

ARAMARK PARKS & DESTINATIONS

DELIVERING AUTHENTICITY – ENHANCING THE EXPERIENCE



Aramark Parks & Destinations

Do you have memories of visiting a National Park with your family growing up? Chances are you have been to at least one....and that you too, will bring your family to a National Park one day.

OBJECTIVE //

APD delivers authentic and memorable experiences at national and state parks, national forests, specialty hotels, museums, and other tourist destinations throughout the United States. In partnership with its clients, ARAMARK Parks and Destinations (APD) enhances the guest experience by offering industry-leading hospitality, environmental stewardship, recreational, and interpretive programs.

APD's previous portal site and property sites were described as corporate, cumbersome, and uninspired. The new suite of sites needed to portray the experience – as well as reflect a recently updated brand. The information needed to be pared down and presented in a more succinct manner to answer key questions. How do I get there? What activities are there for families? What can I do once I'm there? The site must be the expert. It must drive the user to book the best possible trip for their needs. Set them up for success by telling them what they need to know before they arrive.



SOLUTION //

Instead of just talking about the location, we have created an *experience* that engages the user and encourages them to dive deeper. A central 'belly-band' area presents key selling points and information on rollover, leaving the user in control...but not overwhelmed. Each home page offers dynamic weather, videos, cams, and specials. These modules are all front and center without overtaking the breathtaking photography reflecting the destination. While each site is based on a common template, the incorporation of unique colors, photography and texture allows the personality of each destination to shine.

jQuery, as opposed to Flash, was selected as the tool used for building enhanced interactivity such as: rollovers and pop-ups, media galleries, rotation of promotions, and accordion modules. Leveraging emerging HTML5 standards has allowed for quicker load time, no required plugins, and lower maintenance costs – all without sacrificing interactivity.

To address the difficulties with the existing booking experience, RTP built a custom booking engine from the ground up for the Aramark Parks & Destinations sites. The user experience has truly been improved from start to finish.



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RESULTS //

The suite of award-winning sites has been very well received by users and industry alike. Both bookings and online revenue are seeing considerable upticks across multiple resorts. Time on site has increased and bounce rates are low in comparison to the industry, indicating a higher level of engagement. The sites earned a 2010 WebAward, as well as a coveted 2010 HSMAI Platinum Adrian Award.

Sandy Heilman, ARAMARK Parks and Destinations' vice president of marketing, said, "The ARAMARK Parks and Destinations portfolio of sites has experienced strong growth in bookings, revenue, visitation and guest satisfaction since the launch. The experiential nature of our unique destinations was captured in the creative presentation of each location. The brand positioning built around the delivery of authentic experiences was extremely well developed in each site as indicated by success and satisfaction scores and comments from our guests. The sites experienced a 67% increase in revenue in their first year of release."

In the past, customers often called the central reservations office with additional questions, even when shopping online. With the introduction of the new websites, APD has experienced a decline in informational calls through the central reservations office. The overall shopping and booking process has been simplified, making it much easier to find information and make a reservation online.



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