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## Exploring Hotel Website Effectiveness by Hotel Class

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# Exploring Hotel Website Effectiveness by Hotel Class

**Michael Musante**

*Springfield College*

## ABSTRACT

The internet is an increasingly important communication and distribution channel for hotels. More than ever before consumers are making reservation decisions strictly on their experience with the hotel website. Given this, it is critical for hotels pay close attention to the effectiveness of their online presentation. This premise would seemingly hold true for lodging facilities at all price point levels. The purpose of the study was to examine website effectiveness for hotels of various class levels. In the study, hotels were segmented based on level of accommodation using the “Star Rating” system. Each hotel website was evaluated on a number of attributes and content items of interest. Aggregate attribute ratings for each hotel category were then compared for significant differences. In general, it was found that with each step up in hotel class overall presentation and website attribute effectiveness increased. The findings are presented and discussed.

## ABOUT THE AUTHORS

Michael Musante is an Associate Professor of Marketing at Springfield College

