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news

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Lemon Tree Hotels mobile site developed by Internet Moguls claims to be equipped with unique features such as location detection and user interface aimed at converting traffic into direct sales.

The developers state that the freshly revamped mobile website of Lemon Tree Hotels is a first-of-its-kind in the Indian hospitality industry. Using the advanced form of GPS technology, the mobile site detects the user's location and automatically suggests the closest Lemon Tree Hotel to him.

Lemon Tree Hotel is a New Delhi-based company operates under 3 brands: Lemon Tree premier (upscale), Lemon Tree Hotels (midscale) & Red Fox Hotels (economy). The chain currently owns and operates 25 hotels in 15 cities aggregating 2800 rooms with 3000 employees. This speedy growth has currently made the group the 3rd largest by owned rooms. By 2017-18, Lemon Tree will own over 5000 rooms across 30 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Dehradun, Ghaziabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Muhamma (Kerela), Mumbai, New Delhi, Pune, Shimla and Udaipur.

The new mobile website, revamped by the Internet Moguls, presently has all the 25 operating Lemon Tree hotels across 15 cities of India on this platform. According to the developers, the mobile site has an extremely efficient user interface.

Users with smartphones will now be able to not just easily locate the nearest Lemon Tree Hotel, but also find out about the exclusive offers with the link placed dominantly on the site. Internet Moguls has been proudly associated with the Lemon Tree Hotel Company for 2 years now, for their digital marketing initiative.



Protik Basu, Head-Digital & Rewards, The Lemon Tree Hotel Company, said, "We are pleased to have partnered with Internet Moguls in bringing shape to our idea. With a mobile app in the pipeline, we together look forward to working in many more path-breaking customer-centric innovations in the digital space in the near future."

Sanchit, Business Head, Internet Moguls feels the mobile website will bring more engagement with the existing Lemon Tree hotels.



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OUR BRANDS