

# 5 Crucial Things Your Hotel Marketing Is Missing

(PSSST... WE TELL YOU HOW TO FIX IT)



WeCreate

MEDIA

# SNAPSHOT

**1 Consumer-Minded Content**  
Get On a First Name Basis With Your Customer

**2 Show Consumers Where You Can Take Them**  
Serve it to Them on a Silver Platter

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# Consumer-Minded Content

Get On a First Name Basis With Your Customer

Knowing your customer is step numero uno to executing an effective marketing plan.

Don't just get to know their favorite food, get up close and personal. **Curiosity wins this race!** We did some of the heavy lifting for you to make sure you secure the date.

## Check out what the US traveler is up to in 2022 and beyond:

- Solo travel is on the rise. Statistics show that the number of people traveling solo increased by 42%, even before the pandemic.
- Travelers reported the three top factors that made them more comfortable when traveling and staying in hotels. Contactless payments, digital room keys, and digital messaging services topped the list.
- American millennials tend to travel alone more than any other group.
- People crave local experiences. They're distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful.
- Consumers blend business and leisure travel, with over 5 million digital nomads in North America and remote work continuing to rise.



\*Source: [www.technavio.com](http://www.technavio.com) - Confectionery Market in US by Product and Distribution Channel - Forecast and Analysis 2022-2026  
[www.transparencymarketresearch.com](http://www.transparencymarketresearch.com) - Meat Alternatives Market Trends, 2021- 2031



# Show Consumers Where You Can Take Them

Serve it to Them on a Silver Platter

## Get specific.

Think about the travelers or “personas” you want to attract – whether that’s a group of girls looking for a relaxing getaway or an adventurous family retreat — and capture what their experience would be like at your hotel.

Work with a skilled team to create the perfect content. It’ll be a **no-brainer** for your audience to envision themselves enjoying their stay at your hotel.



Once you’ve done the heavy lifting capturing unique visuals, wrap up your ads with eye-catching headlines and taglines that will hook your audience into wanting to learn more about what you have to offer. Don’t forget a clear call to action, so your audience knows how to book that vacay!

# Right Time, Right Placement

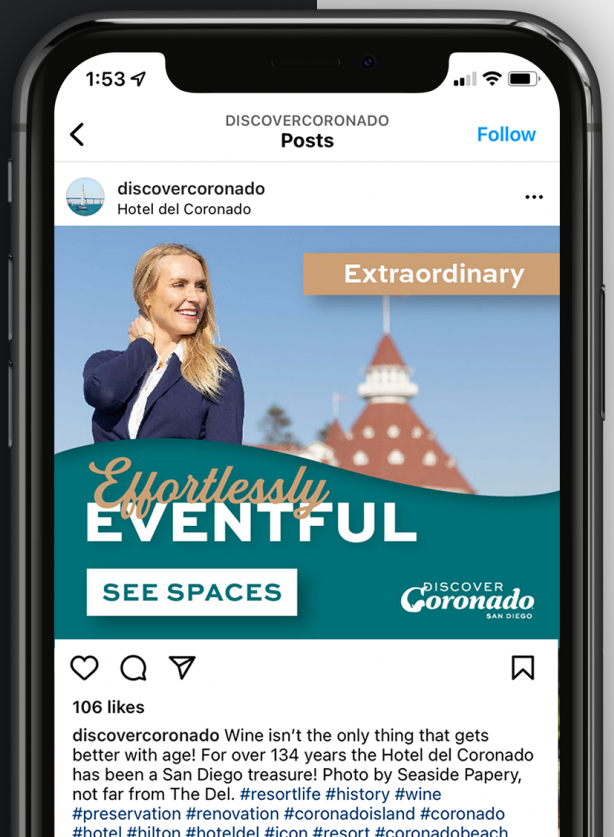
Capture Their Attention

What good is a great meal if no one is there to eat it?!

**“getting it placed in the right spot is key to winning this game.”**

In a digital era where attention spans are dwindling and digital trends change by the second, getting your ad placed is not the only battle — getting it placed in the right spot is key to winning this game.

Practices like strong creative testing and audience testing, along with having a key partner to execute (insert WeCreate) is where you see your greatest return on your efforts.





# Localize Your Offering

Create an Experience They \*Actually\* Remember

We get it. You're part of a hospitality group that has used the same marketing playbook time and time again. Now is the time to give your tried and true tactics a fresh shine. Creating a localized experience is what takes your traveler from first base to stage-5 clinger status.

## The smallest personalized touch can go a long way.

Brand your hotel bar to make it anything but a hotel bar, personify your coffee spot to be a sip they remember or partner with local winery or distilleries on custom bottles just for your visitors.



# The Proof is in the Pudding

Let the Results Tell Your Story



If you build it they will come, and they will convert (depending on what a conversion specifically means to you).

**“Tell the team what you did, who you talked to, how many people saw it, and show them the return on the investment.”**

Be on the top of your game at your next board meeting with a **BOOK** of data that you understand and can talk about with confidence. Tell the team what you did, who you talked to, how many people saw it and show them the money.

**Trust us —**  
the money will speak for itself.





**Do you have a plan for 2023?**

Drop us a **line**.



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M E D I A