Article Title
The Marketing Role of the Internet in Launching a Hotel: The Case of Hotel ICON

Citation

Abstract
Hotel ICON was launched in Hong Kong during April 2011, and it was ranked No. 1 on TripAdvisor.com by November 2011. One of the hotel's success factors was the creative use of Internet marketing in its launch, which included developing its website as a sales and marketing tool, working closely with online travel agents, search engine marketing, the selective use of banner advertising, and experimenting with social media. This case study describes how Hotel ICON bypassed traditional media to make extensive use of the Internet, illustrates the important role that Internet marketing can play in launching a hotel, and explores how the Internet can be better exploited in hotel marketing.

Methods
This research uses case study method to explore the marketing role of the Internet in hotel industry because it is an ideal methodology when a holistic and in-depth investigation is needed (Tellis, 1997).

Results
Hotel ICON has illustrated the important marketing role that the Internet can play in launching a hotel. The hotel website was designed and developed with being a sales and marketing tool in mind. As a new and an independent hotel, Hotel ICON's website is where customers get their first impressions before arrival. Hotel ICON shows that its website alone could account for as much as 18% of the businesses. In addition, the website serves as a channel for communicating with hotel guests to maintain loyalty and repeat business.

Conclusion
The case study has explored and described how Hotel ICON made good use of the Internet; however, the findings should not be generalized. Not all hotels could do the same as what Hotel ICON did because the hotel is in a situation that might not apply in other cases.

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