



**For Immediate release**

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## Select Hotels' New Website Goes Live

*Select Hotels and Resorts International* has launched its new-look website, online marketing portal and customer relationship management solution to deliver an enhanced customer user experience and expanded internet presence for *Select* Member hotels. The new site ([www.selecthotels.com](http://www.selecthotels.com)) is destination and map focused with large images and a simple, uncluttered look.

*Select* Member hotels are luxury properties spanning unique locations across Asia Pacific. The new *Select* website has been specially designed for users to easily find hotels and resorts by location. The home page invites people into the 'dream' world of endless holidays and memories that will last a lifetime and then immerses them in a visual exploration of each property to stimulate their desire for an exotic luxury escape. This feature, coupled with a strong *Select* Hotels brand message and online booking functionality, will further establish each hotel's presence in the luxury market. Website visitors have the added advantage of being able to find a special offer quickly by location and by special offer ad rotators on the dedicated offers page. The home page also features a special offer and feature property.

Brendan Veary of Pebble Design, *Select's* web designer, explains, "Large imagery showcasing each property is a key feature of the new site delivering a real sense of 'I can picture myself there' for the visitor. On each level of the member property such as facilities, dining or accommodation etc - imagery depicts each hotel's unique offering. The project encompasses a wide range of leading-edge technology designed to maximise exposure of Member hotels within online search engines. Each level of the overall site is being optimised to deliver a stronger internet presence. The user experience has also been enhanced to ensure navigation throughout the website is clear, elegant and most of all, easy to use."

Capabilities extend to more efficient means of updating information such as specials, events and news announcements. This enables us to keep the website 'dynamic' and 'alive'; essential elements in order to be competitive and capture and retain the visitor's attention. The ability to grow the *Select* database and extend *Select's* message through more niche database marketing initiatives is greatly enhanced due to an integrated Customer Relationship Management database within the website. This technology will enhance *Select's* communication channels to the customer base and provide the ability to better understand customer needs through enhanced results analysis.

Ralph Kelly, Managing Director of *Select*, comments, "The new-look website has been designed to generate more Internet bookings via the *Select* site, with a booking engine now appearing on every page. *Select Hotels & Resorts International* is excited to be further harnessing the power of internet technology and to be delivering an engaging and distinctive new experience for our guests and enhanced profiling and value for our Member hotels."

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More....

Select Member properties for 2008 are:

**AUSTRALIA:** Q Station, Sydney; The Observatory Hotel, Sydney, NSW; Lillianfels Blue Mountains Resort & Spa, Katoomba, NSW; Tower Lodge, Hunter Valley, NSW; Kims Beach Hideaway, Toowoomb Bay, NSW; Meadowlake Lodge, Milton, NSW; Select Burnham Beeches, Dandenong Ranges, VIC; Hotel Pension Grimus, Mount Buller, VIC; Lindenwarrah, Milawa VIC; Lindenderry, Mornington Peninsula VIC; Kangaroo Island Wilderness Retreat, Kangaroo Island, SA; The Lodge at Tarraleah, Tarraleah, TAS; Couran Cove Island Resort, South Stradbroke Island, QLD; Paradise Bay Eco Escape, Whitsundays, QLD; The Elandra Resort, Mission Beach, Tropical North QLD

**NEW ZEALAND:** Carrington Resort, Karikari Peninsula, Northland; Kourawhero Country Lodge, North Auckland; The Point Villas, Lake Taupo; Mangapapa Petit Hotel, Hawke's Bay; Select Braemar Lodge and Spa, Hanmer Springs; Grasmere Lodge, Arthur's Pass; Huntley House, Christchurch; Millbrook Resort, Queenstown; Queenstown Park Hotel, Queenstown; Fiordland Lodge, Te Anau

**ASIA:** Saman Villas, Bentota, Sri Lanka; The Regency Wing of Galle Face Hotel, Colombo, Sri Lanka; Mom Tri's Villa Royale, Phuket, Thailand; Veranda Resort and Spa, Hua Hin, Thailand; Wanakarn Beach Resort & Spa, Phuket, Thailand; Siloso Beach Resort, Sentosa, Singapore

**CHINA:** 88Xintiandi Executive Residences, Shanghai

**MIDDLE EAST:** Al Maha Desert Resort & Spa, Dubai, UAE

**Please contact Davidson Communications for more information or for high-resolution images**