




# HOSPITALITY MARKETING TRENDS FOR 2018

INTERNATIONAL HOTEL  
BUSSINES

TETIANA POZNIAK

A close-up photograph of a person's hands holding a colorful street map. The map shows various streets, landmarks, and a grid system. A bright yellow horizontal bar is positioned at the top of the image, partially overlapping the map. The text is overlaid on the map in a clean, white, sans-serif font.

MARKETING IS A  
POWERFUL TOOL  
THAT HAS THE ABILITY  
TO MAKE OR BREAK A  
BUSINESS, OR EVEN AN  
ENTIRE DESTINATION.

# WHY IT IS IMPORTANT (SOCIO-DEMOGRAPHIC CHANGES)

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1. Declining number of the working population

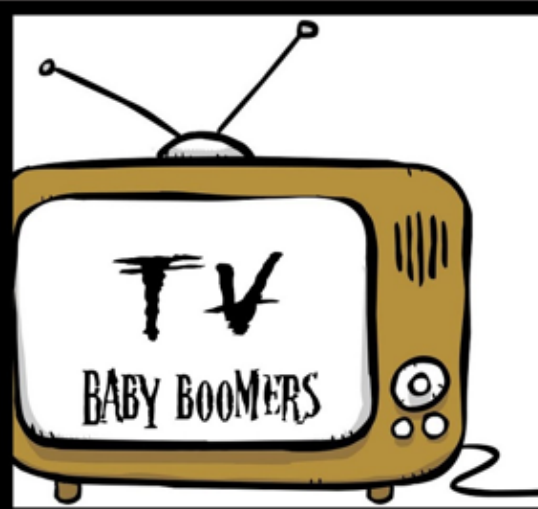
2. New relationship to space and time

3. Record low unemployment rate in EE region

4. Increase of staff turnover

5. Experienced society

# 6. XYZ : YOU CAN'T MARKET THE SAME WAY



Generation:  
X: Talk to me

Y: please just  
text me

Z: you still  
have a phone?

# 01

## MULTY-CHANNEL COMMUNICATION/ LIVE CHAT

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Live chat works well because you're able to **supply information and fulfill requests in real time**, unlike emails which may take longer to respond to.



HILTON



INTERCONTINENTAL®  
HOTELS & RESORTS



# TOP 5 MESSAGING APPS FOR THE END OF 2017

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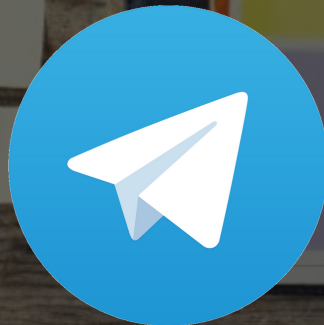
1) 1.5 milliard



2) 1.2 milliard

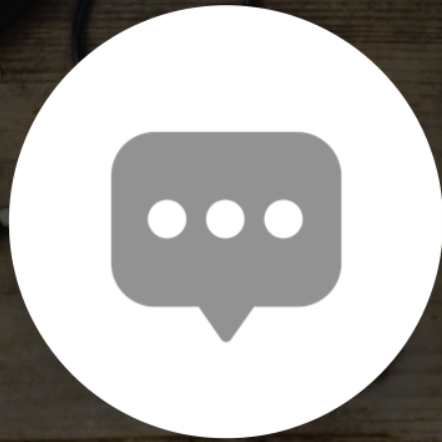


3) 1 milliard



4) 800 million

# TOP 3 GUEST-PREFERRED DIGITAL METHODS TO GET HOTEL INFORMATION



**25%**

**MESSAGING**



**76%**

**EMAIL**

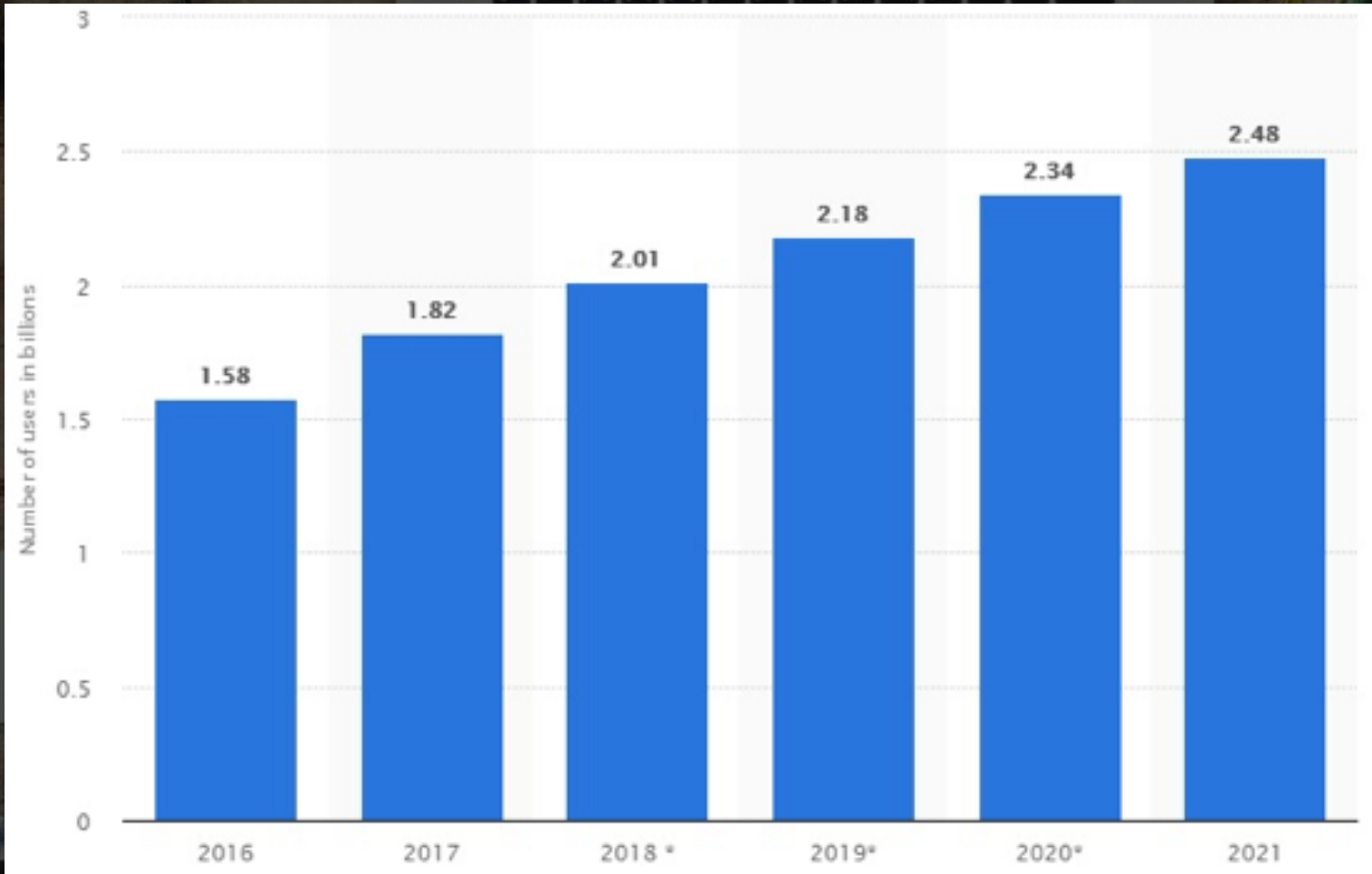


**27%**

**HOTEL'S  
SITE\***

\*78% of travelers will visit the hotel's site  
"Always" or "Most of the time"

# MESSAGING USERS WILL REACH 2.5 B



<https://www.statista.com/statistics/483255/number-of-mobile-messaging-users-worldwide>



# 5 MAIN BENEFITS OF GUEST MESSAGING

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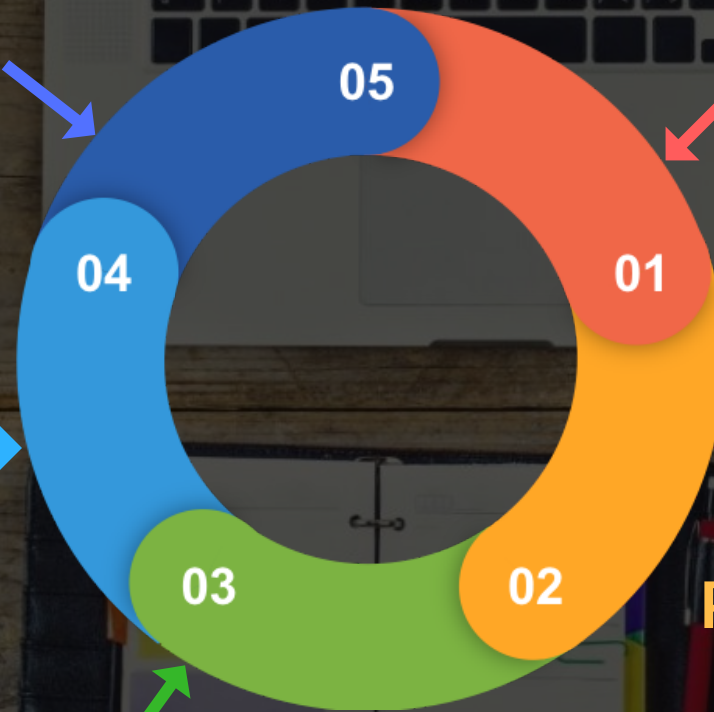
PLATFORM  
INTEGRATIONS

MULTI-CHANNEL  
COMMUNICATION

GUEST  
EXPERIENCE

PERSONALIZATION

REAL-TIME SERVICE



# AS THE RESULTS YOU WILL GET:

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- ✔ Higher guest satisfaction
- ✔ Better reviews and online reputation
- ✔ Targeting younger target groups
- ✔ Faster upselling possibilities
- ✔ Increased revenue
- ✔ Competitive advantage

# 02

## MOBILE WILL TAKE OVER DESKTOP

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IF YOUR **WEBSITE IS  
NOT MOBILE  
OPTIMIZED**, YOU  
NEED TO MAKE  
PLANS TO FIX YOUR  
SITE IN THE NEAR  
FUTURE.

THE MAJORITY OF TRAVELERS STILL PREFER  
TO MAKE BOOKING DECISIONS ON DESKTOPS,  
BUT IT WILL CHANGE EVERY YEAR



**66%**  
**Desktop**

**18%**  
**Mobile**

**16%**  
**Tablet**

# 03

## VIDEO WILL DOMINATE THE WEB

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**FACEBOOK** NOW GIVES PREFERENCE  
TO VIDEO CONTENT AND **YOUTUBE**  
REMAINS ONE OF THE STRONGEST  
PLATFORM.



# 04

## TECHNOLOGY WITH DATA DESTINATION CONTENT

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### Be inspiring

Rich destination guides with video and UGC

### Be current

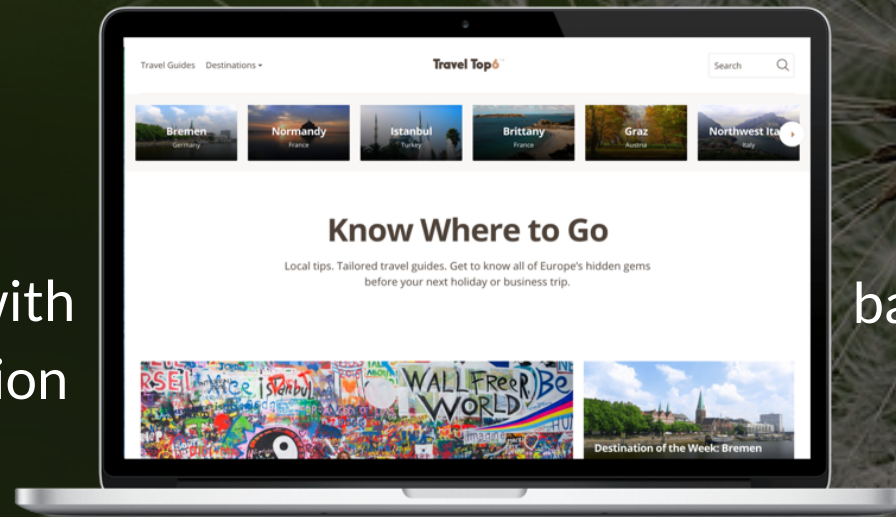
Promote events with dynamic information

### Be influential

Track, build, repurpose content quickly

### Be local

Landing pages and backlinks for apps and websites



# Tap around the map and discover what's nearby right now

**Pearlshare**

**Explore Kyiv with Pearlshare**

Welcome to the International Hospitality Conference. So you can make the most of your time in Kyiv, Pearlshare's team of travel writers have put together an exclusive guide for you. Discover relaxing cafes, local restaurants, authentic bars and vibrant culture - all at your fingertips. All with love from Pearlshare.

[www.pearlshare.com](http://www.pearlshare.com)

With Love from Pearlshare

Copy 2 Likes

**InterContinental Kyiv**

Hotels in вул. Велика Житомирська, 2а, Kyiv, UA

"Stayed here on a business trip. Great hotel with gym, access to local restaurants and s..." - Camilla Murray

Add to guide

**Taphouse by Collider**

Breweries & Distilleries in 16, Yaroslaviv Val Street, Kyiv, UA

"Really cool place to grab a beer - came here with friends and loved the relaxed atmosph..." - Lucy Ogilvie

Add to guide

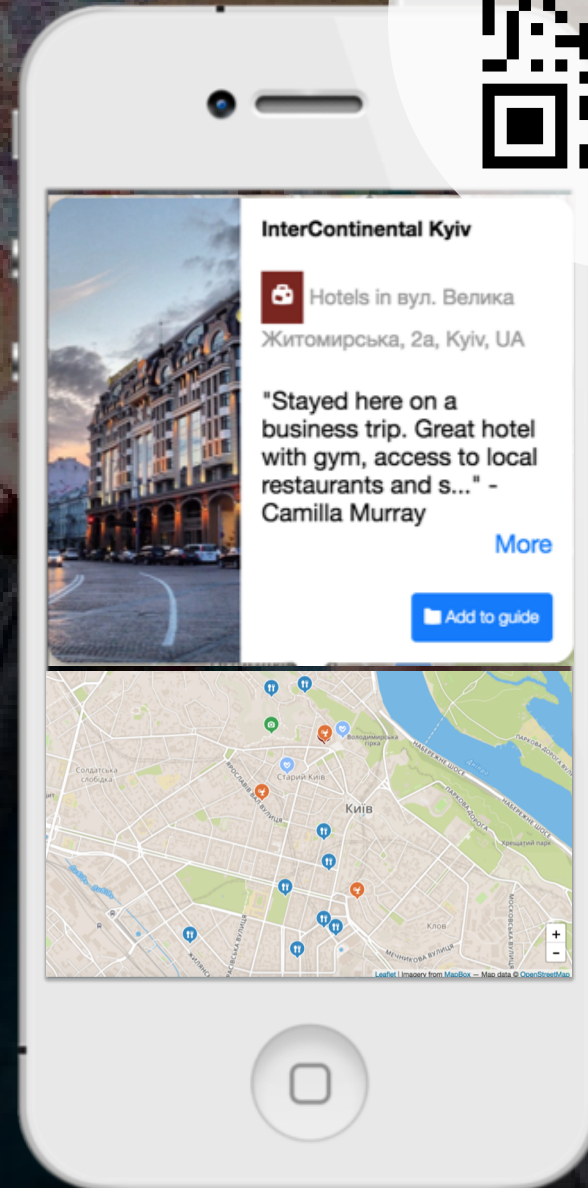
Map labels: Старий Київ, Київ, Клов, Мечникова вулиця, Жилинська вулиця, Рясівська вулиця, Паркова Дорога, Набережне шосе, Дніпро, Хрещатий парк, Труханів острів, Московська вулиця.

Leaflet | Imagery from MapBox — Map data © OpenStreetMap

Using thy **platform**,  
interactive  
guides can be filled with  
everything from:

- Restaurants
- Bars
- Cafes
- Sights
- Activities
- Accommodation
- Events

...all guests need to explore  
with confidence, in an  
instinctive format.





# AS THE RESULTS YOU WILL GET:

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**Amazing  
Experiences**

**Enjoying  
Responsibly**

Giving guests access  
to places they  
wouldn't otherwise  
discover

**The Personal  
Touch**

# 05



**WE SELL NOT A  
PRODUCT OR SERVICE.  
WE SELL AN EXPERIENCE**

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**AS WE MAKE OUR WAY THROUGH  
2018, NEW MARKETING TRENDS  
RELEVANT TO THE HOSPITALITY  
INDUSTRY WILL INEVITABLY POP UP.  
CHANGES TO TRADITIONAL  
MARKETING PRACTICES LIKE SEO,  
SOCIAL MEDIA, AND NEW  
TECHNOLOGIES ARE WIDELY  
REPORTED ON.**



**100% of customers are people, 100% of employees are people, so if don't understand people, you don't understand this business.**

