



Two Roads Hospitality builds multitenant Sitecore platform to personalize customer experience within and across multiple award-winning hotel brands.

Industry: Hotel • **Founded:** 2016 • **Employees:** 17,000
Headquarters: Englewood, Colorado, USA • tworoadshotels.com
jdvhotels.com • thompsonhotels.com • destinationhotels.com

For the traveler who revels in the freedom to discover and connect with what’s special about a place, Two Roads Hospitality offers distinctive guest experiences at more than 90 properties in eight countries. A top-ranked hotel management company formed in 2016, Two Roads markets five of its own brands: Joie de Vivre, Thompson Hotels, Destination Hotels, tommie, and Alila Hotels & Resorts.

To stand out in a fiercely competitive hotel market, a brand must offer something different and better than its rivals. Two Roads does this with distinction, from Alila luxury resorts to Joie de Vivre boutique hotels. The company’s digital presence also needed to reflect this advantage and differentiation. The central corporate site and many of the individual brand sites were built on a WordPress open-source platform that posed severe limitations. It took too long to add new hotels or content modules to the sites—especially problematic because Two Roads is growing rapidly through acquisitions and new developments. What’s more, the company could not personalize content to create a customer-centric experience. To transform its digital presence, Two Roads began systematically migrating its brands’ websites to a multitenant Sitecore platform.

“The ultimate goal is having all of the brands and all properties on one Sitecore platform, so we can personalize by brand and across brands, and thereby drive revenue,” says Isaac Gerstenzang, assistant vice president, Corporate E-Commerce, Two Roads Hospitality. “That’s the big picture.”

Joie de Vivre project illustrates transformation

Two Roads is traveling this roadmap brand by brand, as with the recent reinvention of its Joie de Vivre website. Founded in San Francisco in 1987, Joie de Vivre has made curating local experiences its signature. Check into Hotel Kabuki, for example, and its contemporary Japanese design reflects the hotel’s location in the heart of San Francisco’s Japantown cultural district. Before the migration to Sitecore, website visitors would be sent to one master home page that forced them to scroll through

TWO ROADS HOSPITALITY

joie de vivre
HOTELS RESORTS

Challenges

- **Differentiate** brands in competitive hotel market
- **Personalize** content within and across multiple brands
- **Tailor** content to each hotel’s local character, attractions
- **Overcome** high bounce rates, low conversions
- **Accelerate** integration of new hotels

Solution

- Sitecore® Experience Platform™ (XP) (v9)
- Sitecore on Microsoft Azure (PaaS)

Results

- Established single **multitenant platform** for multiple brands
- **Personalized** relationship-building customer content
- **Empowered** individual hotels to manage their own localized content
- **Increased** web traffic 9%; nights by room 19%; bookings 18%; social media followers 10%; pages per session 54%; e-commerce conversion 15%; website revenue 10% (Joie de Vivre)
- **Spun up** new web properties within days

Case study // Two Roads Hospitality

many pages of content. Bounce rates were high, booking conversion was low. Additionally, the absence of unique hotel URLs made it difficult for each location to track data and manage its Google ad spend. They couldn't change content, either, without going through the corporate e-commerce team.

Two Roads engaged Sitecore partner Hedgehog to build out a Sitecore XP platform hosted on Microsoft Azure. "Hedgehog was a tremendous resource in the development of the Joie de Vivre website," Gerstenzang explains. "Some agencies will install Sitecore like they would any CMS. However, the Hedgehog team has the knowledge and experience to install Sitecore as intended—as an experience engine. They implemented Sitecore in a way that is easy for our team to load content as well as use the personalization and other tools."

Now Joie de Vivre hotels communicate the same overall brand vision but speak to their individual customers personally—knowing the difference, for example, between a business trip and a family vacation. Local property managers—who are closest to their customer needs and neighborhood attractions—can make content changes without involving the corporate team. At the same time, modules for building new landing pages and website sections can be shared across properties for business agility and efficiency.

"Joie de Vivre saw tremendous improvement both in the user experience and in backend functionality, with ease of use for content managers," says Brian Noble, senior account executive with Hedgehog. "Sitecore's component-based architecture enables Two Roads to spin up new properties within days, virtually eliminating the need for ongoing developer assistance. This accelerates turnaround and lowers production costs. From an SEO perspective, Sitecore enables them to drive more traffic with Google-rich content on an individual-property level."

Post-launch results, January – August 2018 compared to January – August 2017, exceeded expectations: web traffic rose 9%; nights by room went up 19%; bookings rose 18%; social media followers went up 10%; and pages per session rose a whopping 54%. Hotels all compete with one another and with online travel agencies to maximize their look-to-book ratios, indicating the percentage of site visitors who actually make a purchase. Joie de Vivre's e-commerce conversion rate quickly rose by 15% and website revenue went up 20%.

Next: CRM integration for unified customer experience

Two Roads is migrating additional hotel brands to Sitecore, as well as the corporate site that includes business-to-business content for business development, a careers and recruitment portal, as well as consumer links. It also plans to integrate its customer relationship management (CRM) system into Sitecore, creating a single customer profile across Two Roads' brands for holistic relationship management and cross-selling.

"We'll have one CRM that pulls in guest data from all of the websites and property management systems, so we'll know our guests' interests and tailor their experiences," Gerstenzang says. "That's our roadmap. With Sitecore, we can blend the online and offline worlds to create unrivaled guest experiences throughout the Two Roads family of brands."

Platinum
Implementation
Partner



Hedgehog is a full-service digital agency poised at the intersection of creative and technology. A Sitecore partner since 2007, three-time Sitecore Site of the Year winner, and creator of the widely used Sitecore development tools TDS Classic, Razl, Feydra, and Avtor, Hedgehog is known in the industry as the go-to partner for solving the most complex situations.

Hedgehog offers strategy, creative, technology, consulting and managed services with expertise in e-commerce, travel and hospitality, manufacturing, media, and healthcare. With success rooted in a philosophy of long-term valuable relationships founded upon transparency, pragmatism, and putting their clients' needs first, Hedgehog is a trusted partner for several Fortune 100 companies.

Website

hhog.com

"Competition is fierce, not only with other hotel websites but also with online travel agencies. Using Sitecore, we deliver a better guest experience that drives look-to-book conversions and therefore revenue."

— Isaac Gerstenzang, Assistant Vice President, Corporate E-Commerce, Two Roads Hospitality



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