

Bringing Paradise to Life: *Scrub Island Resort's Journey to Interactive Guest Experiences*

Overview

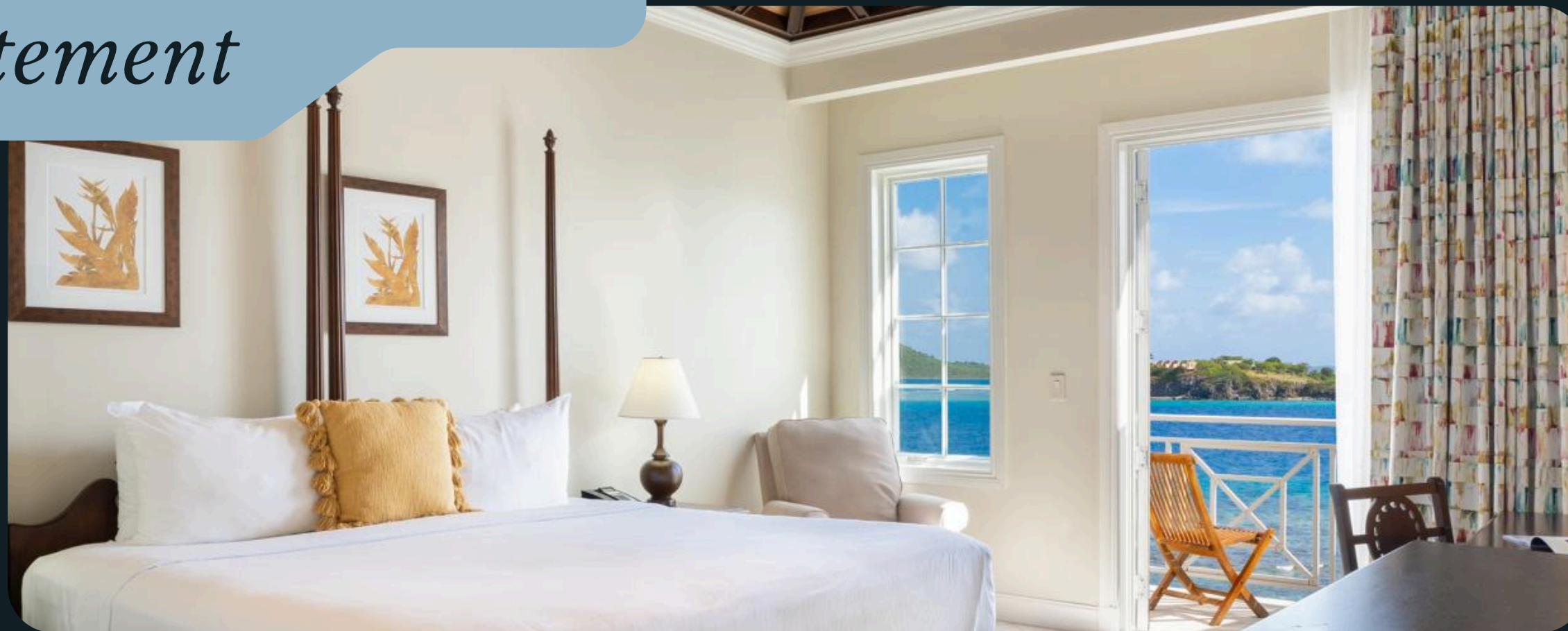
Scrub Island Resort, a premier luxury destination in the British Virgin Islands, sought to enhance its online presence by providing potential guests with a more immersive and engaging digital experience.

The resort aimed to showcase its diverse amenities and experiences in a way that would captivate visitors and encourage them to explore further.



your hotel Inspire everywhere

Problem Statement



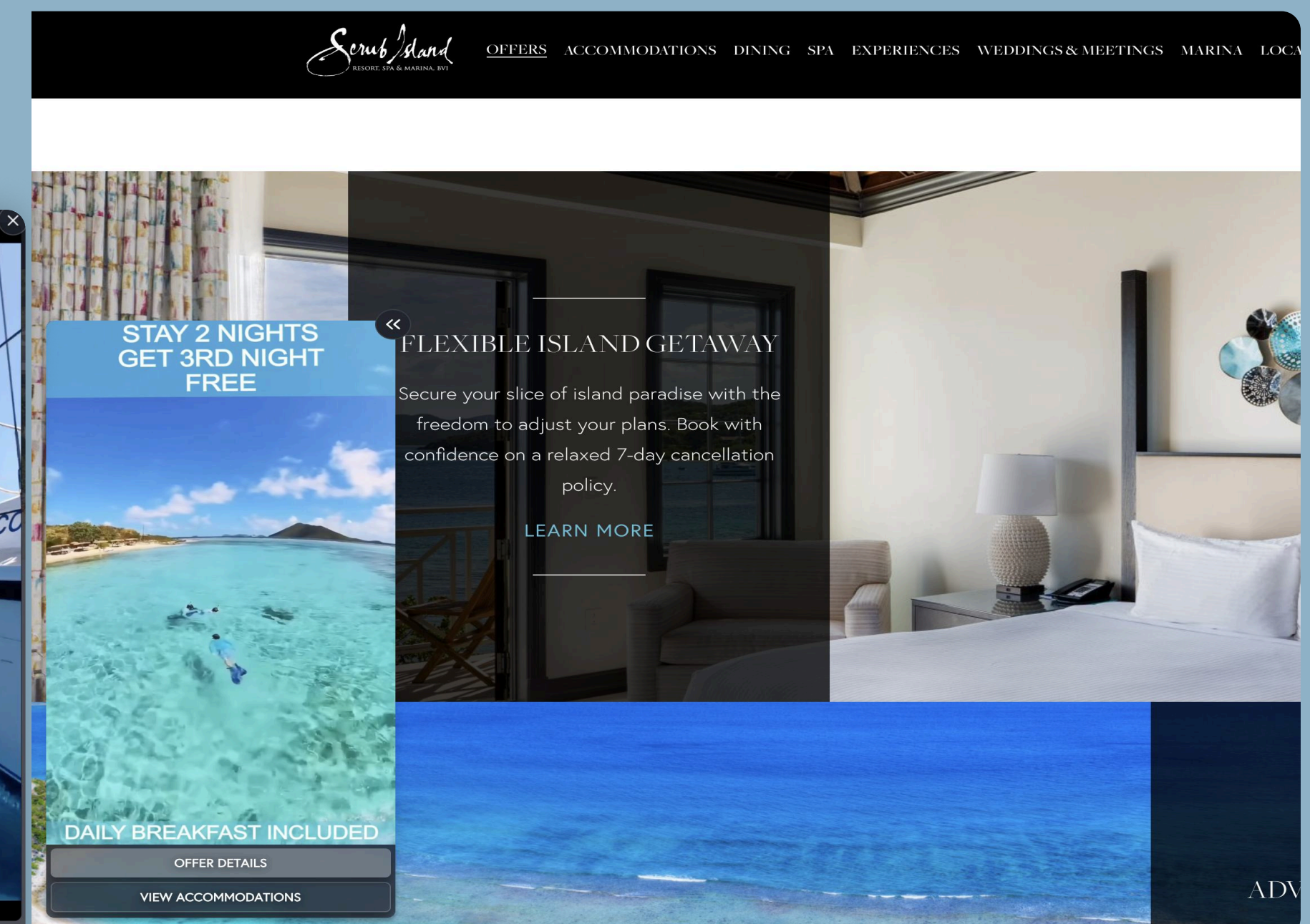
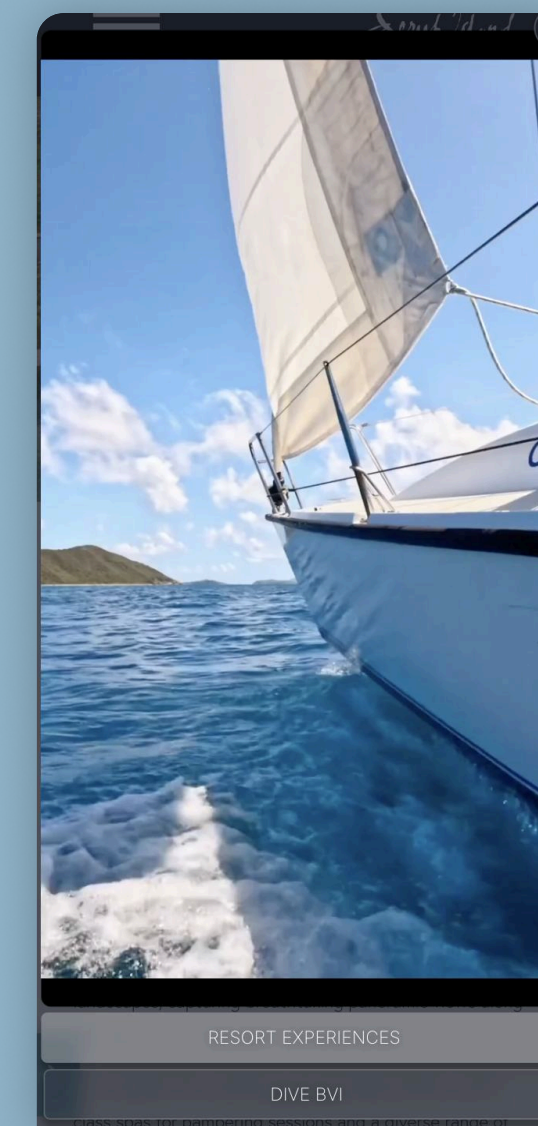
Scrub Island has an incredible range of offerings — from beaches and pools to unique local excursions. **They needed a way to showcase all of this in a way that truly engaged visitors and encouraged them to explore more.** The resort wanted to:

- Bring its story and atmosphere to life online
- Guide visitors smoothly through resort features
- Create excitement that drives bookings
- Increase engagement while keeping the experience simple and enjoyable

Solution

Scrub Island Resort partnered with Hovr to integrate interactive video content across key areas of their website. Utilizing Hovr's platform, they were able to:

- Layer captivating video content that highlighted the resort's unique experiences and amenities
- Incorporate clear, compelling calls to action that directed visitors to explore beaches, pools, dining options, and local activities
- Transform static pages into engaging, story-driven journeys that invited guests to delve deeper into what the resort had to offer



Results

The introduction of Hovr's interactive video transformed Scrub Island Resort's online presence by creating a more immersive and engaging experience for website visitors. The resort saw a substantial increase in visitor engagement, with users spending significantly more time exploring content and interacting with key amenities.

76%

*Increase in Traffic
to the Booking Engine*

414

Minutes of Watch Time

26.5%

Click Through Rate

Conversion rates on pages featuring Hovr's videos improved dramatically, demonstrating the power of dynamic content to turn interest into bookings.

Interactive calls to action successfully guided visitors deeper into the site, encouraging exploration of resort features and driving more meaningful engagement.

The enhanced user experience contributed to longer browsing sessions and greater confidence among potential guests, leading to a stronger connection with the brand and an increase in booking inquiries.

Overall, Hovr helped Scrub Island Resort move beyond a simple website to a vibrant digital destination that captivates visitors, encourages exploration, and drives measurable business growth.

