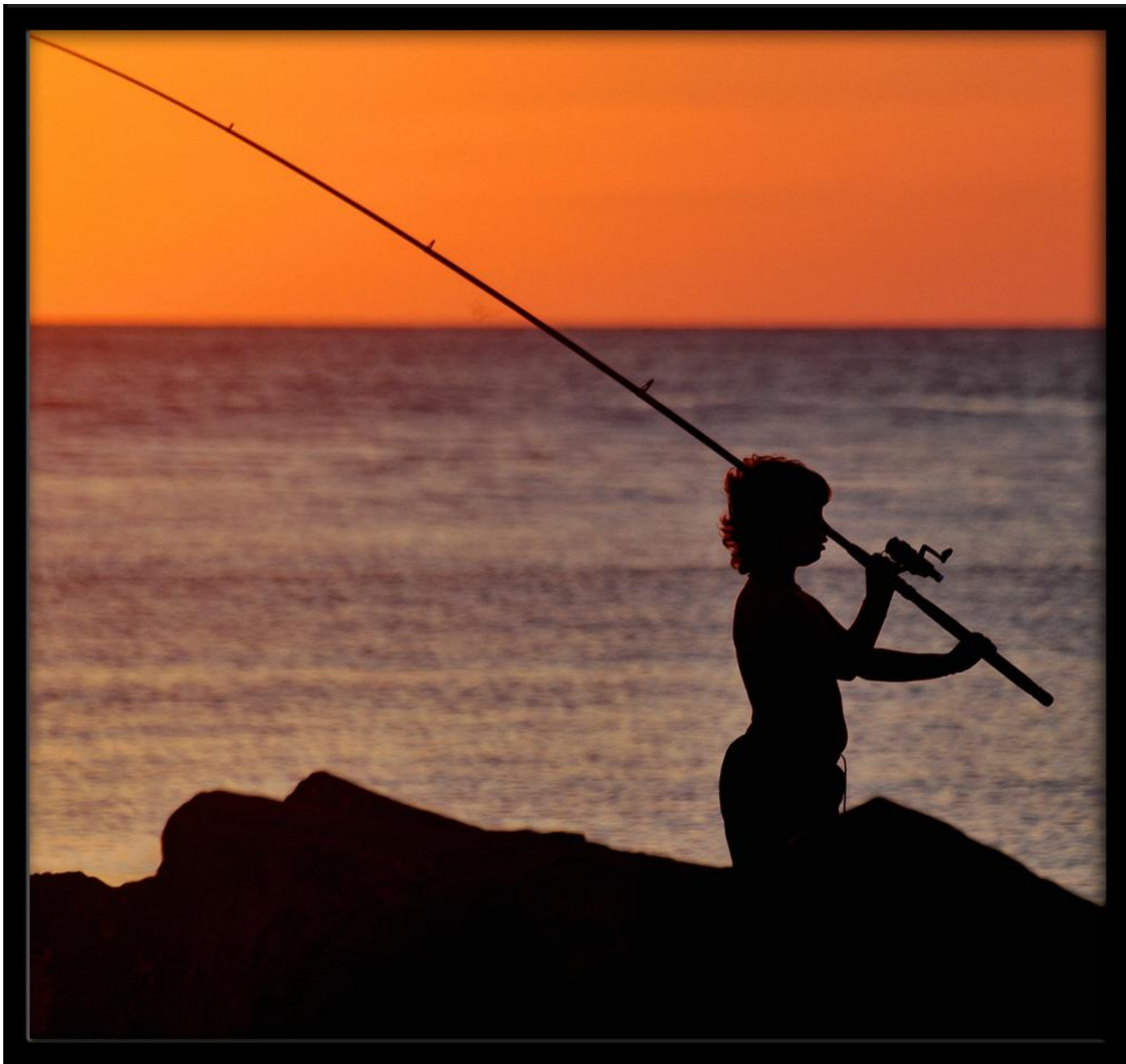


Success in the Social Media



<http://www.flickr.com/photos/cuppini/825263227/>

Blog

Corporate site

Email

Social network

Microblog

Video

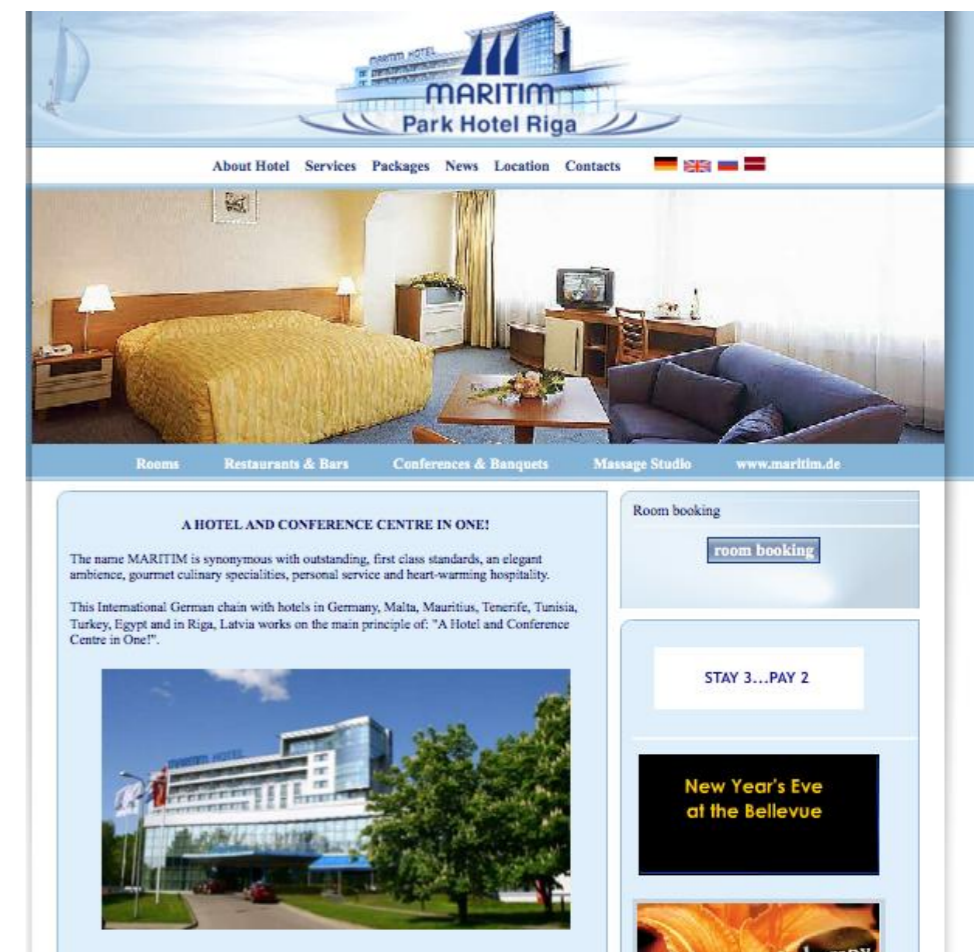
Photo



Hotel Website Today:

- designed to promote hotel with emphasis on beautiful photos
- difficult to navigate, too many options, user gets lost
- static, no fresh content supplied
- no links to social media sites
- no blog
- no video
- no division between types of travelers (i.e. leisure, business)
- no calls-to-action
- no incentive for user to supply e-mail
- no reason for user to visit your site again
- no personal profiling
- no personal communication with guest
- no reviews
- not optimized for the search engines
- no analytics in place

<http://blog.orourkehospitality.com/>



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Arrival Date
11/12/2009

Departure Date
13/12/2009

~~49€~~ **29€**
/day (single or double occupancy)

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- 100+ rooms with guaranteed best rate in Riga
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- New building, constructed in 2008
- Western European quality standard hotel
- Delicious French pancakes based breakfast
- Non smoking hotel

→ CLICK HERE TO KNOW MORE!

Located in central RIGA

- Convenient location for business and tourism.
- Easy access from Airport and railway station.
- From old town: 15 min by walk, 6 min by tram.
- Guarded parking lot available nearby.

→ CLICK HERE TO KNOW MORE!

Home | About us | Book now | The hotel | Location | Contact

Hello,
AND WELCOME to our
community



- 1
- 2
- 3
- 4
- 5

Find Rooms & Rates

Destination	Check in	Room(s)
<input type="text" value="City"/>	<input type="text" value="MM/DD/YYYY"/> 	<input type="text" value="1"/>
<input type="text" value="State/Province"/>	Check out	Adult(s)
<input type="text" value="Country"/>	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="1"/>

[Advanced Search](#)

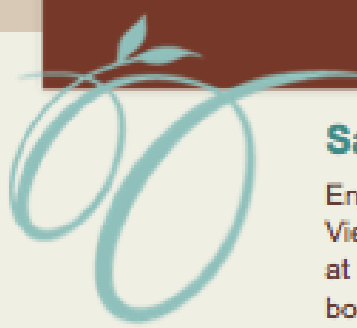
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1

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in Europe
\(11 around the world\)](#)



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- Beach
- Romance
- Weddings
- Cultural
- Business
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- Family
- Spa
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- Sheraton story
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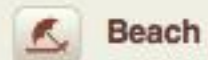


<http://sheraton.com>

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A great travel tip,
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Cultural



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Or Keyword:

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Story ▾ Location > Offers > Close X



SHERATON SALZBURG HOTEL

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[Offers Nearby](#)

Salzburg

By **Barbara.W** | **OCTOBER 15, 2009**

We arrived at the Sheraton on December 26th and stayed for five nights. We had a spacious room on the second floor just a few rooms down from the newly built spa. I used the amazing steam room, sauna, and workout room each day. One night after a full day of sightseeing I had a massage at the spa. The massage therapist was amazing! I highly recommend booking a massage. Andrew who worked at the front desk was very helpful. He arranged for a driver to take us skiing at a nearby small town. This was quicker and cheaper than taking a bus for a family of four. We had breakfast in the Mirabelle room as well as dinner in their smaller restaurant(as seen in attached picture). All meals were delicious. The internet access in the lobby was quick and easy so no need to bring a laptop along. We had a perfect stay! Kudos to Andrew and the hotel manager for making us feel so welcomed in Austria!Barbara Waite

<http://sheraton.com>

“ The new sheraton.com reflects how people communicate and stay connected today ”

Hoyt H. Harper, senior vice president for Sheraton

IN THE KNOW VIDEO

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EUROPE

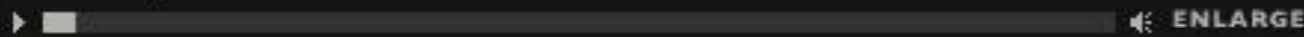
COUNTRY



Thorsten Wagenführ
Chef Concierge
InterContinental Hamburg

INTERCONTINENTAL HAMBURG

Hamburg



PLAY CHAPTERS | LINK | SEND | DOWNLOAD

Choose: **Full Video**



RSS

1 2 3 4

<http://www.intercontinentalvideo.com/>

Rolands Lakis 2009 Rīga

Modern Hotel Website

- designed for the user with emphasis on supplying the information they need
 - easy to navigate with no clutter
 - dynamic with continually updated content
 - created on a content management system that allows hotel to edit content themselves
 - links to Twitter and Facebook (or place Twitter stream directly on site)
 - a blog to supply useful content to users and help SEO efforts
 - videos of hotel and city – videos should be authentic and not glitzy ads
 - information should be organized by type of traveler and answer specific questions
 - calls-to-action should lead user through the sales funnel
 - offer an incentive for users to supply their e-mail (i.e. a downloadable city guide)
 - give users a reason to re-visit your site (i.e. ski conditions if your hotel is in the mountains)
 - database of your clients and learn their preferences.
-
- communicate with your guest before, during, and after their stay through email or Twitter
 - request reviews from your guests and post them on your website
 - SEO
 - google analytics

<http://blog.orourkehospitality.com/>



<http://www.flickr.com/photos/seabirdoriginals/2728758373/>

75 Hotels in Riga

www.booking.com/Riga-Hotels Book your **Riga hotel** online. Low rates and great availability!

"Best Hotel" in Latvia

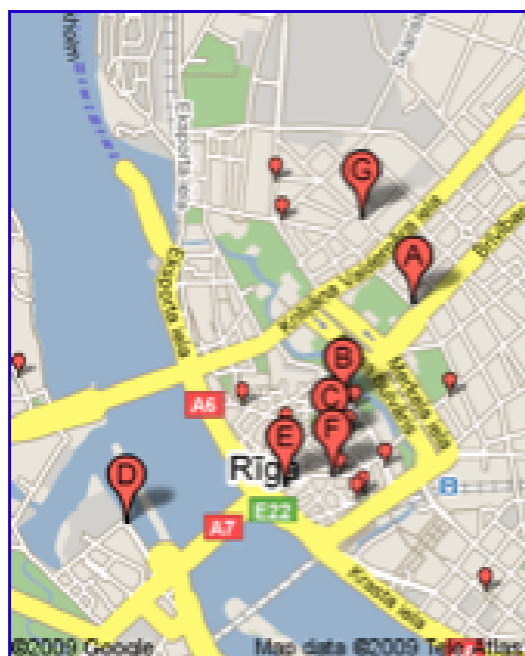
www.besthotel.lv Luxury 3 star **hotel** in **Riga**. Excellent service and good location

Riga Hotel

www.DominaHotels.com Domina 4* **Hotel** Near Old Town & 15mins from Airport. Book Direct!

Padoms: [Meklēt rezultātus tikai latviešu valodā](#). Meklēšanas valodu jūs varat norādīt lapā [Parametri](#).

Vietējo darījumu rezultāti **hotel** blakus Rīga



- A** [Reval Hotel Latvia](#)
www.revalhotels.com - 6777 2222 - [343 pārskati](#)
 - B** [Hotel De Rome](#)
www.derome.lv - 6708 7646 - [123 pārskati](#)
 - C** [Hotel Konventhof / Konventa Seta](#)
www.konventa.lv - 6708 7531 - [227 pārskati](#)
 - D** [Radisson SAS Daugava Hotel](#)
www.radissonblu.com - 6706 1111 - [147 pārskati](#)
 - E** [Hotel Garden Palace](#)
hotelgardenpalace.lv - 6722 4650 - [439 pārskati](#)
 - F** [Radi un Draugi Hotel](#)
www.draugi.lv - 6782 0203 - [175 pārskati](#)
 - G** [Albert Hotel](#)
www.alberthotel.lv - 6714 2746 - [281 pārskati](#)
- [Vairāk rezultātu blakus Rīga »](#)

HOTEL RIGA - [[Tulkot šo lapu](#)]

Hotel Riga official website. **Hotel Riga** is a perfect **hotel** in center of **Riga** for a business or leisure stay. At our **hotel** you will experience that your ...
www.hotelriga.lv/ - [Saglabātā kopija](#) - [Līdzīgs](#) - [i](#) [f](#) [x](#)

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Art **Hotel** Laine is located in the historical city centre of **Riga**, just a few minutes away from Old **Riga**. **Hotel** is located in a magnificent Art Nouveau ...
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Welcome to our website concerned with **Riga** hotels, resorts and accommodation in Latvia. We provide exhaustive information on **hotels** in **Riga**, ...
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13 hotels in **Riga** sorted by price. Reviews, maps, pics and more
www.Venere.com/Riga_Hotels

[RigaApartment.com](#)

Relaxing Stylish Cozy Apartments Transfer Driver etc can be offered
www.rigaapartment.com

[Hotels in Riga](#)

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www.lacplesa-centrs.lv



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http://www.flickr.com/photos/_tom/2153774675/



[adhockley](#): **Hotel** in **Riga**. Knackered since I got up at 1this morning to drive to Bucharest airport. Crash time, before project dinner later

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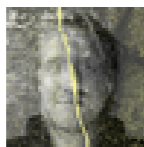
[garykebbel](#): Sitting in **hotel** bar in **Riga**, Latvia, and guy sits next to me wearing U. of Ill. sweatshirt. I, as alumn get all excited to talk with him.

3 days ago from *txt* · [Reply](#) · [View Tweet](#)



[Book2gotravel](#): Tia **Hotel** (3 star) in **Riga** Bed & Breakfast - £188... More at <http://news.book2go.co.uk/>

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[asmunds](#): Can anyone recommend a nice **hotel** in **Riga**?

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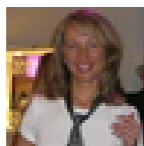
[beckayork](#): just booked **hotel** for long weekend Marraksesh for our "summer holiday" at the end of November . Talked LBF out of **Riga** (-2decC Brrr)

5 days ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



[phbudde](#): Angekommen in **#Riga**. Mietwagen problematisch. Die Firma musste ich erst anrufen und uns abholen lassen. **Hotel** prima. Jetzt Rundgang! **#Urlaub**

5 days ago from *web* · [Reply](#) · [View Tweet](#)



[travel_mice](#): Das Nordic **Hotel** Bellevue in **Riga** hat als viertes **Hotel** in Lettland das Öko-Zerifikat „Green Key“ bekommen.

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asmunds

@resideo Thx! Riga 2 nights end of the month, max 100€/night, fresh quiet, friendly

1:52 PM Oct 16th from Echofon in reply to resideo

@JohnEinar takk! har du vært der selv? tipptopp?

10:25 AM Oct 16th from web in reply to JohnEinar

Ah, just finished with monster text-correction in this massive book. I see red pen marks when I close my eyes.

10:24 AM Oct 16th from web

Can anyone recommend a nice hotel in Riga?

8:59 AM Oct 16th from web

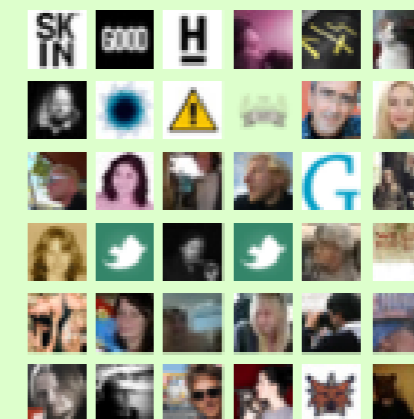
Name **Åsmund Seip**
Location **Oslo, Norway**
Bio **Experiencing graphic design, making books, jumping ideas, surfing life, loving a child, kissing a girl**

260 following
170 followers

Tweets **445**

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Room for history



“ Great Value! ”

Hanza Hotel



Clyde25  1 contribution
Edinburgh

Dec 8, 2009 

Save Review

Service was excellent and staff speak good English and were very helpful. Our room was on the 5th floor and although it was a non-smoking room we could get the occasional smell of cigarette smoke from the vent in the bathroom! Other than that the room was clean and comfortable and great value for money! The Hanza Pub has a fairly chilled out music vibe going on and is a cool place to hang out although it can get a wee bit chaotic at breakfast time during the weekends as space is a bit limited! Breakfast was fine and has all the usual things you would expect from a european perspective. The bar menu food is fantastic and very well presented and again very good value. Location is very quiet and only 10mins walk from the station and the 22 airport bus!

My ratings for this hotel

 Value  Service
 Rooms
 Location
 Cleanliness

Date of stay December 2009

Visit was for Leisure

Traveled with Other

Age group 35_49

Member since December 08, 2009

Would you recommend this hotel to a friend? Yes

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Click here for best prices for Hanza Hotel

-  [Hanza Hotel: Up to 75 % discount](#)
Booking.com Low rates, no booking fees ! Book online now, pay at the hotel.
-  [Hanza Hotel: Garantējam zemāko cenu!](#)
Hotels.com Rezervējiet vispopulārākajā vietnē; pieejamas 100 000 viesnīcas.
-  [Hanza Hotel: Book Now - Pay Later!](#)
Venere.com Best Prices & No Cancellation Fees! Hotels, Apartments, B&Bs and More!
-  [Hanza Hotel: Ideal stay. Fantastic rates.](#)
Otel.com Don't waste time searching the best deal. What you're looking for is here.

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An advertisement for family vacations. It shows two children, a girl in a red jacket and a boy in a black jacket, standing in a desert landscape with sand dunes and sparse vegetation. The text "Got Kids?" is written in large red letters. Below it, the text "The Best family vacations start here!" is written in blue, followed by a red "go" button with a right-pointing arrow. At the bottom, the logo for "family vacation critic.com" is displayed, featuring a sun icon.

<http://www.tripadvisor.com/>

Rolands Lakis 2009 Rīga

Hanza Hotel

About us

Location

Rooms

Prices

Restaurant

Conference hall



Free of charge

NEW EXQUISITE MENU AT "HANZA PUB"!!!

Guest reviews:

station. It is a very modern hotel but is very friendly and not at all pretentious like a lot of boutique places. The staff are friendly and informative. The rooms clean, spacious and modern. For its price its exceptional value. When you land at the airport either get the number 22 bus for about

Hotel management

Member of the Association of Hotels and Restaurants of Latvia



Traveller Reviews for Hanza Hotel

Hanza Hotel

TripAdvisor Traveller Rating:



Based on 123 traveller reviews

TripAdvisor Popularity Index:

#3 of 95 hotels in Riga

Most Recent Traveller Reviews:

8 Dec 2009: "Service was excellent and staff speak good English and were very helpful. Our room was on..." [more](#)

2 Dec 2009: "I strongly recommend this hotel to everyone. Rooms are clean and spacious and service is outstanding!..." [more](#)

25 Nov 2009: "Not the best location, as it is situated a couple of darkly lit blocks behind the..." [more](#)

24 Oct 2009: "Stayed 2 nights on the front side of our trip to Georgia and we were so..." [more](#)

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Riga



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<http://www.hanzahotel.lv/>

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and 90 percent perspiration



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