

Website Transformation: The Mountain Club on Loon Increases Conversions by 11%

THE BACKGROUND

The Mountain Club on Loon is a laid-back ski resort in the heart of the White Mountain National Forest. The New Hampshire resort and spa is known for its position as Loon Mountain's only slope-side resort for all seasons. With uniquely-designed rooms that include outdoor balconies and hot tubs, it's a perfect spot to combine relaxation with adventure on the slopes.

THE CHALLENGE

As a resort unlike any other nearby, The Mountain Club on Loon needed a new website that highlighted its unique location in the White Mountain National Forest, which offers a natural playground with different offerings in each season. They wanted the newly-designed website to not only speak to their brand, but also increase traffic and conversions.

THE SOLUTION

With The Mountain Club on Loon's unique offering in mind, O'Rourke Hospitality designed and developed a new website that made it stand out. The new website was designed to be more navigable and built with a feature to allow visitors the ability to filter activities by season. The new website was paired with a fresh branding style guide and vivid photos that helped differentiate The Mountain Club on Loon in a competitive market.

THE RESULT

After launching the new website in mid-March 2019, The Mountain Club on Loon began experiencing positive changes in performance. Over the course of the next 351 days, leading up to the start of the global pandemic, the new website helped improve the conversion rate by 11%. Meanwhile, website engagement improved as bounce rate decreased 26%, pages per session increased 28%, and session duration rose 12%. These improvements in website performance are even more impressive given the long length of time for this comparison. While website design can be objective, it's difficult to argue against numbers over a long timeframe showing marked improvement in website performance.

11%

INCREASE IN CONVERSION RATE

26%

DECREASE IN WEBSITE BOUNCE RATE



To discuss your business challenges and see how we can help, please contact Brian Fitzgerald, VP Digital Strategy, at **(978) 465-5955, ext. 221**, or bfitzgerald@orourkehospitality.com.