

a.nthonygreen

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HOSPITALITY, HOTELS, WEBSITE

Where are the niche hotel websites?

In General on July 27, 2010 at 21:58

One thing that surprises me is that there aren't more hotel websites for specific niches, for people with particular passions, needs and pastimes. Of course, you aren't likely to be aware of these niches unless you have a particular need, but still, there seems to be very little in the way of hotel sites catering to families with kids, or people with disabilities — and these aren't really niches at all, in that they apply to an enormous number of people worldwide.

I was reading Chris Anderson's excellent **Free** the other day, and he talks about the internet reducing the marginal cost of reaching a lot of people, reaching the very people with special tastes and requirements that had been difficult to market to in the past.

So why aren't there more niche hotel websites? Are there a lot of niche hotel websites out

Anthony Green – July 2010

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