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Five-star Abu Dhabi Hotel Increase Middle East Market Share Through Partnership with TIG Global

TIG Global Launches New Website and Online Marketing Plan for Vision Hotel Apartments Deluxe

Chevy Chase, MD – October 08, 2009 – Vision Hotel Apartments Deluxe, a five-star residence-style living hotel located in the heart of Abu Dhabi, recently launched a new website (www.visionhotel.net) and strategic online marketing plan to combat the decline in international travel and capture new customers interested in long-term accommodations. [TIG Global](#), the leading online marketing company for hospitality and travel, built the new website and runs the multi-pronged marketing program that has so far increased website traffic by 47% in the first month and visits to the reservations page by 22%.

In order to compete against the fierce lodging competition in the Middle East, Vision Hotel Apartments Deluxe required a new, conversion focused website that performed better in the search engines and attracted an array of international business and leisure travelers looking for a luxurious, extended stay hotel with a wide range of amenities. TIG Global designed the new Vision Hotel Apartments Deluxe website with an emphasis on strong calls to action touting special rates and packages strategically placed throughout the site to encourage visitors to book online. The site also features vivid imagery to engage potential customers and give them a true feel for what it is like to stay at the Hotel. In addition, TIG Global incorporated the unique ability to “Send a Postcard” directly from the homepage of the website. This viral tool allows visitors to send picturesque e-postcards along with a message to their family and friends about their extended stay or upcoming visit to the Vision Hotel Apartments. Finally, TIG Global optimized the entire website, including copy and tags, to maximize search engine visibility worldwide. In the near future, an Arabic version of the Vision Hotel Apartments Deluxe website will be launched in order to cater to the large number of visitors coming from within the UAE and the Middle East.

“With so many luxury hotels located in Abu Dhabi, competition is fierce. Likewise, as a melting pot for tourism, our travelers come from all over the world and speak many different languages.” said Richard G. Haddad, general manager of Vision Hotel Apartments Deluxe. “The new website TIG Global launched for has truly helped us stand out from the crowd and speak to a diverse international audience. We are confident that the integrated marketing plan will provide us with the edge needed to increase incremental market share and strategically deliver a diverse audience from varying cultural and geographical markets.”

In addition to custom website design and development, TIG Global will provide Vision Hotel Apartments Deluxe with a comprehensive package of e-marketing services including search engine optimization, pay-per-click marketing, strategic linking, statistical reporting, and consultative account management. TIG Global will also launch a fully translated Arabic marketing campaign to capture additional traffic.

“We are honored to have been selected by Vision Hotel Apartments Deluxe and to begin a partnership with the prestigious Royal Group Holding companies,” said Fred Malek, CEO of TIG Global. “With over ten years of hospitality E-Marketing experience, we have become the authority on how customers use the internet to search for travel and as we continue to grow our business in the UAE, we are pleased to help our global travelers find their ideal accommodations here.”



About Vision Hotel Apartments

Vision Hotel Apartments Deluxe is located in the heart of the business district, just a quick stroll away from the malls, bank areas, shopping areas, primary exhibition grounds and famous landmarks. This charming apartment-style hotel pays attention to every detail and offers personalized, world-class service.

The Vision Hotel's apartments are luxuriously styled and decorated with warm, comforting colours, and have all the amenities to please each and every guest. Take pleasure in the hotel's facilities such as a refreshing outdoor swimming pool and relaxing jacuzzi, a gym with instructors, and excellent business facilities and services.

About TIG Global

[TIG Global](#), located in London, is dedicated to assisting the travel industry with exceeding their online marketing goals and specializes in [hotel Internet marketing](#) and [destination Internet marketing](#). Serving an extensive portfolio of clients worldwide, TIG Global combines its industry knowledge and e-business expertise to help clients maximize the online channel. TIG Global offers multi-language websites, a vast network of internationally based strategic linking partners, email and pay-per-click marketing campaigns tailored to all international markets, custom social media solutions, and websites optimized for major search engines around the world. TIG Global is currently in the process of rolling out a package of mobile marketing services for hotels and destinations. If you have any questions about how to leverage mobile marketing for your hotel, contact TIG Global at 301.841.4700.

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