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CASE STUDY



THE ESTATE BED & BREAKFAST

**A BED AND BREAKFAST HELPS DRIVE MAJOR INCREASE IN
CUSTOMER TRAFFIC WITH "THE" RIGHT ONLINE PRESENCE -
A .COM PRESENCE**

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The fact that the Indian tourism industry is on a growth trajectory probably wouldn't be a revelation for you. Foreign tourist arrivals to India increased by nearly 18 percent in April 2011 as compared to the same month the previous year!¹

But amidst this growth, what is likely to surprise you is that a small niche segment like the bed & breakfast (B&B), a recent entrant in the Indian hospitality industry, holds promise for significant growth. With more and more foreign tourists visiting India for experiential tours and an up-close understanding of the Indian culture, the bed and breakfast segment is able to offer all this and more.

The Estate, established in 2007, is one such B&B that has become widely popular among foreign tourists and well-established corporate houses alike. With over a 100 inquiries for their 8-room capacity B&B during the peak season, The Estate is poised for a steady growth in the years to come. So, what has been its success mantra?

Mamta Sharma, Owner of The Estate, attributes a large part of this growing popularity and success to a decision taken early on in the business: having "the right online presence" to market her business, which included using a .com Web address.

Mamta elaborates on the difference it has made to her business, and how it forms a critical part of their entire growth strategy: "We were focused on being prudent about the way we showcase ourselves online, that being the only marketing tool we intended to use. From the moment a potential customer enters our Web site, he/she is immediately assured of the kind of experience we can offer."

AN ONLINE PRESENCE HELPS LEVEL THE PLAYING FIELD FOR THE ESTATE

Mamta observes that, "for a small business that does not have a big marketing budget, a Web site is a must have. It is one of the most effective ways of reaching out to audiences globally on a shoestring budget. An online presence has proven especially effective in our industry, as most tourists have migrated online for their holiday searches and travel bookings."

Mamta realized early on that instead of entering into agreements with a limited number of travel agents, a strategic online presence combined with some smart online marketing would help her in giving her business the right push among her target audiences.

"We are in business of providing positive customer experiences, and positioning our brand name in the right way online through our .com Web site is an important aspect of this experience. I believe we have made the right choice of a .com domain name – it is globally recognized and enhances our visibility on the Internet!"

Mamta Sharma, Owner
The Estate Bed & Breakfast

¹ Source: Information from - <http://netindian.in/news/2011/05/06/00013013/foreign-tourist-arrivals-india-177-april-2011-417-lakh>



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The Estate is focused on attracting foreign tourists and corporates. The foreign tourists, informs Mamta, rely mainly on popular travel Web sites to read reviews of places that they like and think are cost effective. “In order to capture customer attention we enlisted ourselves on over 20 travel Web sites that are frequented by people for reviews and advice while searching for hotel accommodation, and we did this free of cost.

Compare this to entering into separate agreements with travel agents across the country, which would cost The Estate a very high percentage commission in order to get promoted. Even while targeting corporates, we rely on our Web site to showcase our offerings and advantages, such as a great combination of proximity to the city and a quiet and homely environment for frequent business travelers.”

Mamta worked very hard to showcase The Estate as elegant and tasteful to global audiences through a Web site. To achieve this goal, Mamta chose to create a Web site with a .com extension.

.COM HELPS SPELL ONLINE SUCCESS FOR THE ESTATE

“The right domain name can set the tone for your business online. We were clear about registering a .com domain name. As a business looking to reach a global audience, a .com domain name lends instant credibility, is cost effective, and it is the most likely extension to be tried out by visitors from type-in traffic”, explains Mamta.

Mamta says that she was also lucky to find an available name, and the domain name was registered as www.theestatebnb.com. The registration process was also extremely effortless.

The Estate booked its domain name with an accredited registrar listed on the Verisign .com and .net Domain Name Registry. The Verisign .com and .net Domain Name Registry is the authoritative registry for .com and .net domain names. Verisign manages relationships with close to 900 ICANN-accredited registrars who submit over 150 million domain name transactions daily.

“We are in the business of providing positive customer experiences, and positioning our brand name in the right way online through our .com Web site is an important aspect of this experience,” declared Mamta.

KEY BENEFITS

Solution Summary

A bed & breakfast start-up targeting foreign tourists and corporate houses in India wanted to establish an online presence with a .com domain name that differentiated it in a crowded market and communicated the unique experience that customers can expect. The B&B chose a .com domain name in order to be globally recognized and enhance their visibility on the Internet.

Industry

Hospitality Industry

Challenges

- A domain name that makes an instant connection with its business
- Need to create a differentiator in a crowded online marketplace
- Cost-effective Web presence solution

Solution

Verisign .com and .net Domain Name Registry Services

Results

- The Estate has established its brand identity online by catering to customers from different parts of the world
- The Estate’s marketing strategy is centered on its .com Web site
- Receives over 100 inquiries during the peak season for their 8-room B&B