

BOOST YOUR HOTEL BRAND WITH SOCIAL MEDIA MARKETING



Social media plays a big role in influencing travel decisions, with many travelers turning to platforms like Facebook, Instagram and TikTok for inspiration. Luxury hotels and resorts should recognize the importance of engaging with these digital trends.

According to American Express Travel's 2023 *Global Travel Trends Report*, 75% of respondents said social media prompted them to visit a particular place and 48% said the driving force behind visiting a destination was so that they could "show off on social media."

Luxury hotels and resorts can employ a variety of strategies to encourage guests to share their experiences on social media, enhancing brand visibility, and attracting future customers.

These include designing creative spaces, engaging in online interactions, and personalizing services. Here are some effective and innovative ways to connect with a broader audience and boost your online presence through social media marketing:

Create photogenic spaces

Design spaces within and around the hotel, resort, and spa that beg to be photographed. Unique, beautiful, or themed areas can motivate guests to take pictures and share them on social media.

Offer incentives

Implement a rewards program for guests who share their experiences on social media. This could include complimentary services, upgrades, or special offers. Make sure the process is easy and the rewards are compelling.

Host social media contests

Organize contests or challenges that encourage guests to post about their stay on social media. Ask guests to share their best sunset photo from the hotel or the most creative cocktail picture. Prizes should promote further engagement with your brand, such as a free night's stay, spa packages, or dining experiences.

Engage with guests online

Actively engage with guests who post about their stay on social media. Like, comment, and share their posts. Personalized interactions make guests feel valued and more likely to post again or recommend the hotel to their followers.

Promote hashtags

Create and promote a unique hashtag for your hotel or resort. Encourage guests to use it when posting about their experiences. This not only categorizes content related to your property but also allows you to easily find and feature guest posts on your own social media channels.

Leverage influencer partnerships

The American Express report also states that about 64% of respondents were inspired to travel to a destination after seeing it on a TV show, movie or news source, while 40% said they were inspired by a celebrity or a social media influencer. Collaborate with social media influencers or bloggers whose audience aligns with your target market to increase your visibility and encourage guests to share their own experiences, hoping to mimic the influencer's stay.

Provide exceptional service

Ultimately, the quality of service is what guests will remember and want to share with their followers. Make it your mission to create memorable experiences. Personal touches, attention to detail, and exceeding guest expectations can lead to positive reviews and shares on social media.

Use social media walls

Display a live feed of guest photos and experiences shared on social media using your hotel's hashtag on screens around the property. This not only shows guests that you value their input but also encourages others to share their experiences to be featured.

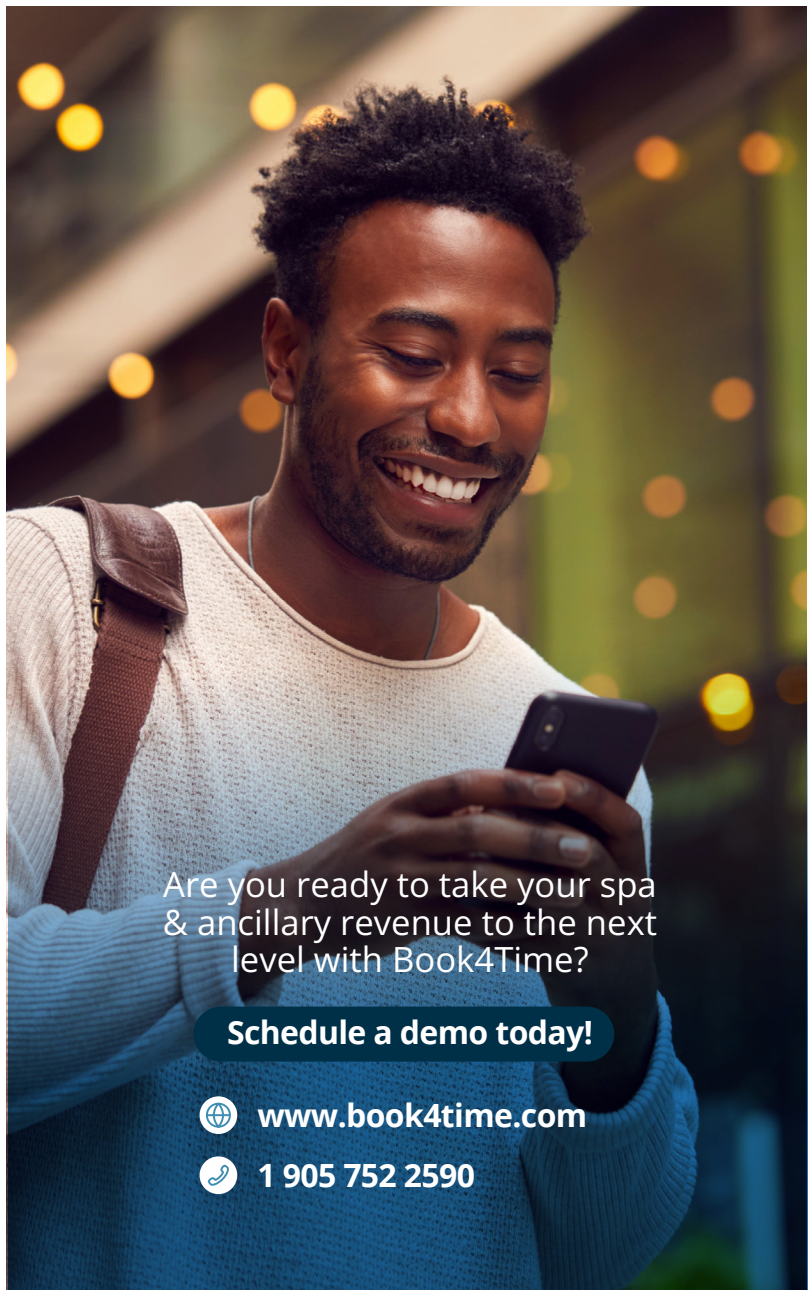
Offer social media-friendly activities, amenities & experiences

Offer unique and Instagrammable activities, amenities, and services. This could include custom cocktails, picturesque picnic setups, evening campfires, sunrise yoga classes, and art exhibits.

Educate staff

Train your staff to subtly encourage guests to share their experiences on social media. They can remind guests about your hashtag, inform them about photo-worthy spots, and offer to take photos.

By implementing these strategies, luxury hotels and resorts can effectively encourage guests to share their experiences on social media, creating organic content that showcases the uniqueness of your property and enhances your online presence.



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