

TOP HOTEL GROUPS AND FACEBOOK

How are the Upper-Midscale to Luxury brands performing on FB?

HOTEL GROUPS

Hotel Groups have been classified according to their Number of Rooms.

Each of the 5 major Hotel Groups manages 3 different Facebook pages:

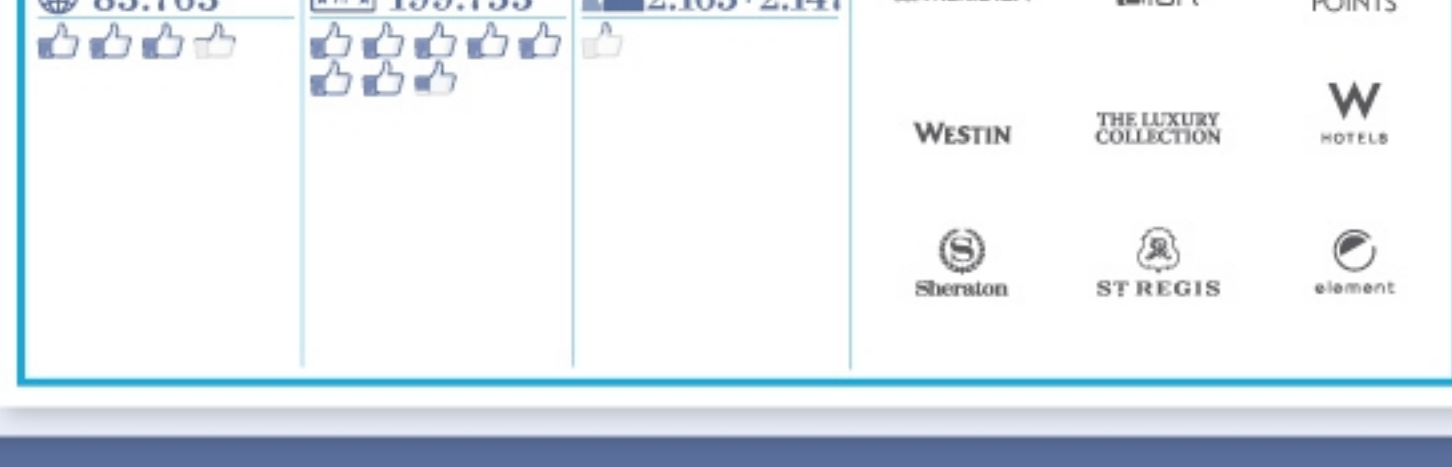
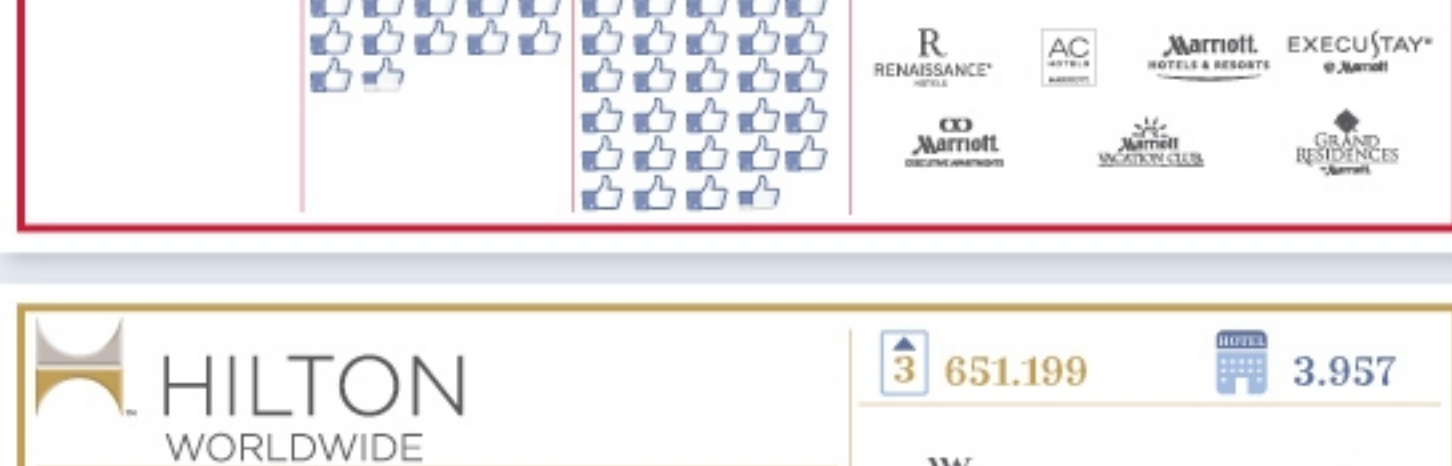
-  **Hotel Group:** corporate news, travel ideas, special offers...
-  **Loyalty Program:** specific messages aimed at their members
-  **Careers:** information for current and potential employees

Facebook page likes.  = 25.000 likes

 Hotel Group  Loyalty Program  Careers

Group Data.

 Number of Rooms  Number of Hotels



HOTEL BRANDS

Hotel Brands have been organised by Market Segment and classified using Likes / Rooms ratio:

-  **Likes** = likes on Hotel Brand Facebook page
-  **Rooms** = rooms per Hotel Brand

Group colours

 Marriott  IHG  Hiltonworldwide  Accor  Starwoodhotels

Market Segment

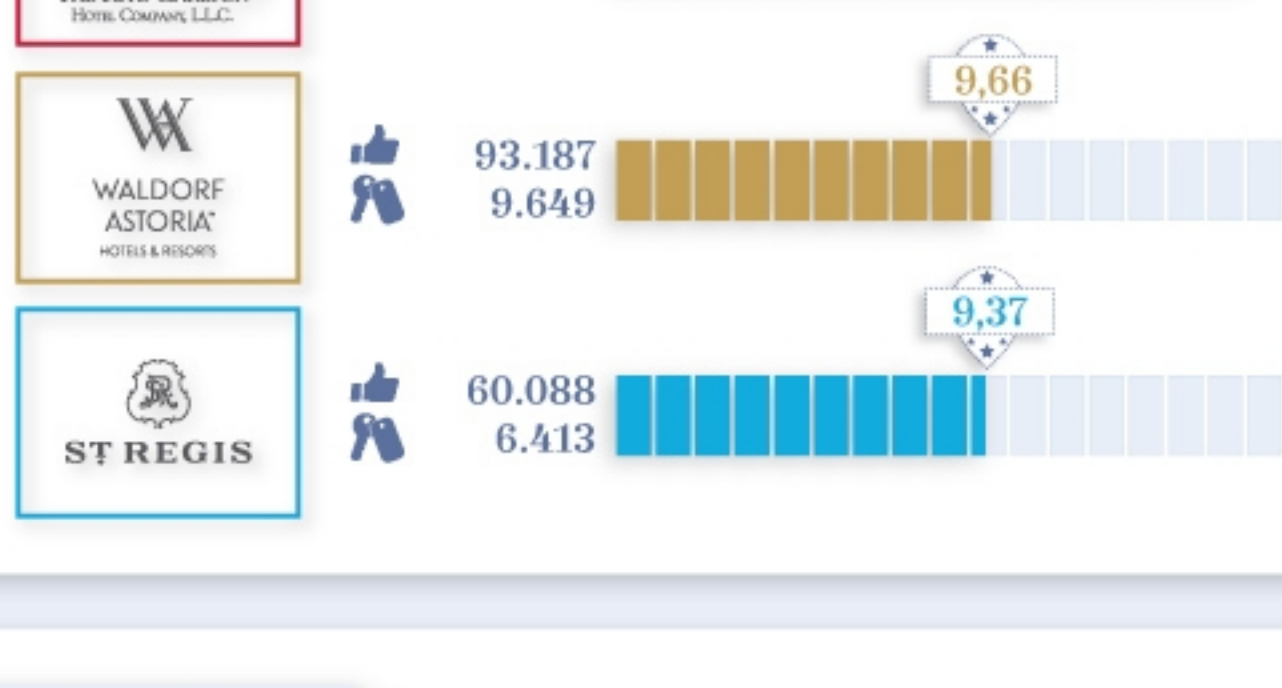
Brand

 Brand Page likes

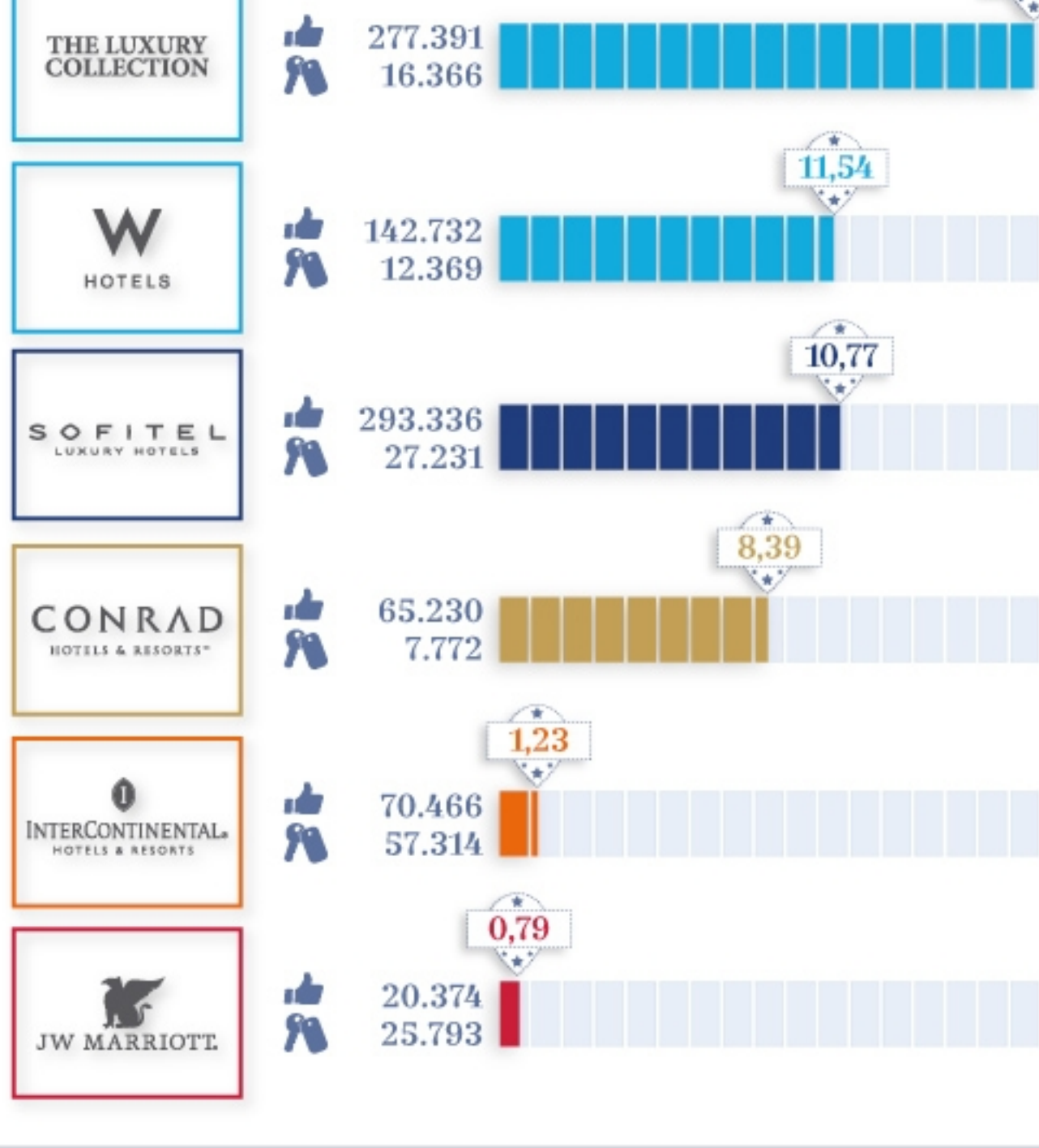
 Numbers of rooms

  Likes/Rooms

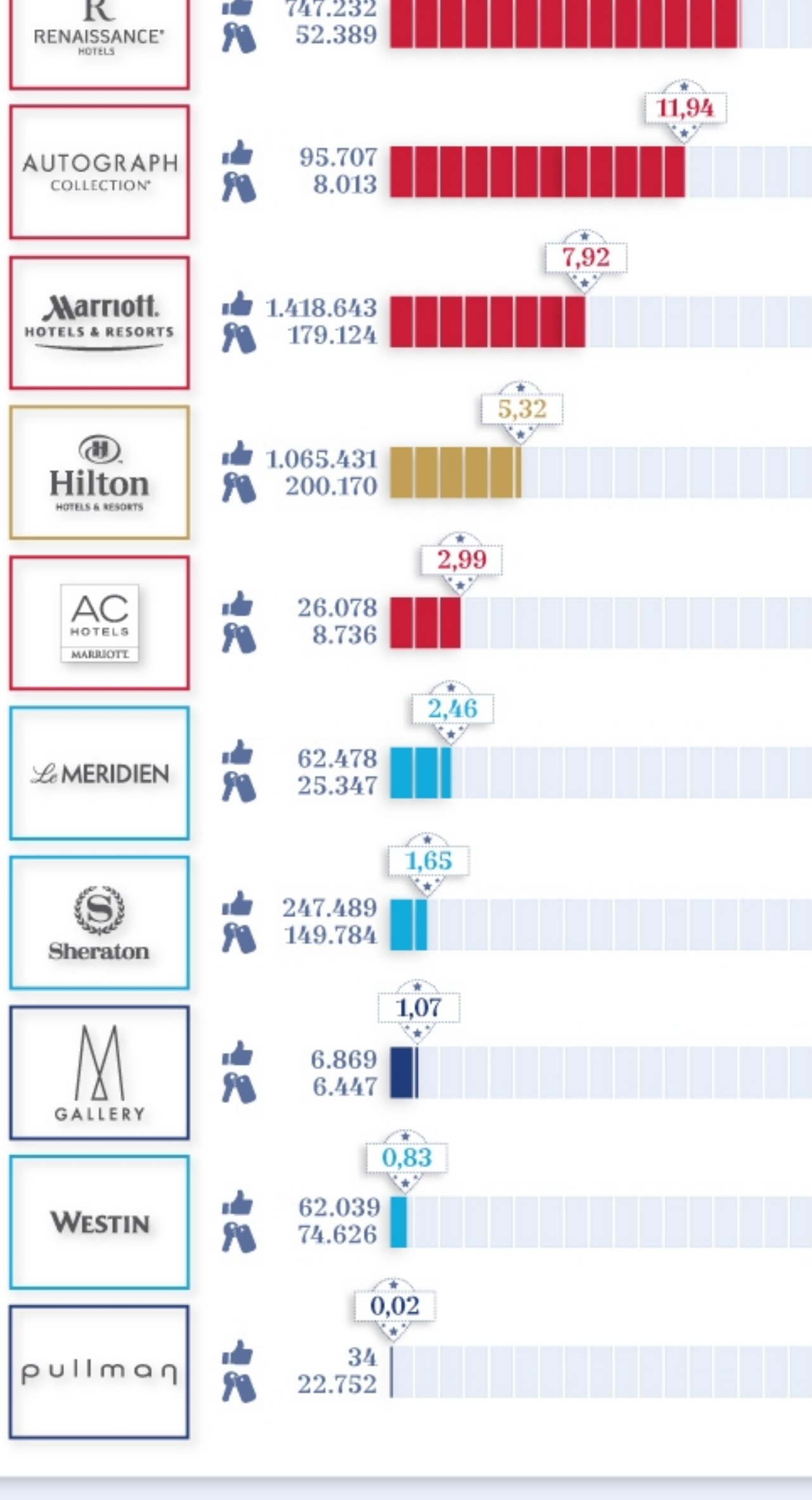
Luxury Iconic



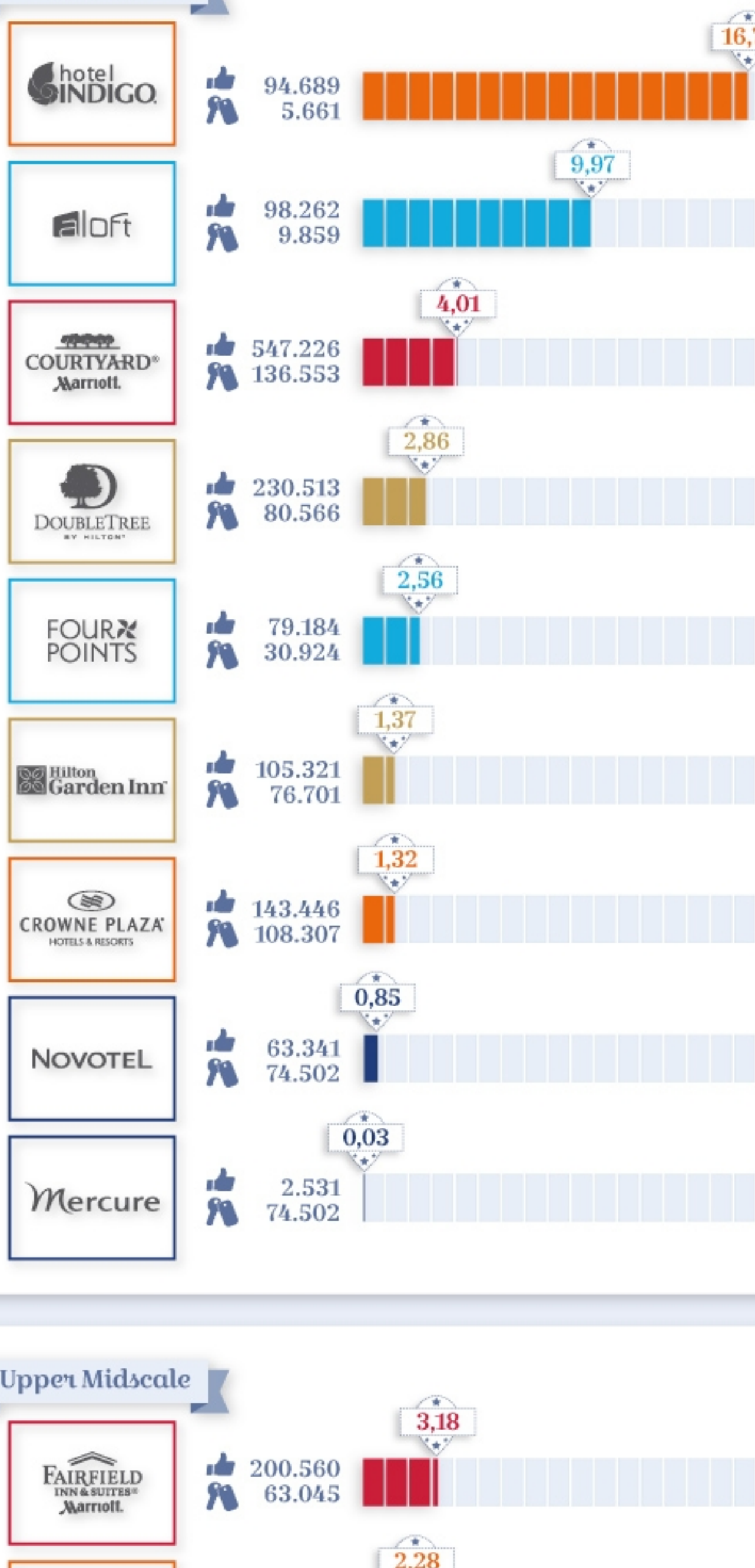
Luxury



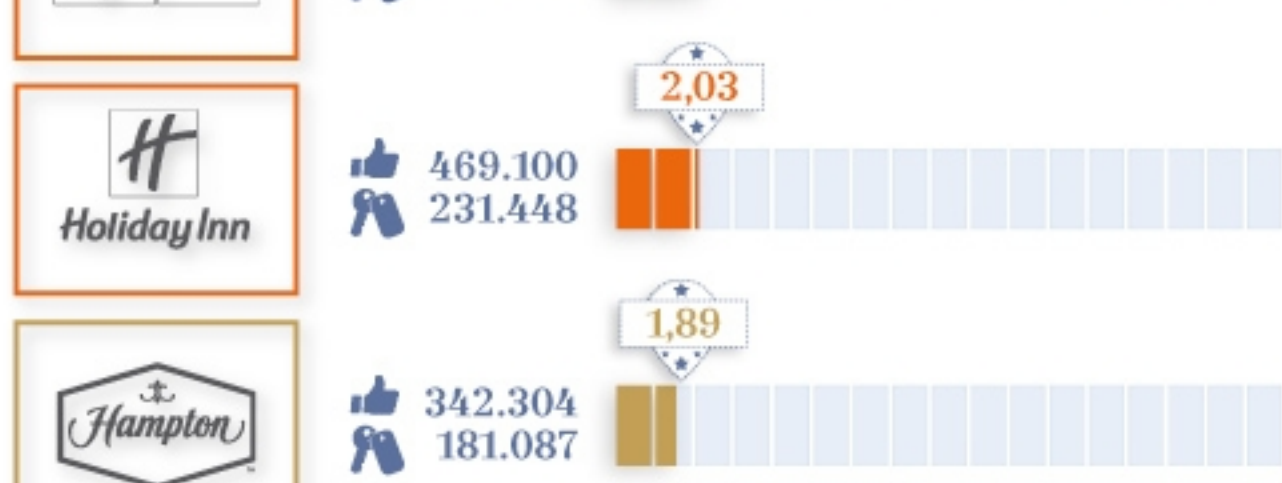
Upper Upscale



Upscale



Upper Midscale



Source:

www.facebook.com (data from 20th of September 2013)

Annual Reports 2012 on:

investor.shareholder.com; www.ihgple.com; news.hiltonworldwide.com

www.accor.com; www.starwoodhotels.com.

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