



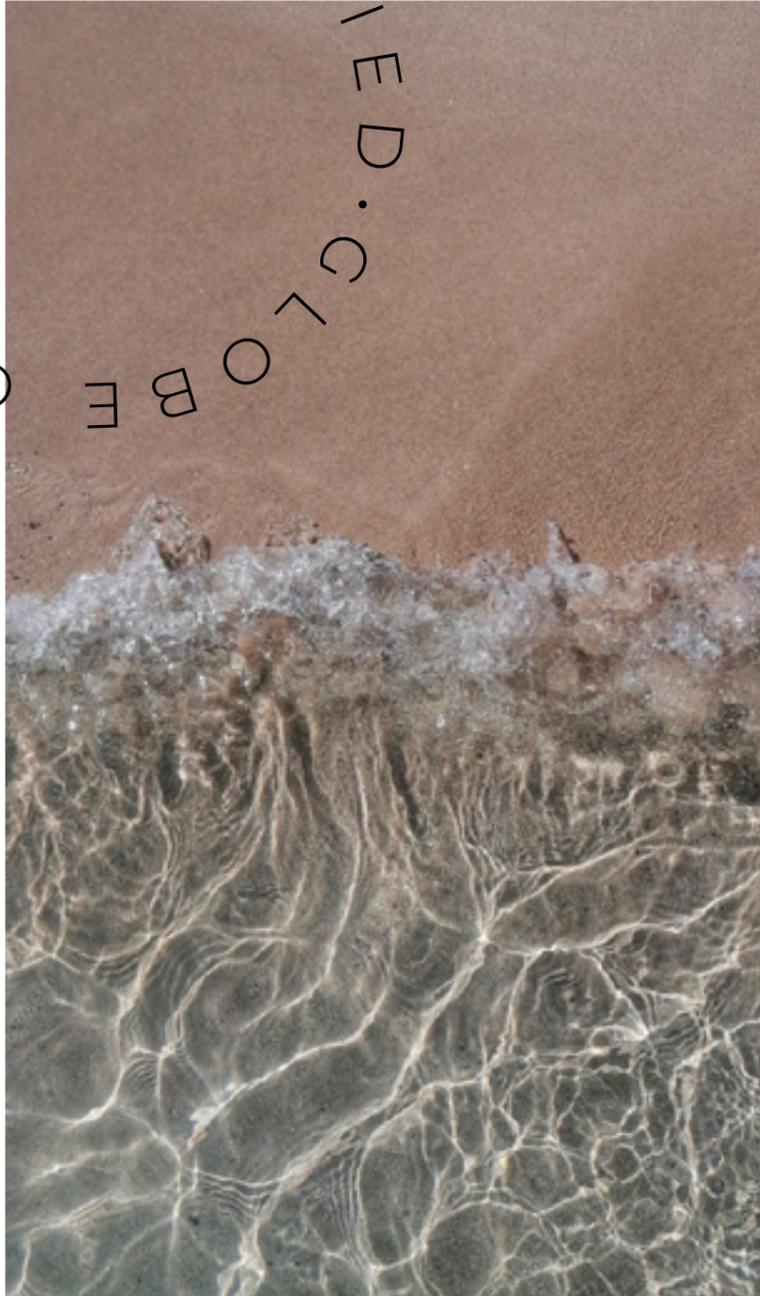
THE POWER OF
HOSPITALITY MARKETING

Turning Your New Hotel into a Must-Visit Destination

AN IN-DEPTH GUIDE FOR
NEW HOTELIERS

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digital

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Introduction

Launching a new hotel? In an industry full of competition, **your hotel's brand** is the first impression, the deciding factor, and why guests choose you over the rest. But in a landscape dominated by luxury chains and well-established players, **how can a small or emerging brand stand out?**

Whether you're a **fresh brand** or an **independent hotel looking to level up**, a well-crafted marketing approach does more than just put your hotel on the map—it positions you as **the place to be**. It builds brand awareness, **attracts the right guests**, and ensures your occupancy rates **don't just rely on luck**. **Strategic marketing** means you're not just filling rooms; you're **creating demand**, turning visitors into loyal guests, and achieving **profitability** as quickly as possible.

Staying ahead means more than just keeping up with trends—it's about innovating, adapting, and crafting strategic moves that give you a **competitive edge**.

If you're wondering how to break through, attract more guests, and drive real revenue, you're in the right place. Let's unlock the strategies that will **take your brand from unnoticed to unforgettable**.



Define your Mission, Vision, Purpose

Your hotel's **vision, mission, and purpose are the key** to building a brand that resonates with guests, stands out in the market, and drives sustainable success. They guide decision-making, inspire clients & employees, and create a strong, cohesive identity. Without them, strategies risk lacking focus, and brand messaging becomes inconsistent. When these elements are clearly defined, they shape a **guest experience** that feels **intentional, memorable, and true to your hotel's essence**.

READY TO GO FROM VISION TO REALITY?

Our experts at [Globe One Digital](#) specialize in fast-tracking hotel brands to success—whether you're aiming to boost bookings, strengthen your reputation, or optimize revenue. Contact us today and discover how we can transform your goals into a standout success story.

Vision –
The Destination



Mission –
The Journey



Purpose –
The Heartbeat



Know Your Guests, Win Their Loyalty:

The Key to Hotel Success

IN HOSPITALITY, UNDERSTANDING YOUR GUESTS ISN'T JUST IMPORTANT—IT'S THE DIFFERENCE BETWEEN AN EMPTY ROOM AND A FULLY BOOKED SEASON.

Knowing who they are, what they want, and how they make decisions allows you to craft personalized experiences, **build strong relationships**, and ultimately **drive revenue**. Without this insight, your marketing, services, and guest experience risk feeling generic, making it harder to stand out in a competitive market.



HOW CAN YOU TRULY UNDERSTAND YOUR GUESTS?

Front Desk Intelligence:

Talk directly with front desk staff to uncover recurring questions, requests, and concerns from guests. Their first-hand observations reveal real-time trends and unmet needs that surveys and analytics might miss.

Leverage Data & Analytics

- Use booking trends, website behavior, and social media insights to identify patterns in guest preferences.

Encourage Feedback

Reviews, surveys, and direct conversations provide invaluable insight into what guests love—and what needs improvement.

Monitor Competitors

Understanding how similar hotels attract and engage guests can help you refine your own strategy.

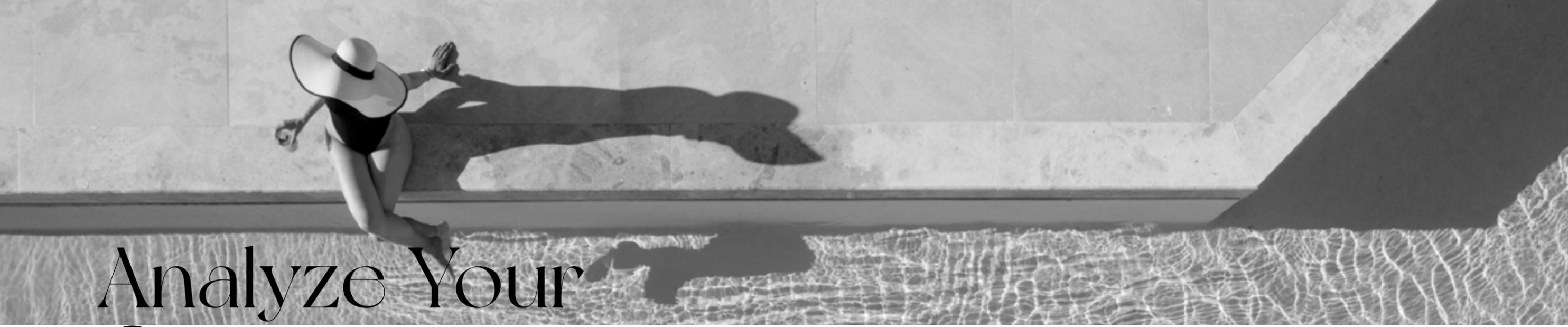
Engage on Social Media

Guests share their experiences online—tap into these conversations to better understand their expectations.

Personalize the Experience

– Use your knowledge to tailor promotions, amenities, and services that make each stay unforgettable.

Use these insights to **create detailed guest profiles** and personalized strategies.



Analyze Your Competition

UNDERSTANDING YOUR COMPETITORS ALLOWS YOU TO IDENTIFY OPPORTUNITIES FOR DIFFERENTIATION:

Pinpoint competitors based on location and pricing.

Identifying your competition starts with looking at geography and nightly rates—these are often a **guest's first considerations** when browsing. Once you know which properties share your market space, it's easier to compare their offerings and position your hotel to stand out.



STEPS TO GAIN A COMPETITIVE EDGE

MAP OUT THE COMPETITION

Note which hotels in your area are in the same price bracket and compare their amenities, [guest reviews](#), and unique selling points. This gives you a clear snapshot of where you excel and where you can differentiate.

REVIEW ANALYSIS

Evaluate both competitor feedback and—if your hotel is already operating—your own reviews on OTAs and social media. Observe recurring **praise**, **criticisms**, and guest **suggestions**. This dual perspective helps you spot gaps in competitor offerings and uncover areas where you can improve, ultimately shaping a strategy that highlights your distinct strengths.

DEFINE YOUR BRAND POSITIONING

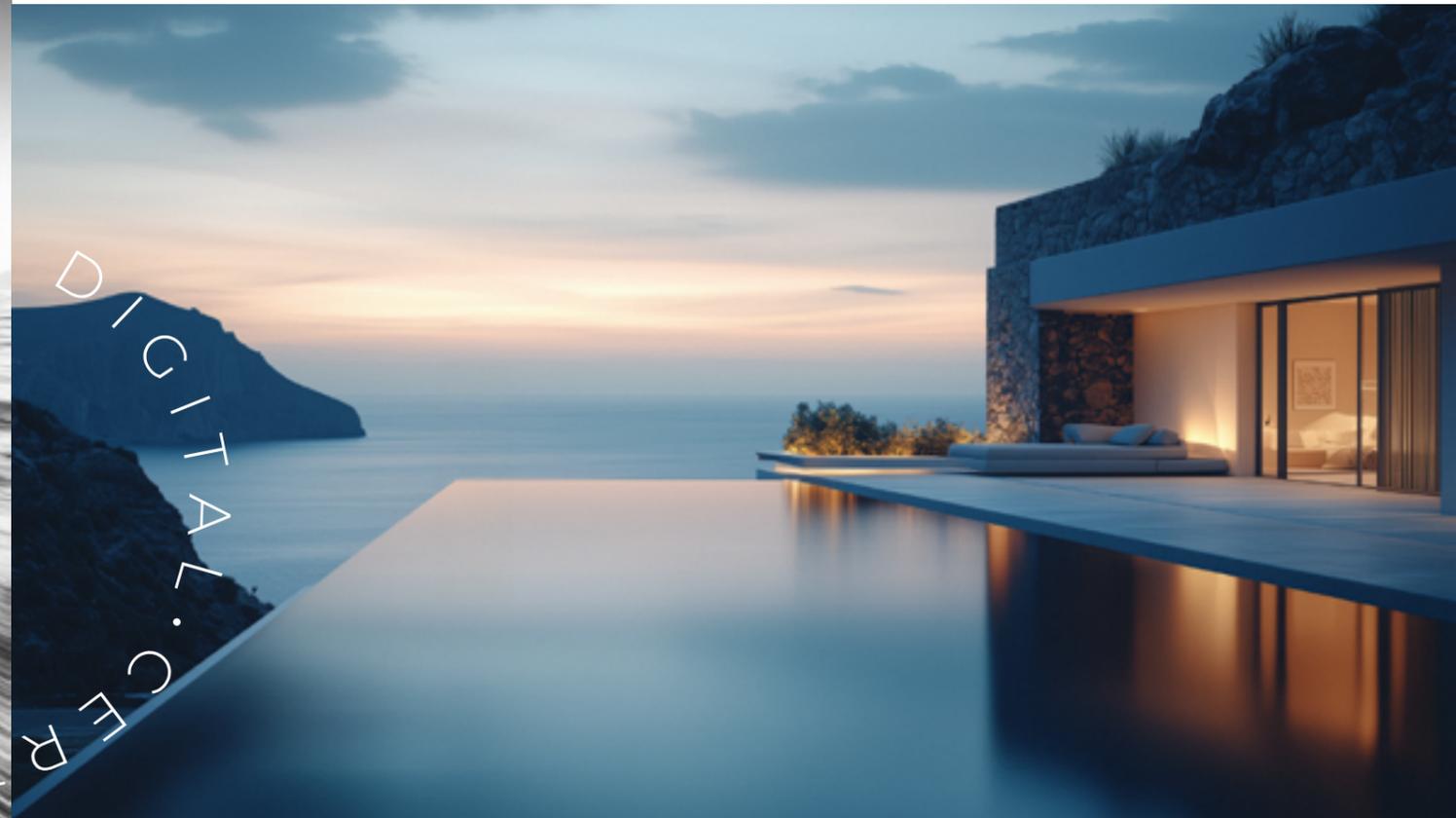
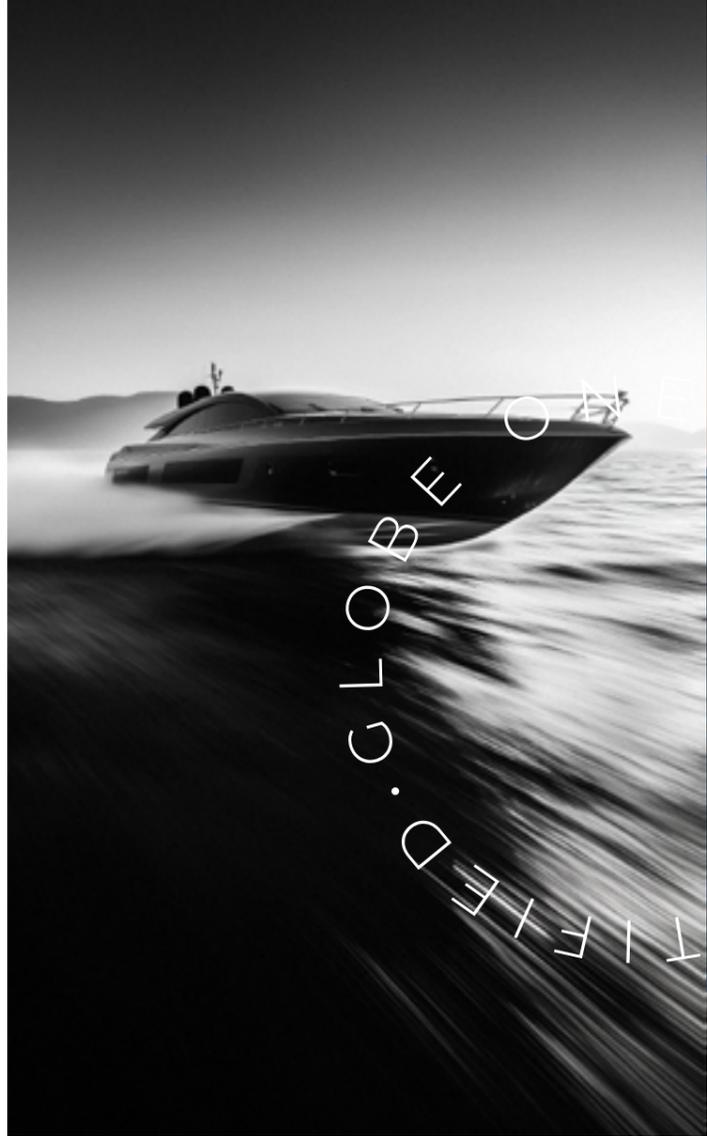
Use your findings to refine your hotel's unique value proposition—whether it's personalised services, exclusive amenities, or a standout location. Ensure your **messaging highlights precisely** what you offer that your competitors don't.

SET STRATEGIC RATES

With a clear brand identity and USPs, confidently establish a rate that underscores **your competitive advantage for the upcoming 3 years**. By aligning your pricing with your positioning, you'll draw the right guests while reinforcing why your hotel is the best option in the market.

Implementing thoughtful pricing strategies contributes to the overall success and sustainability of businesses in this destination.

HOW TO DEFINE EFFECTIVE PRICING STRATEGIES?



COLLECT AND COMPARE DATA

Leverage online platforms to **gather real-time insights** into local hotel prices—especially on Booking.com and other major booking sites. Examine different room categories, length-of-stay pricing, and seasonal shifts in demand.

ANALYZE OFFICIAL SOURCES

Conduct formal research on hotel rates in your destination. Combine publicly available data with your own findings to build a clear picture of the **average price** points in the area. For instance, if you're a five-star beachfront resort in Mykonos with a pool and high-end amenities, compare yourself to similar properties with a 9+ rating on Booking.com and aim to have a competitive pricing strategy.

CREATE A BENCHMARK

Identify the top five hotels based on established criteria—like star rating, location, amenities, and guest ratings—and **calculate their average rate**. This benchmark helps you see where your property stands and highlights any gaps you can fill with value-adding features.

REFINE YOUR BRAND POSITIONING

After gathering competitor data, pinpoint what sets your hotel apart—your **Unique Selling Proposition** (USP) and **Unique Value Proposition** (UVP). Evaluate your competitors' marketing strategies, [guest reviews](#), and social media presence, then build a rate structure that emphasizes your strengths and addresses guest pain points.

HIGHLIGHT YOUR ADVANTAGE

Once you set your rates, showcase exactly **why guests should choose you**. Whether it's a prime beachfront location, bespoke services, or stand-out amenities, make sure your messaging drives home the reasons you're worth every penny.

So, now you've positioned your hotel, but now comes the critical part: standing out.

Positioning tells guests where you are in the market, but your USP and UVP **tell them why they should pick you**. Your hotel's **Unique Selling Proposition** (USP) and **Unique Value Proposition** (UVP) are key to standing out in a crowded market. The **USP shows what makes you different**, like exceptional service or unique amenities, while the **UVP focuses on the tangible value you offer**, such as affordability or exclusive perks. Together, they attract the right guests and drive direct bookings.

How to highlight your USP and UVP:



CULTIVATE A CONSISTENT BRAND IDENTITY

Once you've nailed down your USP and UVP, there's one more essential piece to the puzzle: **a consistent brand identity**. Without it, your messaging becomes unclear, your hotel feels disconnected, and your guests won't know what to expect. A consistent brand identity makes sure that everything you do—whether it's marketing, customer service, or design—aligns with your unique story and values. It **ensures your guests recognize you, trust you**, and ultimately, **choose you** every time.

IDENTIFY YOUR UNIQUENESS AND VALUE:

Define what sets your hotel apart (USP) and the specific benefits guests get from staying with you (UVP). Is it the personalized experience, competitive pricing, or special services?

SHOWCASE THEM CONSISTENTLY:

Make your USP and UVP central to your marketing. Feature them prominently on your website, social media, and email campaigns to ensure they're always front and center.

TELL COMPELLING STORIES:

Use guest testimonials, real experiences, and visuals to demonstrate both your USP and UVP. Share examples that show how your hotel delivers unique experiences and outstanding value.

By effectively communicating both your USP and UVP, you'll build a memorable brand, increase guest trust, and stand out in a competitive marketplace.

How?

1. DEFINE YOUR BRAND ELEMENTS – Start by clearly defining your hotel's visual elements—logo, color palette, fonts, and imagery. These should always reflect your USP and UVP, helping guests instantly recognize your brand.

2. SET CLEAR BRAND GUIDELINES – Create a brand guideline document that includes your tone of voice, key messaging, and visual rules. This will ensure everyone on your team is on the same page when it comes to representing the brand.

3. BE CONSISTENT ACROSS ALL TOUCHPOINTS – From your website and social media to emails and on-site experiences, consistency is key. Every interaction, digital or physical, should reflect your brand identity.

4. TRAIN YOUR TEAM – Your staff is an extension of your brand. Make sure they understand the brand's personality, values, and the experience you want to deliver. Their behavior should reflect your brand identity at all times.

5. KEEP IT AUTHENTIC – A brand identity only works if it's true to who you are. Don't try to mimic someone else—lean into what makes your hotel unique, and let that shine through every element of your identity.



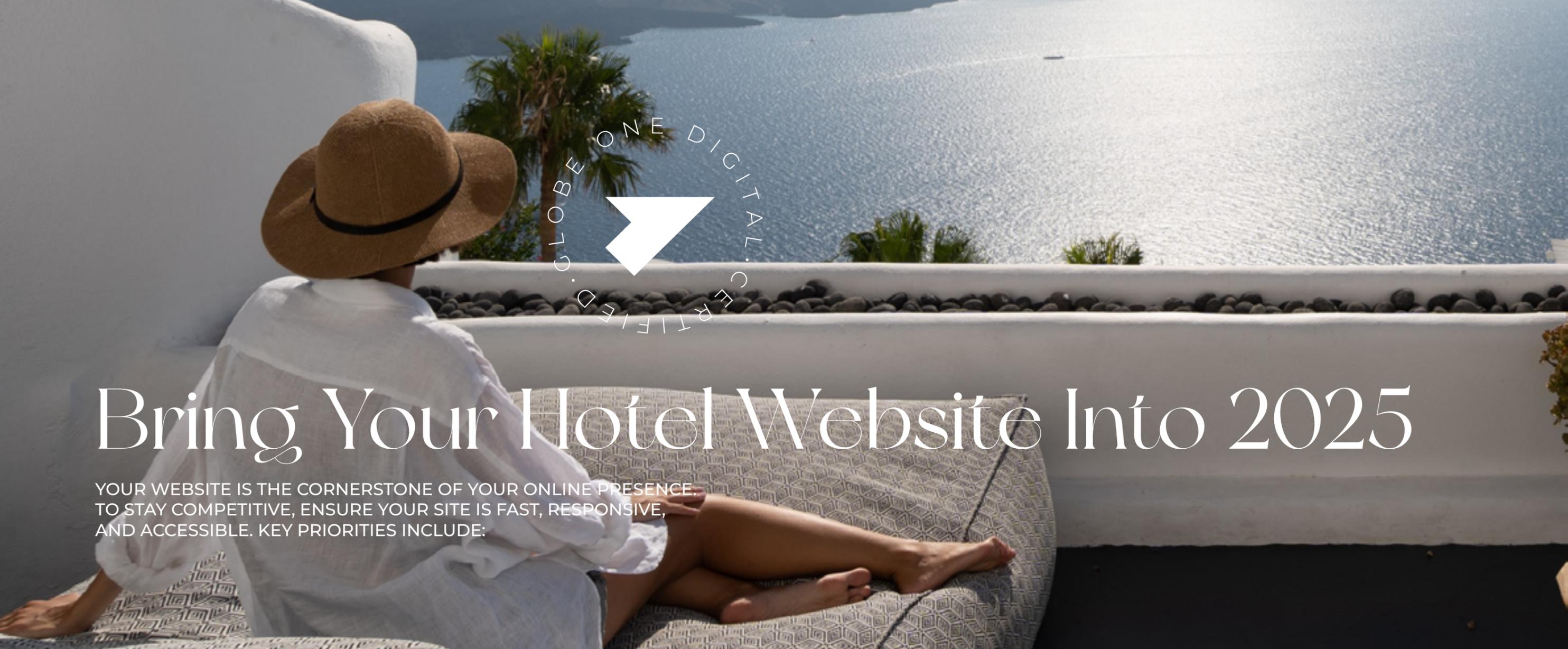
Invest in Professional Photography: The Key to Attracting More Bookings

In today's digital landscape, **first impressions matter more** than ever. The right visuals can make or break a potential guest's decision to book a stay at your hotel. High-quality, **professional photography** isn't just a luxury; **it's an essential investment** for showcasing your property in the best possible light.

Invest in Professional Photography & Videography

They're not just visual assets—they **capture the soul of your property**, conveying the atmosphere, passion, and unique experiences you offer. By blending architectural shots with immersive lifestyle clips, you can transport potential guests straight into the heart of your hotel. Striking images and evocative video content ignite emotion, making travelers feel the **warmth, excitement, or serenity** your space provides—well before they arrive.

When you work with photographers experienced in the hospitality industry, they will capture a mix of architectural and lifestyle **shots that tell a story about your hotel**. These images make your property stand out and show off the unique features that set you apart. Think of it **as an investment** that's just as important as the construction of your hotel itself. **Better photos** lead to **better pricing, more bookings, and a stronger brand image**.



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Bring Your Hotel Website Into 2025

YOUR WEBSITE IS THE CORNERSTONE OF YOUR ONLINE PRESENCE. TO STAY COMPETITIVE, ENSURE YOUR SITE IS FAST, RESPONSIVE, AND ACCESSIBLE. KEY PRIORITIES INCLUDE:

1. RESPONSIVENESS:

Ensure every page adapts flawlessly to **smartphones, tablets, and desktops**. A responsive design keeps users engaged—and keeps them from bouncing to a competitor.

2. MOBILE – FRIENDLY FIRST:

Prioritize mobile functionality to **catch on-the-go travelers**. Faster load times, easy navigation, and mobile-specific design features help you turn casual browsers into confirmed guests.

3. USER EXPERIENCE:

Think of your hotel's website as a sales-oriented **platform that competes with major OTAs**—so it must be just as intuitive and trustworthy. Simplify your booking flow with familiar navigation, clear room details, and multiple payment options. Remind guests they'll receive the same (or better) ease they're used to on popular booking portals. A step-by-step, transparent process eliminates friction and boosts direct conversions.

4. MULTILINGUAL SUPPORT:

Cater to global travelers by translating your site into the key languages spoken by your target audiences. It's a small addition that can have a big impact on international bookings.

5. ACCESSIBILITY:

Ensure your website complies with the European Accessibility Act. Use colorblind-friendly palettes, readable fonts and screen reader compatibility to build trust and appeal to a broader market.

6. SHOWCASE THE FULL EXPERIENCE:

Use a mix of dynamic photography and short video snippets to highlight amenities, local culture, and behind-the-scenes moments. This holistic approach gives guests a taste of the energy and ambiance they can expect, setting you apart from competitors who rely solely on static images.

A MODERN, USER-FRIENDLY WEBSITE NOT ONLY ATTRACTS VISITORS BUT ALSO CONVERTS THEM INTO PAYING GUESTS. INVEST IN FEATURES LIKE PROFESSIONAL TRANSLATIONS TO ENHANCE GLOBAL REACH AND UP-TO-DATE SECURITY MEASURES TO BUILD TRUST.

BOOK NOW

Unlock the Secrets to Exceptional Hotel Conversion Rates

In today's competitive market, driving traffic to your hotel's website is just the first step. The real magic happens when that **traffic turns into bookings**. **Conversion Rate Optimization (CRO)** is the key to turning visitors into loyal guests. It's not just about attracting visitors; it's about guiding them seamlessly from "just browsing" to "booked!"

With the right tweaks to your website, you can significantly increase the likelihood of visitors completing a reservation. Remember, travelers compare your site to established OTAs. Focus on **clarity, speed, and trust signals** so guests see booking directly as both easy and beneficial. Here's how:

THE KEYS TO AN EXCEPTIONAL CRO STRATEGY:

1. STREAMLINED BOOKING PROCESS: Make it easy! A simple, intuitive booking process ensures guests don't abandon their reservation midway. Mobile-friendly booking is a must.

2. COMPELLING VISUALS: Quality images, videos etc. do the talking. Stunning, professional visuals of your property grab attention and create a connection, compelling visitors to take the next step.

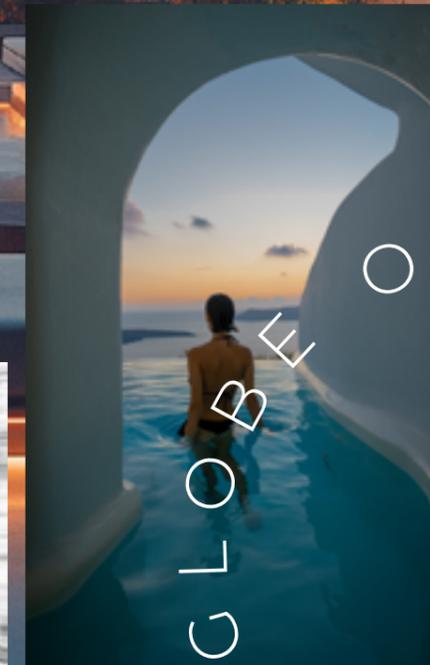
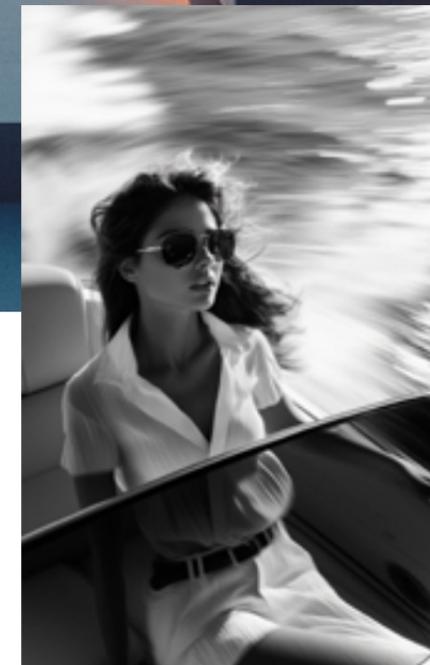
3. CLEAR, BOLD CALL-TO-ACTIONS (CTAS): Make your multiple CTAs irresistible and unmissable. A well-placed "Book Now" or "Check Availability" can be the push a guest needs to click that button.

4. FAST WEBSITE SPEED: Every second counts. A slow-loading website can send potential guests running. Ensure your site is fast, responsive, and mobile-optimized to capture those on-the-go travelers.

5. SOCIAL PROOF: Nothing builds trust like a glowing review. Display positive guest testimonials and accolades front-and-center to reassure visitors and motivate them to book.

6. PERSONALIZED CONTENT: Tailor offers and promotions to each visitor. Whether it's a special deal for first-time guests or an exclusive offer for returning ones, personalized experiences drive action.

By focusing on these strategies and continuously refining your approach, you can **unlock the full potential of your website**, increase your bookings, and maximize your marketing efforts. **Better conversion rates = more direct bookings** and higher revenue—and who wouldn't want that? **Let's turn your website into a booking powerhouse!**



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Prioritize SEO and Local Visibility for Your Hotel's Success

SEO ISN'T JUST ABOUT RANKING HIGHER—IT'S ABOUT CREATING A TRUSTWORTHY, MEMORABLE ONLINE PRESENCE THAT INSPIRES POTENTIAL GUESTS TO CHOOSE YOUR HOTEL.

With most travelers starting their journey through search engines, ensuring your **website ranks high is key to being discovered**. To do this, conduct thorough keyword research to identify what your ideal guests are searching for, and naturally integrate these keywords into your content.



BOOST YOUR HOTEL'S SEO AUTHORITY: THE POWER OF PARALLEL CAMPAIGNS

When it comes to SEO and digital marketing, **running parallel campaigns is a game-changer** for your hotel's online visibility. By combining organic efforts with paid campaigns, you not only improve relevancy but also achieve a higher quality score, which **ultimately leads to lower costs**. The higher your quality score, the more efficient your ads will be, driving results without breaking the bank.

But the benefits don't stop there. Running these campaigns together also strengthens your page authority. As **your website becomes** more relevant and **trustworthy, search engines reward you with better rankings**. This means when travelers search for services that your hotel offers, they are more likely to find you at the top of the results.

Why this matter? Higher authority and

visibility mean more guests will discover your hotel—whether through paid ads or organic search. When done right, this strategy significantly **boosts your hotel's chances of appearing at the forefront, leading to more bookings, more brand recognition, and ultimately, better revenue through organic sales**.

Focusing on mobile-friendliness, fast loading times, and user-friendly navigation is essential for a seamless experience. But don't stop there—embracing **local SEO is a game changer**. By incorporating local **landmarks, attractions, and geo-targeted keywords** into your site, you make **your hotel appear in local search results**, such as “hotels near me” or “hotels in [location].” This not only boosts visibility but also builds trust with potential guests searching for nearby options.

READY TO DOMINATE THE SEARCH RESULTS?

From keyword strategy to high-performing parallel campaigns, our SEO experts at [Globe One Digital](#) can propel your hotel into the top results. **Contact us** today to unlock organic growth that drives real bookings.

Create High-Quality Content

Content marketing works hand-in-hand with SEO. By producing valuable inspiring content—like blog posts, videos, and virtual tours, you can attract more visitors and increase engagement. Ensure your content is optimized for SEO and updated regularly to maintain freshness.



Share user-generated content and collaborate with local businesses to expand your reach. Content that **highlights your hotel's features and nearby attractions** can help build credibility and attract guests. Take your content beyond generic highlights and dive into the specifics of each amenity: describe the plush bedding, the local artwork adorning your walls, and the handcrafted cocktails served at your lounge. Incorporate short but **compelling copy blocks for videos and images** - explaining the story behind each visual. When readers see a coherent narrative of what they'll experience, from the welcome cocktail to the poolside ambiance, **it becomes easier for them to picture themselves at your property.**

LEVERAGE SOCIAL MEDIA FOR MAXIMUM REACH



Social media is one of **the most effective tools** for marketing your hotel, offering an immediate, engaging way to connect with potential guests. Regularly **posting high-quality, captivating content**—whether it's exclusive promotions, behind-the-scenes moments, or your hotel's sustainability efforts—helps you **build a strong, relatable brand presence**. Showcasing your staff, sharing local stories, and engaging with your audience deepens connections, fostering loyalty and trust.

Instagram, in particular, is crucial—it **serves as a quick, visually-driven preview of your hotel**. With just a scroll, guests can glimpse your unique atmosphere and book their stay, making it crucial to showcase your USP and UVP effectively on Instagram.

By sharing high-quality content that highlights your unique offerings, behind-the-scenes moments, and local experiences, you **make your hotel irresistible**. **Instagram works as a short website**, where travelers can get a feel for your brand and are just one click away from booking. It's not just about posting; it's about creating an experience.

A well-executed social campaign starts with professional targeting. Instead of just boosting random posts, **craft specific audience sets based on demographics, traveler interests, and booking behaviors**. Expertly configured campaigns ensure your ads appear in front of the right people at the right time—**maximizing ROI** and creating measurable results. Combine these efforts with **tailored ad copy, irresistible visuals, and clear CTAs** to amplify your reach and engagement.

By strategically using social media, you're not just promoting your hotel—you're creating meaningful connections that inspire guests to book and return.



Turn Your Hotel Into a Story Guests Can't Resist

GUESTS DON'T JUST BOOK ROOMS—THEY BOOK EXPERIENCES, EMOTIONS, AND STORIES THEY WANT TO BE PART OF. THAT'S WHY STORYTELLING ISN'T JUST NICE TO HAVE—IT'S YOUR SECRET WEAPON.

A great story makes your hotel irresistible, turning it from just another stay into a must-visit destination. Whether it's the rich history of your property, the passion behind your service, or the unforgettable moments guests create, your story should be everywhere—on your website, in your marketing, and even at reception. Use captivating visuals, real guest experiences, and a brand voice that makes people feel something. Because when your story is unforgettable, so is your hotel.

Stories aren't limited to paragraphs. They can be brought to life through **cinematic videos** that showcase your sunrise yoga sessions, **social-media-friendly reels** of your brunch buffet, or an **illustrated timeline** in your lobby that reveals your hotel's heritage. Each medium—be it audio tours, photo essays, or blog articles—adds a **new dimension to your storytelling**, immersing guests and ensuring they remember you long after they've checked out.

Leverage the Power of User-Generated Content

Want to boost your hotel's credibility in a heartbeat? **User-Generated Content (UGC)** is the answer! When real guests share their experiences through photos, [reviews](#), and social media posts, **it's like having an army of loyal advocates doing the marketing for you.** And the best part? It's authentic, it's relatable, and it's exactly what travelers trust when deciding where to book. So, how do you get in on the action?

HERE'S HOW TO MAKE UGC YOUR BEST FRIEND:

1. TAP INTO THE RECEPTION TEAM.

Your **front desk** is more than just a place for check-ins—it's **a UGC goldmine!** Reception staff can subtly encourage guests to post by reminding them of your hotel's hashtags or offering quick incentives like discounts or free upgrades for tagged posts. When inviting guests to post using your hashtags, have a simple agreement in place (like a quick waiver at check-in or a digital contract) that clarifies how their photos or videos might be used. Offering small perks—like a complimentary drink or an upgraded view—can boost participation. Once you **gather quality UGC, promote it widely**, from social feeds to in-room screens, to spark more excitement and **become a talking point** for future guests.

2. ENCOURAGE GUESTS TO SHARE.

Make it super easy for guests to post their experiences. Drop a **"tag us"** in your welcome emails or on the billboards in your lobby, and watch the magic happen.

3. CREATE SHARE-WORTHY MOMENTS.

Design Instagram-worthy spaces, offer cool perks for posts, or host events guests can't resist sharing.

5. GIVE CREDIT WHERE IT'S DUE.

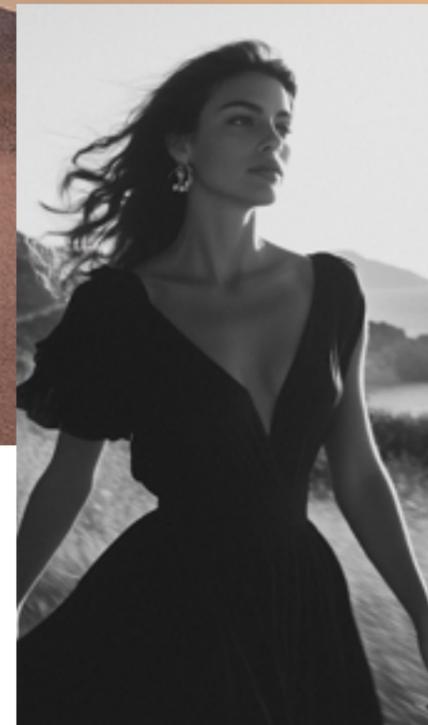
Reposting guest content is a win-win. It makes them feel appreciated and spreads the word to their followers, expanding your reach.

4. USE REAL REVIEWS & PHOTOS.

Incorporate UGC in your marketing materials—show off guest photos on your website, social media, or even on-room TV screens. **The more authentic, the better.**

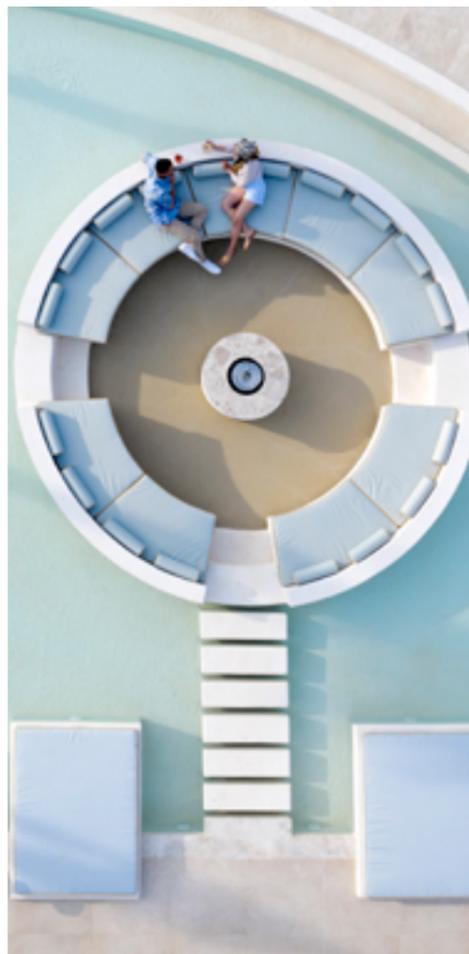
6. CREATE SHAREABLE EXPERIENCES.

Set up a digital photo booth or designated photo spots with a unique backdrop that guests will want to share on social media, enhancing both your brand's reach and guest engagement.



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PPC Advertising: The Fast Track to More Direct Revenue & Less OTA Dependence



SUPERCHARGE YOUR ADS, SUPERCHARGE YOUR BOOKINGS

Take the guesswork out of paid campaigns. Whether it's Google Hotel Ads or Meta Ads, our team at [Globe One Digital](#) specializes in crafting targeted PPC strategies that convert browsers into loyal guests. Let's connect and turn every click into real ROI.

Want your hotel to appear exactly when potential guests are ready to book? That's the magic of **Pay-Per-Click (PPC) advertising**. With **Google Ads, Meta Ads**, and metasearch platforms like **Google Hotel Ads** to capture high-intent travelers. Then your hotel will be at the top of search results, direct bookings will be increasing, and you will **break free from high OTA commissions**. With the right strategy, every click turns into revenue, and every ad works harder for your bottom line.

Direct bookings save you commission fees and contribute directly to your bottom line. Show guests that booking directly is worth their while by offering:

1. SPECIAL DISCOUNTS:

Entice guests to book directly with exclusive lower rates. Highlight these offers front-and-centre on your website and in your marketing campaigns. When guests know they're **getting the best deal by coming straight to you**, they'll be less likely to look elsewhere.

2. UPGRADES AND EXTRAS:

Elevate the experience by offering complimentary perks like room upgrades or welcome gifts. These **small gestures leave a big impression**—guests will remember and share the extra care they received, driving loyalty and positive word-of-mouth.

Then, utilize analytics tools like Google Analytics to track user behavior, website traffic, and conversion rates. Use this data to fine-tune your marketing efforts and optimize performance.

3. A/B TESTING:

Experiment with different marketing messages, landing pages, and promotion styles to see what resonates best with your audience. By continuously testing and refining, you'll **pinpoint the approach that drives more direct bookings** and deeper guest engagement.

* Don't forget that you must send Guests to High-Converting Pages



Rate Parity: The Secret to Fair Prices, Happy Guests & More Direct Bookings!

Rate parity is the secret to consistent pricing across every platform. Whether your customers book through your website or a third-party site like OTAs, they'll **always see the same rate – no surprises, no confusion.** This is made possible by clever agreements with OTAs or smart pricing tools that keep everything aligned. Why does this matter? Because **rate parity builds trust**, strengthens your brand, and keeps your customers happy. It ensures fairness, prevents price wars, and protects your revenue – helping you stand out in a crowded market while building loyal customers who know they're getting the best deal, every time.

BRING BACK LOST BOOKINGS WITH THE POWER OF REMARKETING



OF TRAVELERS ABANDON THEIR BOOKINGS BEFORE COMPLETING THEM.

That means three out of four potential guests walk away—distracted, second-guessing, or hunting for a better deal. But here's the good news: **you don't have to let them go for good.**

That's where **remarketing** comes in. This game-changing strategy keeps your hotel front and center, **reminding hesitant travelers why they were interested in the first place.** With targeted ads, personalized offers, and well-timed nudges, you can bring them back, re-engage their interest, and turn lost clicks into confirmed stays. In a world full of distractions, remarketing ensures your hotel stays top-of-mind—and top of their booking list.

EMBRACE VIDEO MARKETING

Video marketing is your hotel's ultimate storytelling tool. Travelers don't just want to read about a hotel—they want to see it, feel it, and imagine themselves there before booking. **Video brings your property to life**, creating an emotional connection. **The result?** More engagement, more trust, and **more direct bookings**.

EXPAND YOUR REACH WITH INFLUENCER MARKETING

Partnering with the right **influencers** can significantly expand your hotel's brand reach and credibility—especially when it aligns with your target audience. Collaborating with **travel bloggers, content creators and social media influencers** who resonate with your brand's values is a powerful way to showcase the unique experiences your hotel offers.

1. FOCUS ON QUALITY.

Ensure high production standards with great lighting, clear audio, and compelling editing to create a professional and inviting experience.

2. LIVE TOURS AND Q&A.

Consider doing live video tours or Q&A sessions with your guests or hotel staff to create a more personal and interactive experience.

3. LEVERAGE YOUTUBE.

The 2nd Largest Search Engine
– With billions of searches daily, YouTube is where travelers actively look for hotel recommendations, travel guides, and property reviews. A strong YouTube presence means more organic traffic, higher engagement, and a chance to convert searchers into bookers.

When considering influencers, **micro-influencers** are particularly effective. With smaller, yet highly engaged followings, they **offer authentic, trustworthy content and provide cost-effective ways to generate exposure**. Offering complimentary stays in exchange for social media posts or [reviews](#) can create meaningful partnerships that feel genuine to their audience.

Nowadays, YouTube is an essential platform to strengthen your brand presence—it's the second largest search engine, after all. Influencers creating content on YouTube give potential guests a dynamic, behind-the-scenes look at your property, highlighting everything from the guest experience to the unique amenities your hotel offers.

Additionally, **your hotel reception team** can play a key role in this strategy by guiding guests on how to share their experiences on social media. **Provide them with resources such as hashtags, tags, and key messaging they can use in their posts**. This encourages a steady stream of user-generated content and helps increase your hotel's credibility and visibility across social platforms.

By incorporating influencer marketing into your strategy and focusing on platforms like Instagram and YouTube, you'll build stronger connections with your audience, increase your hotel's exposure, and ultimately drive more bookings.



TURN EMAILS INTO BOOKINGS



Want a cost-effective, high-impact way to fill your rooms and keep guests coming back? **Email marketing** is the answer! **It's a direct, personal, and powerful way to stay connected with travelers**, nurture leads, and drive more commission-free bookings—all while building guest loyalty.

Build a robust email strategy that gathers subscribers at every touchpoint: online bookings, lead ads, clever popups, and front-desk check-ins, always with proper consent for email and mobile marketing.

Train front-desk staff to smoothly **incorporate sign-up offers** into the conversation, whether it's a **loyalty program** or a **discount** for future stays. Also consider adding contests, giveaways, or digital lead ads on social channels to continually grow your list. By combining consistent list-building efforts with well-segmented campaigns, you'll see a steady increase in returning guests and referrals.

How?

- 1. BUILD & SEGMENT YOUR LIST.** Capture emails through your website, social media, and check-in process. Segment by interests, past stays, and preferences for hyper-personalized messaging.
- 2. AUTOMATE PRE-STAY & POST-STAY EMAILS.** Send timely emails before arrival for upsells & add-ons, and follow up with post-stay offers and loyalty rewards to keep them coming back.
- 3. SEND TARGETED, NOT SPAMMY EMAILS.** Make every email valuable, engaging, and relevant—no one likes inbox clutter!
- 4. DRIVE MORE DIRECT BOOKINGS.** Use email to promote special rates and exclusive perks for direct bookings, reducing your dependency on OTAs.

Your Hotel's App: The Key to Seamless Guest Engagement

CREATING A MOBILE APP PROVIDES GUESTS WITH A CONVENIENT AND USER-FRIENDLY WAY TO BOOK ROOMS, VIEW SPECIAL OFFERS, EXPLORE HOTEL AMENITIES, AND MANAGE CHECK-IN/CHECK-OUT SEAMLESSLY. A WELL-DESIGNED APP ENSURES A SMOOTH USER EXPERIENCE AND ENCOURAGES REPEAT BOOKINGS BY KEEPING YOUR HOTEL AT THE FOREFRONT OF GUESTS' MINDS.



Whether you develop a custom app or adapt a ready-made solution, focus on **intuitive navigation, real-time notifications, and convenient upsells**. Highlight daily specials, local event tickets, or in-app dining reservations. This approach not only streamlines the guest experience but also **encourages spontaneous spending**—particularly on F&B services. Offering targeted deals or loyalty points through the app can dramatically boost your restaurant or bar revenues.

- 1. IN-APP PROMOTIONS.**
Maximize the app's potential by using push notifications to alert guests to exclusive promotions, limited-time offers, or upcoming events. This **boosts engagement and encourages direct bookings**, making your app a central hub for your hotel's marketing and customer service.
- 2. LOYALTY PROGRAMS AND REWARDS.**
Integrate loyalty programs within your app to reward returning guests and incentivize them to book directly through the app. Offering points for bookings, check-ins, or sharing experiences can strengthen guest loyalty and drive repeat business.

This is another way to reduce OTA dependency!



Maximize Your Presence with OTAs

Online travel agencies (OTAs) play a significant role in driving traffic to your hotel. While their commissions can be steep, their marketing power and reach are undeniable. However, your presence on OTAs is crucial, as they often **serve as the first impression for potential guests**.

That's why it's essential to maintain a balanced channel mix—leveraging OTAs for visibility while also driving direct bookings through your own website. The ultimate goal? Over time, **reduce reliance on OTAs** by building a strong, independent digital marketing strategy that keeps guests coming back directly to you.

Make the most of your OTA listings by:

UTILIZE HIGH-QUALITY MEDIA

Upload professional images and videos to highlight your property's most appealing features. Sharp visuals spark interest and help guests envision their stay.

CREATE COMPELLING DESCRIPTIONS

Craft clear, enticing property overviews that focus on your standout amenities and location. Showcasing what makes you unique **helps travelers see why you're worth booking**. Go beyond labels like 'gym' or 'spa'—paint a detailed picture: mention modern equipment, scenic views, or the signature treatments on offer. Spell out everything from the room size to the type of mattress and pillow selection, so guests know exactly what to expect. Include a short summary of nearby attractions or partner experiences to show how staying at your hotel completes their travel plans.

ENCOURAGE POSITIVE REVIEWS

Prompt guests to share their experiences, and highlight glowing testimonials. **High ratings not only build credibility but also attract more bookings over time**.

1. OFFER A SEAMLESS REVIEW PATH:

Include direct links or QR codes on post-stay emails and in-room materials that lead straight to your property's review page. The simpler it is, the more likely guests are to leave feedback.

3. RESPOND WITH GRATITUDE:

Acknowledge every review—positive or negative—with a personalized response. Thanking satisfied guests shows appreciation, while addressing concerns tactfully can turn an unhappy guest into a future promoter.

2. PROACTIVELY REQUEST FEEDBACK:

Train staff to politely invite reviews upon check-out or through follow-up emails. Emphasize how their comments help you improve services, reinforcing that guest opinion truly matters.

4. INCENTIVIZE REPEATS AND REFERRALS:

Offer return-guest perks (like upgraded amenities or a loyalty discount) and referral bonuses to those who share their positive experiences online. This approach boosts both repeat business and new bookings via word-of-mouth.

WANT A DEEPER DIVE INTO **THE POWER OF REVIEWS AND THEIR IMPACT ON YOUR BOTTOM LINE**? CHECK OUT OUR WHITE PAPER: [“UNLOCK THE POWER OF HOTEL REVIEWS & MAXIMIZE PROFITABILITY”](#).

1. EMPLOY STRATEGIC RATE MANAGEMENT (YIELDING):

Keep your prices competitive and tempt direct bookings with exclusive perks or loyalty rewards. Showing you're both affordable and rewarding boosts your bottom line.

By optimizing your OTA presence while gradually shifting towards direct bookings, you'll increase profitability and gain greater control over your brand's success.



Optimize Your Google Business Profile

WITH GOOGLE BEING THE DOMINANT SEARCH ENGINE, IT'S VITAL TO HAVE AN OPTIMIZED GOOGLE BUSINESS PROFILE. ENSURE THAT:

1. CONTACT DETAILS AND LOCATION:

Make sure your hotel's address, phone number, and website **are accurate and easy to find**. Pin your exact location so guests know exactly where you're located.

2. DYNAMIC AND FRESH CONTENT:

Upload high-quality, branded images that reflect your hotel's best features. Regularly updated visuals can excite potential guests and show that you're active and attentive.

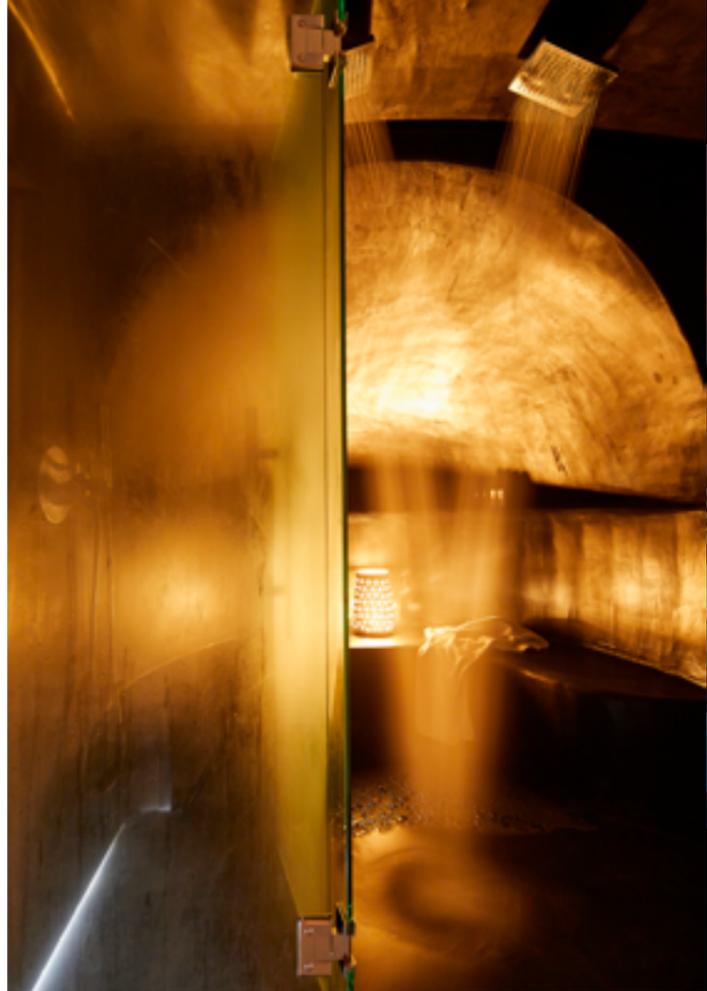
3. BOOKING OPTIONS:

Enable direct bookings on your Google profile. Removing extra clicks and barriers not only simplifies the guest journey, but also encourages more immediate conversions.

4. ENGAGEMENT:

Promptly reply to reviews—whether positive or negative—to demonstrate your dedication to guest satisfaction. This personal touch shows future guests you value their experience.

UTILIZE ONLINE REVIEWS



Supercharge Your Guest Reviews and manage your online reputation

PROACTIVELY MANAGE YOUR ONLINE REPUTATION BY:

1. DESIGNATING TEAM MEMBERS:

Assign hotel management to respond to reviews within three days to ensure timely engagement.

2. SENDING POST-STAY REQUESTS:

Encourage guests to leave feedback after their stay.

3. RESOLVING ISSUES QUICKLY:

Address any concerns raised in reviews promptly.

Online reviews are essential for building trust and credibility. Studies show that over **80% of travelers read reviews before booking**, and more than half would never book a hotel without them.

Not only do reviews improve SEO and visibility on Google, TripAdvisor, and OTAs, but they also offer valuable guest feedback, helping hotels refine their services.

TO MAKE THE MOST OF THIS POWER:

1. INCREASE POSITIVE REVIEWS:

Aim for high ratings by providing outstanding service. Encourage guests to leave positive feedback, directing them to your key review platforms.

2. LIMIT NEGATIVE REVIEWS:

Prevent negative experiences by addressing issues proactively and maintaining high service standards.

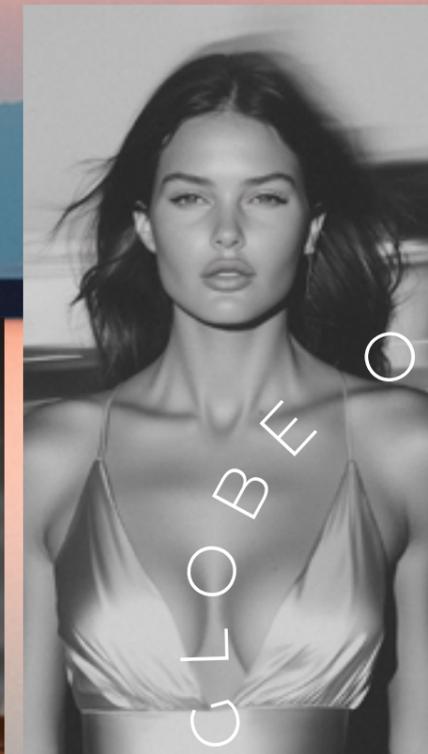
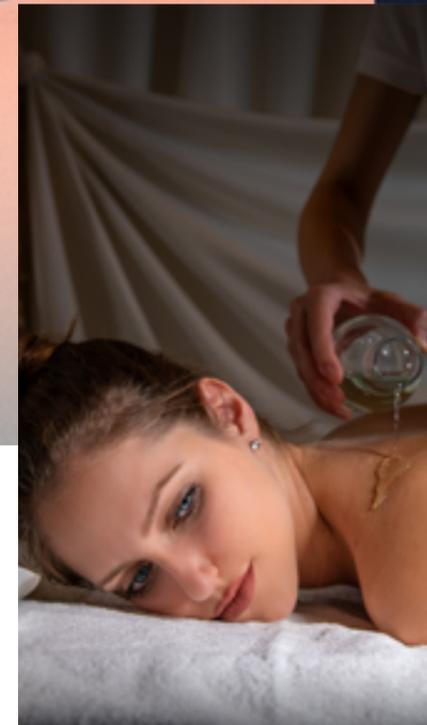
3. RESPOND TO ALL REVIEWS:

Take the time to reply to both positive and negative feedback to show your dedication to customer satisfaction. Timely responses can convert a negative review into a positive impression and foster guest loyalty.

But here's **the game-changer: your team!** Every staff member plays a crucial role in delivering an unforgettable guest experience that naturally encourages glowing reviews. From a warm welcome at reception to personalized service from housekeeping, a guest's perception is shaped by every interaction. Engaging with reviews—both positive and negative—builds loyalty, drives direct bookings, and sets a hotel apart from competitors. Want to supercharge your online reputation? **Empower your staff to ask for feedback**, create seamless ways for guests to leave reviews, respond authentically, and showcase top testimonials in marketing efforts. Managing online reviews isn't just about damage control—it's about crafting a guest journey so remarkable that your reputation does the marketing for you!

By integrating these strategies into your marketing plan, your hotel **can stand out from the competition, boost direct bookings, and cultivate lasting relationships with guests.**

The Power of Content & PR: How Travel Blogs & Articles Boost Your Hotel's Visibility



GLOBE ONE DIGITAL
CERTIFIED

In a world where travelers rely on online research and recommendations, **getting your hotel featured in travel blogs, industry articles, and digital magazines is a game-changer.** Well-placed content on high-traffic platforms can elevate brand awareness, boost your website's SEO, drive direct bookings, and establish your hotel as a must-visit destination.

THE VALUE

1. STRONGER ONLINE PRESENCE:

Travel sites and blogs rank high on search engines, making your hotel more discoverable.

2. SHOWCASE YOUR UNIQUE EXPERIENCES:

Feature your hotel's events, signature services, and local experiences in engaging articles that inspire travelers.

3. BOOST CREDIBILITY & TRUST:

A positive mention in a reputable travel publication builds trust and influences guest decisions.

4. MORE DIRECT BOOKINGS:

Readers who discover your hotel through editorial content are more likely to book directly rather than through OTAs.

HOW TO LEVERAGE TRAVEL BLOGS & PR FOR YOUR HOTEL:

1. PARTNER WITH TRAVEL WRITERS & INFLUENCERS:

Invite travel bloggers and journalists to experience your hotel and share their stories.

2. SUBMIT PRESS RELEASES:

Announce new offerings, exclusive events, or renovations to travel publications and hospitality media.

3. CREATE SHARE-WORTHY CONTENT:

Publish engaging blog posts on your own site and share them across social media to attract organic traffic.

3. HOST EVENTS WORTH COVERING:

Organize unique experiences that bloggers and media outlets want to write about.

5. MONITOR & REPURPOSE FEATURES:

Highlight published articles on your website, email marketing, and social channels to extend their reach and impact.



HIGHLIGHT SUSTAINABILITY FOR ECO-CONSCIOUS TRAVELERS

Sustainability is more than a trend; it's a shift in traveler expectations. A 2022 Booking.com survey revealed that 78% of respondents planned to book sustainable accommodations in the year ahead. Highlight your hotel's eco-friendly initiatives on your website and in-room guest directories to attract conscious travelers:

BOOK NOW

OFFER VIRTUAL REALITY FOR IMMERSIVE TOURS

Virtual reality (VR) is revolutionizing the way travelers explore potential accommodations. Offering immersive **3D tours** on your hotel's website allows prospective guests to experience your property as if they're already there. With VR, guests can virtually walk through rooms, explore amenities, and get a feel for communal spaces. This powerful tool builds trust, delivers a realistic preview, and **accelerates the decision-making process**, leading to faster bookings.

1. SHOWCASE GREEN PRACTICES:
Feature energy-efficient systems, waste reduction initiatives, and local sourcing to highlight your commitment to sustainability.

2. CREATE SUSTAINABLE PACKAGES:
Offer eco-tours and experiences to attract travelers who prioritize environmental responsibility.

3. ENGAGE GUESTS IN GREEN EFFORTS:
Encourage participation in recycling, composting, and energy-saving programs. Share your sustainability progress through your blog and social media channels.

F&B and Amenities – Drive Revenue Beyond Room Bookings



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Travelers don't just book a hotel based on price—they look at what's included. High-quality dining, wellness facilities, and unique offerings (think: infinity pools, themed dining nights, or local experiences) can be the deciding factor between you and a competitor.

Amenities and F&B aren't just extras—they're revenue boosters, guest magnets, and brand builders. A top-tier spa, infinity pool, or signature dining experience turns a basic stay into something unforgettable. They influence booking decisions, boost online reviews, and keep guests **spending in** the hotel rather than **looking elsewhere**.

Also, themed packages can attract specific guest profiles and increase the average spend per guest. Bundle services, such as dining credits, spa treatments, or guided tours, to appeal to different traveler interests. This strategy is especially effective during low seasons, boosting bookings and filling rooms.

The most crucial in this process is to train staff to promote experiences at check-in and through in-room marketing.

Highlight the Location in Your Marketing



Promote not just your hotel but the city or area it's in. Travelers often need to be convinced why **your destination is worth visiting**. Showcase local attractions, festivals, and cultural highlights that will entice guests to choose your hotel as their base.

For example, Costa Navarino has cultivated such a strong brand presence that it's no longer seen merely as a resort—today, it's recognized as a must-visit destination in its own right.

By implementing these strategies, your hotel can stand out in a competitive market, foster lasting relationships with guests, and increase direct bookings.



Your Next Move Towards Hospitality Greatness

Breaking through the noise of a crowded market may feel like a daunting challenge, but every section of this guide reveals that you already have the tools. By shaping a **compelling brand identity, perfecting your pricing, and using every marketing avenue**—from stunning visuals to social proof—you’re setting the stage for more direct bookings, stronger guest loyalty, and year-round success. Above all, remember it’s the personal touches, authentic storytelling, and consistent guest experiences that truly transform visitors into devoted fans. Take these strategies, adapt them to your unique vision, and **watch your hotel become the must-visit destination travelers rave about.**



ONE-PAGE GLANCE: KEY TAKEAWAYS

1. DEFINE YOUR CORE

- Mission, Vision, Purpose: Clearly articulate what sets you apart, your long-term goals, and why you do what you do.
- USP & UVP: Emphasize your unique services and tangible guest benefits consistently across marketing channels.

2. KNOW AND DELIGHT YOUR GUESTS

- Guest Profiles: Use data analysis, feedback, and competitor insights to craft personalized experiences.
- Competitive Edge: Identify local rivals, compare their rates, and set your hotel's positioning to underscore clear advantages.

3. BRAND IDENTITY AND CONSISTENCY

- Visual & Tone: Maintain consistent logos, color palettes, and messaging.
- Authenticity & Training: Align your staff with the hotel's values so guests experience your brand at every touchpoint.

4. BOOST VISIBILITY & BOOKINGS

- High-Quality Photography: Professional images capture attention and showcase your property's best features.
- Website Essentials: Fast load times, easy navigation, mobile-friendliness, and clear CTAs drive conversions.
- CRO & SEO: Optimize your site's structure and content; combine paid and organic campaigns to increase authority.



5. REACH TRAVELERS WHERE THEY ARE

- Social Media & UGC: Create engaging posts, encourage user-generated content, and foster guest interaction.
- Influencer & Content Marketing: Collaborate with trusted voices and publish articles to boost credibility and exposure.

6. LEVERAGE RATE STRATEGIES & TECH

- PPC & Rate Parity: Appear when guests are ready to book, keep pricing consistent to build trust.
- Remarketing & Apps: Re-engage potential guests, and offer a hotel app for direct bookings and loyalty rewards.

7. LOCAL & SUSTAINABLE TOUCHES

- Local Attractions: Promote the area's highlights to enhance your hotel's appeal.
- Green Initiatives: Demonstrate eco-conscious practices to attract eco-minded travelers.

8. MAXIMIZE F&B AND AMENITIES

- Experiences & Upsells: Offer unique dining, spa, or theme packages for extra revenue and memorable stays.

9. MANAGE REVIEWS & REPUTATION

- Collect Positive Feedback: Encourage guests to share experiences, respond quickly, and resolve issues.
- Online Presence: Keep listings (e.g., Google Business) and OTA profiles updated with accurate info and professional visuals.

FOLLOWING THESE CORE STRATEGIES KEEPS YOU VISIBLE, VALUABLE, AND TRUSTWORTHY—ULTIMATELY BRINGING MORE DIRECT BOOKINGS, STRONGER GUEST LOYALTY, AND A THRIVING HOTEL BUSINESS.



FOR BETTER RESULTS, CONSULT WITH THE EXPERTS

Globe One Digital is a multi-awarded digital marketing agency in the travel industry, drawing on over **25 years of experience** to help you attract more guests, elevate your hotel's reputation, and rapidly boost profitability. Our **proven track record in tourism marketing**—combined with a deep commitment to innovation—makes us the go-to partner for ambitious hospitality brands.

Our team of seasoned industry professionals **excels in online travel marketing**, positioning us as the leading authority to strengthen your online reputation and enhance visibility across search engines.

We take a personalized approach and use **cutting-edge technology** to maximize your **online potential**, drive **more bookings**, and **increase revenue**. Don't waste any more time—take control of your business's growth. Rather than just keeping pace with industry shifts, accelerate those changes and gain a competitive edge.

Get in touch with our expert team today to discover how we can help you achieve unprecedented success and make your hotel thrive like never before.



ABOUT globeone digital

GLOBE ONE DIGITAL IS A MULTI-AWARDED DIGITAL MARKETING AGENCY THAT PROVIDES PERFORMANCE-BASED MARKETING SOLUTIONS TO TRAVEL BRANDS.

With 25 years of experience in the online travel sector, the company specializes in helping clients increase their visibility and sales through various digital channels. The goal is to drive high-quality traffic to its clients' websites and convert this traffic into direct revenue.

[Globe One Digital](#) offers a wide range of online services, including **business consultancy, search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, web design & development, and affiliate marketing.**

The company's **SEO services aim to improve clients' website rankings** on search engines like Google, making it easier for potential customers to find them. The **PPC services involve placing ads on search engines** and other websites, expanding the reach to a broader audience. **Social media marketing utilizes platforms like META & TikTok to engage** with potential customers. Lastly, **affiliate marketing involves collaborating with other websites** to promote clients' products and services.

[Globe One Digital](#) employs a data-driven approach, leveraging data analytics and machine learning to drive marketing strategies. The company tracks campaign performance to identify successful channels and make data-informed decisions to optimize them. **By utilizing data and technology, [Globe One Digital](#) delivers impactful results** characterized by precise targeting, cost-effectiveness, and measurable outcomes.

With a **diverse portfolio**, the company serves travel brands of various sizes, ranging from small start-ups to large multinational corporations. The team at [Globe One Digital](#) is exceptionally experienced and specialized, keeping up-to-date with the latest digital marketing strategies and trends. The team members take pride in having a proven track record of delivering exceptional results to clients.

Beyond digital marketing, [Globe One Digital](#) brings **tremendous consulting expertise to every engagement.** We perform comprehensive business audits to uncover potential risks and identify innovative pathways for growth, ensuring your operations run at peak efficiency. Our digital transformation services help position your hotel at the forefront of tech adoption—integrating modern platforms and practices for maximum impact. We also offer business continuity, crisis prevention, and crisis management, working with your team to craft strategies that keep you resilient in any circumstance. **Whether you're a local boutique property or part of a global hotel chain**, our tailored approach equips you to **thrive in today's dynamic market.**

Personalized service is a core commitment of [Globe One Digital](#), tailoring approaches to meet the diverse needs and individual goals of each client.

Bio: The Company in a Nutshell

Globe One Digital is a leading digital marketing agency specializing in the online travel sector.

The skilled team emphasizes performance-based marketing strategies supported by data-driven approaches.

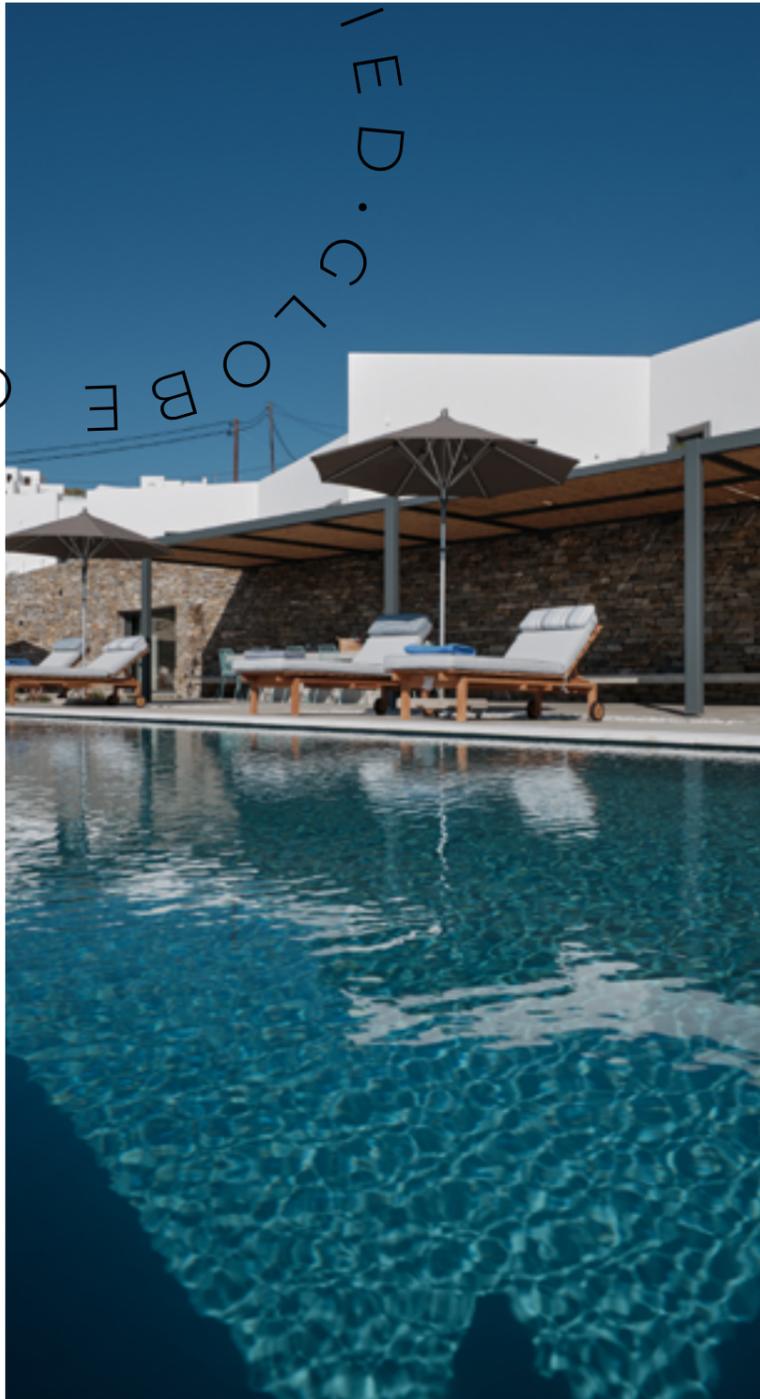
The company excels in assisting travel brands in expanding their online visibility and connecting with their desired audience. Globe One Digital utilizes cutting-edge digital marketing techniques and technologies to empower its clients to achieve their objectives and excel in the fiercely competitive online travel industry.

For more information visit:

GLOBEONEDIGITAL.COM/TRAVELMARKETING

Globe One Digital successfully engineered and deployed these strategies from day one for the following clients, producing consistently strong performance outcomes.





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25+ Years of Experience in Online Travel Marketing

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Get in touch and let's talk about great ideas, tailor-made strategies and ingenious plans that will transform your business, in a way you never thought possible!

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