

# Transforming the Guest Journey: *Scottsdale Resort Engages and Converts with Hovr*

## Overview

Scottsdale Resort wanted a better way to showcase everything happening on property—from events for guests to experiences for locals—while also driving more room bookings. Their goals were to improve conversions, refresh the website's look, and make it more user-friendly.



**hovr** x



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## Problem Statement



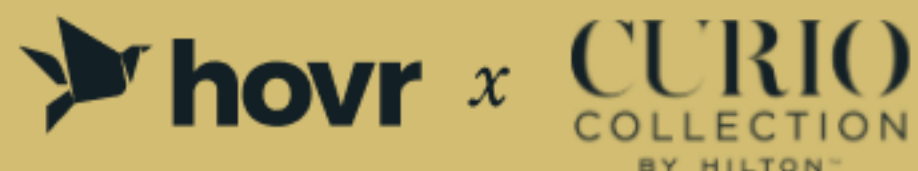
With a wide variety of events and amenities, Scottsdale Resort had so much to offer, but visitors weren't fully aware of everything available. The resort needed a solution to:

- Communicate events and activities clearly to guests and locals
- Make the website intuitive and enjoyable to navigate
- Increase conversions and drive room bookings
- Give the website a fresh, modern appearance that reflects the resort's vibrant personality

## Solution

Scottsdale Resort implemented Hovr's interactive technology to bring their website to life:

- Key events and experiences were highlighted with interactive video and Anchors, making it easy for visitors to explore what's happening
- Static content and images were transformed into dynamic touchpoints, engaging users and encouraging deeper exploration
- Calls to action guided visitors seamlessly from browsing events to booking rooms, improving the overall user journey





## Results

In just 30 days, Scottsdale Resort's website was transformed into a dynamic and engaging digital destination. Visitors spent significantly more time exploring events, amenities, and experiences, interacting with content in ways that weren't possible before.

# 178.3

*Minutes of Watch Time*

# 49.4%

*Click Through Rate*

# 34.8%

*Hovr Conversion Rate*

Interactive features guided guests smoothly from discovery to booking, creating a natural journey that encouraged exploration and built confidence in their stay.

Click-throughs on calls to action increased, showing that users were actively engaging with key areas of the site rather than just browsing.

The immersive experience elevated the website's overall usability and appeal, helping Scottsdale Resort stand out in a competitive market.

By showcasing its full range of events and activities in an interactive way, the resort deepened visitor engagement and successfully turned casual interest into meaningful bookings.

