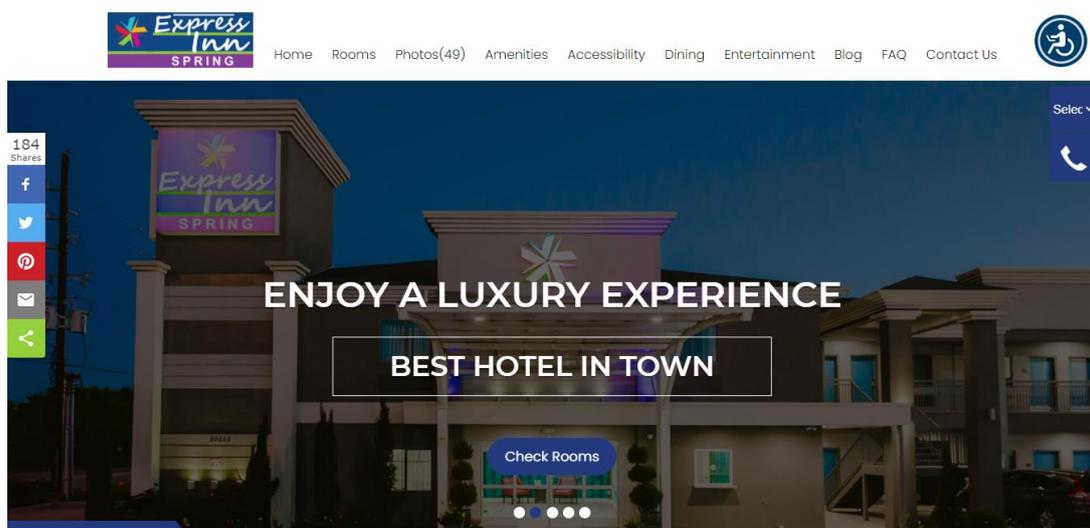


Case Study – www.expressinnspring.com

See how Express Inn Spring has managed to offer an ideal comfortable staying experience, focusing on sustainability and personalized service

Express Inn Spring is a truly unique example of a modern and fresh budget hotel, housed within minutes of great dining and entertainment options. Located strategically nearby main attractions and George Bush International Airport, the hotel has all the advantages of a first-class hotel – only these had to be brought back to the fore and the awareness of potential guests. For a year it was considered, planned, and implemented.



Objectives

Comfortable Feel & Strategy

Express Inn Spring had several challenges that were focused on creating a richer, more upscale look, driving more engagement, and highlighting the hotel's location as an ideal one for leisure and business traveling – especially given the hotel is strategically located in a convenient spot in Texas.

The main aim was to achieve the high standard of a superior budget hotel and help them stand out in the crowd. Express Inn Spring wanted to create a user friendly website that intuitively highlighted the top amenities, services, and upcoming events. Websrefresh's challenge was to create a website that was friendly and fast and that combined an exceptional website experience with equally top-notch digital marketing. In addition, the Express Inn Spring wanted:

- To attract guests to its website
- To compel visitors to make a reservation.
- A more upscale site that provided higher consumer engagement.
- To drive more engagement.
- To showcase their precise location.

Solutions

A Vibrant Website Backed by Marketing Strategy

Websrefresh's experienced and innovative design team worked with Express Inn Spring to create a vibrant new website that reflected the unique characteristics of the hotel. The new site was backed by a concentrated effort to leverage social media, local search, and multiple promotion channels. Our team:

- Created a responsive website that showcased the hotel's unique features
- Deployed event, accommodations, accessibility, location, gallery, town history, and dining modules
- Created buzz around the hotel on social media through the use of social content marketing
- Promoted the hotel on local search platforms
- Made the website local search friendly by adding frequently asked questions



Process

An outstanding website with a fresh design, SEO-optimized, and target group-specific texts ensure the perfect online presence - which of course does not lack social media and SEM.

The team on site also showed their full commitment and continued their education, worked out menus, found out about region, and dealt with the history of the house.

Former and potential guests as well as the residents of Spring, Texas did not have to be convinced, but they did need to draw attention to the Express Inn Spring. With the help of an attractive, top-notch website and the dedicated efforts of our team, Express Inn Spring retained its class and won through a well thought-out marketing concept.



Result

And the concept and the constant commitment bear fruit: We have successfully helped Express Inn Spring to gain its objectives and writing excellent figures. With great attention to detail, strategic thinking, and many years of know-how, we helped this hotel to attract visitors and travelers. The project was exciting and unique for us. The Express Inn Spring team and our team worked together perfectly and made the hotel a project of the heart.



Testimonial

Websrefresh is one of the names behind the successful run of our hotel, Express Inn Spring. With their important experience in the Hospitality Industry, the team members helped our hotel to succeed

in the tourism market. Hotel Concept Making, Digital Marketing & Strategy are a few of their habits! I will approach them again for new challenges!

 **Willie S** wrote a review 13 Jul
1 contribution

●●●●●

Perfect

“I really enjoyed this place. The staff was very courteous and respectful and very attentive and quick to help us with any requests we had the beds were super comfort the rooms were very very clean and I really enjoyed their shower and bathroom. Overall this was a very good hotel experience”

 **Kathleen Pruitt**
★★★★★ 4 weeks ago

It was a nice place. Not too expensive. But I wish we could have brought our dog, we would even have paid a little more \$\$\$ to have her there, instead we had to get her babysat, cost way too much. But other than that it was a good hotel,

Conclusion

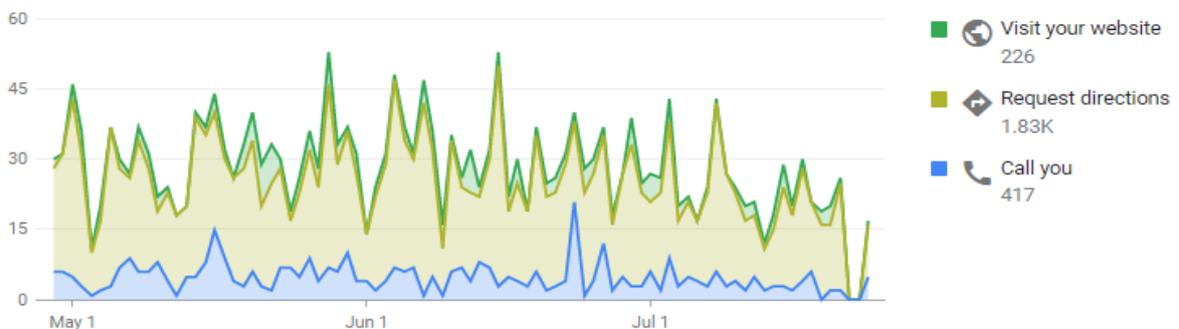
The skilled and highly dedicated team at Websrefresh helps hotels develop their own unique stories, as well as their individual hospitality concepts. We helped Express Inn Spring because of the unique experiences they want to offer. And now we have shaped the hotel's positive energy and desire for providing true and high-level hospitality!

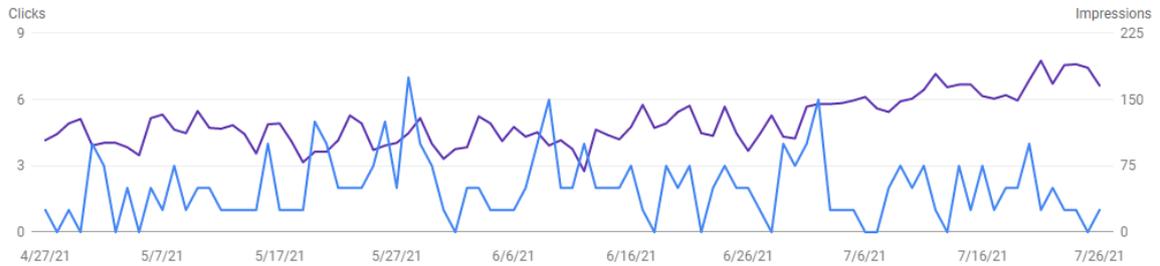
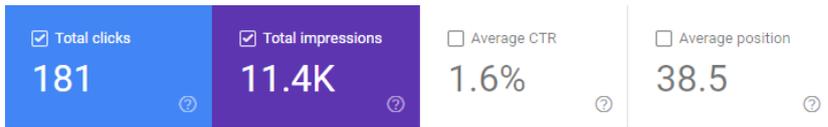
Customer actions

The most common actions that customers take on your listing

1 quarter ▾

Total actions 2.47K





Are you looking to showcase your hotel? At Websrefresh, we build functional, beautiful websites that highlight your hotel to help you stand out in the crowd. You will find everything you need to attract guests to your website and compel visitors to make a reservation. Contact us today!!