



Events

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The new Thalassa sea & spa identity goes online

A new visual identity, intuitive navigation and a simplified booking interface: the Thalassa.com website reflects the new positioning of the Thalassa sea & spa brand, formerly Accor Thalassa: to offer a "new thalassotherapy experience."

Simplified booking

The first major contribution of this portal put online on January 26: creation of an easy-to-use "express booking" interface that lets web users "filter" their criteria of choice for a stay (type of therapy desired, date of arrival, preferred destination, etc.).

The tool wins points right from the home page, which also features brand-related special offers. During this launch period*, a 200-euro reduction per person is offered for all one-week stays. The goal: to catch the eye of new customers while strengthening our appeal to existing customers.

Strong visual added value

For Thalassa sea & spa, the main idea is to showcase the brand's difference thanks to strong visual added value. The many photos available on the site and the interactive e-brochure dovetail perfectly with the new position and Thalassa sea & spa's ambition: to combine the benefits of seawater, a source of vitality, and the spa, synonymous with pleasure and relaxation.

A media-rich program to support this launch

Launch of the Thalassa sea & spa brand, accompanied by the "discover thalassotherapy week" special offer, will be supported by a media plan running from January to March 2010 in France:

- **Radio:** spots and competitions on Europe 1
- **Press:** advertorial in Le Figaro, advertising inserts in L'Express Styles, Elle, Paris Match, Art & Déco, Santé Mag, Top Santé, Sortir Ile-de-France Télérama, Vivre Plus, etc.
- **E-mailing and web:** newsletters sent to A|Club customers, web-posting of the special offer, mailing sent to customers and sales leads, etc.

[Back to the renaming of the brand](#)

[To find out more about Thalassa sea & spa](#)

* For bookings up until 13/02/2010