

Branded domain name as an online marketing tool : a case study in hospitality industry

Abstract

While they could plead ignorance last century, hospitality enterprises cannot ignore the Internet this century; effective Internet use is a competitive advantage. Choosing the right domain name or names is a critical key to effective Internet use. In addition to the branding opportunities and protection from fraudulent websites, customers often guess the website address. Current and potential guests seeking Hyatt hotels' Swiss and global operations would type `hyatt.ch` or `hyatt.com`, respectively. For as little as 10USD annually, hotels can protect their brand, strengthen their brand and increase website visitors via a branded domain name. Choosing the right name necessitates answering two key questions – what name and how many names.