

Sheraton.com website a winner

WHITE PLAINS, US: Starwood Hotels & Resorts Worldwide, Inc. has announced that Forrester Research, Inc. has recognised Sheraton.com, the web site for Sheraton Hotels & Resorts, as the best hotel website in its class for brand experience in the 8 November 2010 report, *The Best of Web Site Brand Experiences 2010* .



Forrester Research conducted an independent survey of 14 consumer web sites in the hotel, automotive, and skin care industries to identify best practices. The survey reveals that Sheraton.com leads the hotel category in Brand Action and all categories in Brand Image ratings.

Forrester first conducted a Brand Action Review of each web site, focusing on the "transactional, informational and usability aspects" of the site. The report revealed that Sheraton.com's design has a "responsive interface" and used bullets to display hotel features in a clean, easy-to-read format.

'Sheraton differentiated its site from more than just the competition'

Sheraton ranked the highest across all industries in the Brand Image category. Forrester makes note of Sheraton.com's "unique visual design" and use of a "distinctive colour palette, differentiated typography, a superior production values" which offer a "visual experience that transitioned seamlessly from the company's online ads." According to the report, "Sheraton differentiated its site from more than just the competition - it did it across all groups." Through consistent messaging reinforced by visuals and descriptions the Sheraton brand values of "connecting" and "sharing" were very clearly recognised.

"We have spent six billion revitalising the Sheraton brand, including an overhaul of Sheraton.com which we re-launched in 2009. It was our goal to create a consumer-friendly, easily navigated website that is a true reflection of our brand values - based on these survey results we've succeeded," said Hoyt H. Harper, senior vice president and global brand leader of Sheraton Hotels & Resorts.