

TOP 5 MARKETING TIPS TO BOOST HOTEL RECOVERY



To fully boost the hotel recovery process, there are several marketing tips that accommodation facilities can put into practice. If they take them into account, they will easily attract guests who are starting to travel again. Experts believe that it is time to prepare for the return of the travel. For this reason, here are tips to help accommodation facilities attract potential guests. Brought to you by Tourism Review.

1/ Communicate Flexibility Policies

To increase the guests' confidence, it is important to communicate exactly what policies the hotel has in place. The ability to cancel if the guest is unable to travel is a core value that has become indispensable with the advent of Covid-19. Up to 53% of customers feel more comfortable traveling if they have the option of fully canceling their reservation and getting their money back.

This is especially important for the younger generations. Also, for the Latin American population and Chinese travelers. Therefore, it should not be taken for granted. In other words, details related to refunds, flexible reservations and date changes should be made clear on the website and in advertising.

2/ Disinfection Protocols

Improving health safety measures should be a must. Guests are interested in safety protocols, as they have a direct impact on their decision. At least 8 out of 10 travelers decide on booking depending on the accommodation's policy in this regard. In fact, one in two people avoids staying at certain venues because of health concerns.

Of course, it is also necessary to communicate the measures that the establishment has put in place. Proactive communication through digital channels is a good practice. As for the protocols in place, they include disinfection of facilities, use of masks by staff and guests, room service, and contactless check-in.

3/ Reviews Are More Important Than Ever

Travelers consult reviews 41% more than before the pandemic before making a decision. 75% of travelers take them into account, especially the reviews related to aspects such as the cleanliness of the room or the general condition of the accommodation. That is why these reviews must be taken care of. Although it may seem that it is not in the hotel's hands to control what their guests say online, the reality is quite different. To begin with, the hotel should encourage guests to leave reviews by sending them reminder emails or by leaving them links on cards in the rooms.

It is important that the appropriate personnel are on standby to respond within 24 hours of issuance. This demonstrates commitment. In case the review is negative, it is necessary to respond appropriately to repair the reputation. Thanking the guest by his/her name, apologizing, emphasizing the changes that will be made and evaluating whether it is necessary to proceed in any

way, such as contacting the person directly, is critical.

4/ Ensure That the Hotel Stands out in the Search Engines

The weight that online information sources have gained in recent years is undeniable. Guests are looking for information and inspiration before they travel, especially compared to before the pandemic. Hence, a multichannel marketing strategy must be implemented to ensure that the brand is well-positioned.

This way, the hotel will be at the top of the list when potential guests are searching or booking. For this reason, it's recommended presenting on several OTA platforms, since people consult different sources to gather all the information they consider important. In other words, it is necessary to align the message that is launched on all channels, so that it is consistent.

5/ Create Promotions for Each Target

To personalize the message to each target audience, you need to be aware of their interests. In this way, specific promotions can be created to appeal to their travel requirements. Of course, there are also general concerns, which we have already mentioned related to flexibility and hygiene.

Beyond this, each generation is specific. Younger people are more optimistic about the future of travel. They expect amenities to be at the same level as before the pandemic. In short, to reach millennials (1981 - 1995) and those of the Z generation (1996 - 2010), it is interesting to offer promotions offering the possibility of working or studying remotely. At the same time, they are interested in areas with low tourism volume.

In the case of generation X (1965 - 1980) and baby boomers (1946 - 1964), they are looking for a change of scenery. Hence, they may be attracted by stunning scenery and outdoor environments. Meanwhile, those born before 1946 want family getaways with age-appropriate accommodations.

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