectives

In 2021, an independent New York hotel approached Second Wave with the goal of revamping their outdated website. The existing site, built by a large hospitality firm, was significantly underperforming industry benchmarks in terms of conversion rates.



### Challenges

The hotel struggled to secure funds for a new website in the wake of the pandemic's severe impact on the New York hotel market. Decreased bookings and intense competition posed significant hurdles to allocating resources.



### Solutions

To address these challenges, Second Wave partnered with the hotel to offer a high-value website development solution at a 40% lower cost compared to an external agency for a similar project. We also implemented a budget-friendly payment plan to accommodate the hotel's financial constraints.

## OUR BENEFITS & MEASURABLE RESULTS

### Alignment with User Trends

The new website was designed to provide a more user-friendly and engaging experience for visitors. This helped contribute to the significant increase in online conversions.

### Enhanced Brand Representation

The revamped site better showcased the hotel's value proposition and brand voice, creating a more positive impression among prospective guests and enhancing their pre-arrival experience.

### Improved Organic Ranking

The technical aspects of the website build were carefully considered. As a result, the hotel experienced improvements in its organic search engine ranking, leading to increased visibility and traffic from potential guests.

**165%** Increase in  
conversion rate

**182%** Increase in  
website visitors