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## JACKSON HOLE CENTRAL RESERVATIONS LAUNCHES DYNAMIC AND INTERACTIVE WEBSITE

JHCR Launches New Website To Increase Conversions Of Website Visitors Through Interactive Tools, Mapping, Imagery, And Ajax Components.

Jackson Hole Central Reservations is just days from launching a new, user friendly, dynamic, and interactive website. JHCR hopes that the new and improved site will increase the number of website visitors by creating an easier and enjoyable environment for users to find information about the area, to learn about lodging and activities, and to book packages. VR Interactive LLC has been working with JHCR for the past six months to dial in the design of a new site, create new interactive tools with ajax components like a travel shopping cart and virtual tours, develop a content management system, and adhere to search engine optimization standards.

The “Trip Planner” is a shopping cart for travel in Jackson Hole. Users have the ability to browse through the website for activities, lodging, travel packages, events, local information, skiing information, National Park information, and more. If they find something that interests them, they can bookmark it in a personalized Trip Planner simply by pressing the “Add to Planner” button. At any time while browsing the site the user can view the items they have collected in their Trip Planner and choose to do one of the following: Save their plan; Send their plan to a JHCR agent; Begin a live chat with a JHCR agent; Call an agent; Send their Plan to a Friend. This feature offers the user a way to personalize their experience, and potentially their vacation in Jackson Hole.

Virtual Tours can be uploaded for every lodging listing, which also include a photo gallery, amenities, and descriptions. Virtual Tours, a service offered by VR Interactive LLC, can be viewed once the user is viewing a lodging detail page. Virtual Tours have grown increasingly popular with web users as they provided an “inside view” of the property to someone who may live across the country. As only a few of the properties currently display Virtual Tours, JHCR thinks many lodges will be adding their tours soon.

If users are not sure where to start when looking for lodging in the Jackson area, they can start by using the “Search Lodging Options” feature. Users can select a price range, a lodging type, a location, and choose from a long list of amenities. They are directed to a search results page where they can either edit their search or select a lodge.

Additional interactivity on the new Jackson Hole Central Reservation’s website is included in what they have called the “Interactive Toolbox,” which exists on every page of the site offering quick and easy access to features like the Blog, Photo Gallery, Email Sign-Up, Live Chat, Interactive Map, Travel Brochure, Send Page to a Friend, and Send a Postcard to a Friend. The final feature listed allows the user to choose from a wide variety of Jackson related photos, add a virtual message, a “to” and “from” email address, and send a Postcard via email.



Jed Frumkin, VR Interactive LLC owner, comments “The development of a new website for Jackson Hole Central Reservations has been one of our largest projects, a learning experience, and has allowed us to really take our services to a new level. I am proud of what this team has achieved and excited to share it with the public.”

VR Interactive LLC is a multimedia production agency. Specializing in dynamic web applications, website production, hosting, and multimedia, VRI LLC works closely with the client to integrate technology, information, and design into a virtual environment. Integrating websites, business applications, development tools, and promotional animations, VRI LLC uses the latest technology to create a virtual space that enhances the goals of the client.

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If you would like more information on the topic, please contact Jed Frumkin at VR Interactive LLC.