

## The Challenge

The need for a modern website to act as the hub for an increasingly online business model. Aquila Center for Cruise Excellence is a global leader in tourism training, having delivered training programs in 73 countries around the world. Founder Beth Kelly Hatt approached Weaver Crawford Creative because the company's website was a decade old and the brand needed a refresh. Aquila was also pivoting to online delivery of training due to the COVID-19 pandemic. How could we best integrate its needs while putting a fresh face on the brand?

## The Solution

We updated Aquila's web presence by creating a tailor-made WordPress theme, and incorporating a rich navy blue theme throughout, reminiscent of the ocean. It was important to Beth that the update resonated with current customers, while looking fresh to potential new ones. The upgrades we made did just that, while remaining scalable for future growth. By bringing Aquila's training offerings front and centre on a menu page, page visitors can review all the different options and purchase them directly. We modernized the integration between the website and the external learning management system, improving password and payment security for customers. The newly streamlined sales pipeline captures more customer information, earlier, for products not available for online purchase. New videos we assisted with tell Aquila's story while showcasing them as a global leader in training for tour operators, destinations, ports and frontline staff.

## The Result

Aquila now has a tool that works for them and their global client base. This refresh has assisted with their need to increase their number of online training sessions. In 2020, they offered 63 virtual workshops and programs to almost 6000 participants around the world.

*"Alex and Steve were true partners with us on the process of updating our brand and creating our new website. They asked thoughtful questions to ensure we had an end product that really worked for us and set us up for success in managing the day-to-day of our online presence. We are thrilled with the results."*

-Beth Kelly Hatt  
Founder and Partner, Aquila

