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## Two Distinct Places: One Fabulous Location

### Grand Hyatt San Antonio Unveils Two New Web Sites

*“We wanted to give both Achiote River Café and Bar Rojo their own identities.”  
Scott Lane, Director of Sales and Marketing Grand Hyatt San Antonio*

There were no reservations when it came to creating Web sites for the Grand Hyatt San Antonio’s Pan-Latino Resturant Achiote River Café and the hip Bar Rojo. But making reservations sure got easier.

Both [www.achioterivercafe.com](http://www.achioterivercafe.com) and [www.barrojosa.com](http://www.barrojosa.com) are vibrant, colorful sites that are easily navigated, user-friendly and most of all, they capture the essence of both establishments and provide potential customers with a glimpse into what they can expect to experience. The sites also serve as tools that position these two businesses as part of the pulsating and exciting atmosphere that is the San Antonio River Walk, rather than just another hotel restaurant and bar.

“We wanted to give both Achiote River Café and Bar Rojo their own identities,” explains Scott Lane, Director of Sales and Marketing. “Yes they are in a hotel but they operate as stand alone establishments.”

Both sites guide you easily through menus, wine lists, entertainment, events, private room availability and more, all the while capturing the essence of the businesses through bold graphics, mouthwatering photos, visual movement and the music of Henry Brun and the Latin Playerz who perform at the Achiote River Café every Friday and Saturday night. The sites are truly a feast for the senses, as are the venues themselves.

“We tried to make the product come alive in Web form,” explains Trevor Wood, President of The Wood Agency, the company responsible for creating the sites. “A Web site is an extension of the product and it is often the first touch point for a brand or product.”

Scott Lane, Director of Sales & Marketing  
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Wood and his team worked to create a site for the Grand Hyatt San Antonio properties that accurately reflected what Wood deemed the vibrancy and liveliness of the facilities.

“We added movement and action to the site so that it would be visually engaging to the eye as you are surfing,” he explained.

In today’s market a Web site is almost as necessary as a business card and it can make or break a business, product or service.

Wood points out that there are a huge and growing number of consumers who reach out to a property’s Web presence to determine whether or not to visit.

“It really effects the decision making process for many consumers,” he says. “Without a good Web site, you are missing the opportunity to sell the product.”

#### **About the Grand Hyatt San Antonio**

Grand Hyatt San Antonio is a premier destination in the heart of downtown. The 1,003-room, 37-story luxury hotel, with 115,000 square feet of indoor/outdoor meeting space, is adjacent to the Henry B. Gonzalez Convention Center and famed San Antonio Riverwalk. The hotel also includes a fully equipped 24-hour StayFit@Hyatt gym with heated outdoor lap pool, Perks Coffee and more. At the Grand Hyatt San Antonio guests will find a unique blend of location, amenities and service to make their stay unforgettable. For more information about Hyatt hotels and resorts, visit Hyatt on the Internet at [www.hyatt.com](http://www.hyatt.com). For more information on Grand Hyatt San Antonio please call (210) 224-1234 or visit <http://grandsanantonio.hyatt.com>

#### **About Global Hyatt Corporation**

Global Hyatt Corporation, one of the world’s premier hotel companies, offers today’s travelers over 735 hotels and resorts (over 136,000 rooms) in more than 44 countries. The company’s affiliates own, operate, manage and franchise Hyatt branded hotels and resorts under the Park Hyatt™, Grand Hyatt™, Hyatt Regency™, Hyatt Resorts™, Hyatt™, Hyatt Place™ and Hyatt Summerfield Suites ® brands. In April 2007, Hyatt launched its newest global brand, Andaz™. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. operator of the Hyatt Vacation Club and fractional residential properties and U.S. Franchise Systems, Inc, which franchises Hawthorn Suites and Microtel Inns and Suites. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or logging onto [www.hyatt.com](http://www.hyatt.com)

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