

amadeus

Plan the Ultimate 2022 Hotel Marketing Strategy

A free downloadable guide to help build the ultimate marketing strategy along with relevant research, insights, and data points so you can make informed decisions and save time planning.

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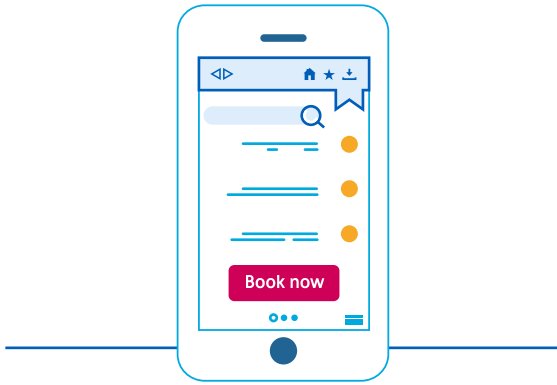
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To capture the most opportunity moving forward,

your hotel must develop a multi-channel approach to marketing strategies to drive bookings, maximize revenue potential, and optimize your ability to emerge stronger in the year ahead.

1 |

Market Summary

Learn more about the macro environment, that will influence your marketing strategy this year, and key data points you can use when making decisions.

Prioritizing your marketing plan's restructuring will be critical to your hotel's success in the upcoming year. As we move into 2021, we are each presented with the challenges of repositioning, retargeting, and reviving our brand to better meet the needs of emerging demand.

Macro Environment Booking Patterns

Evaluating booking patterns frequently will be a priority this year to ensure you are rolling out the right strategies at the right time.

Some of the current booking patterns include:

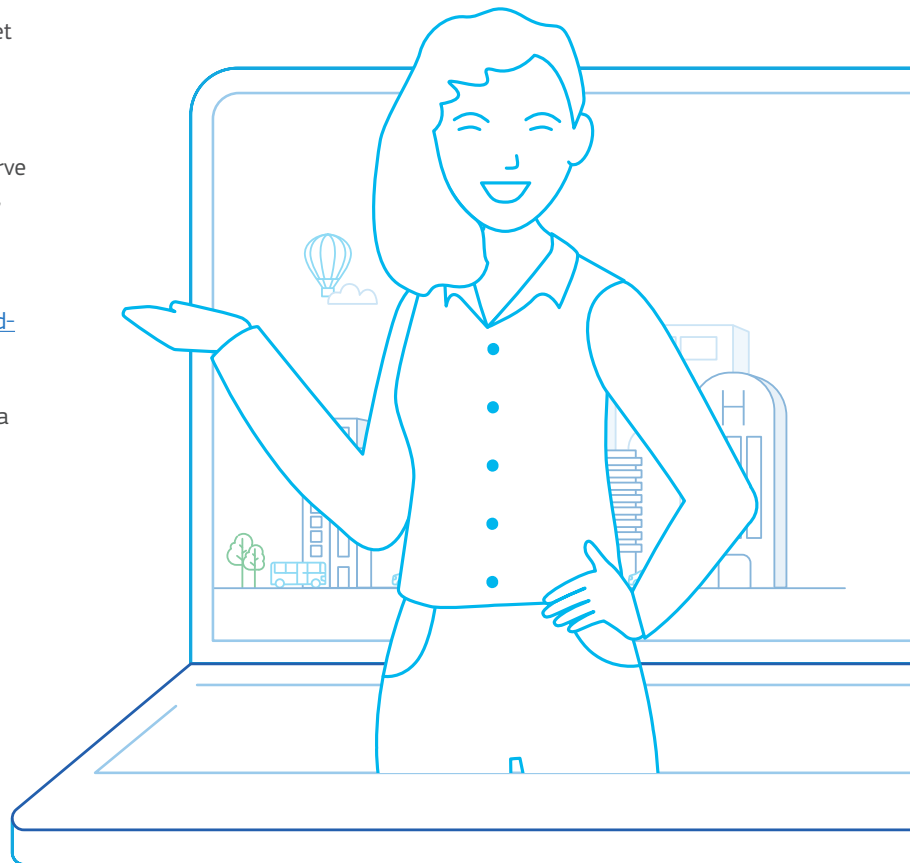
- A change in booking lead times
- Search patterns further out with smaller booking windows
- Increased demand for longer durations of stays
- Gradual return of business travel

Micro Environment

Every region is recovering at its own pace, requiring familiarity with the laws and guidelines in your market and your feeder markets.

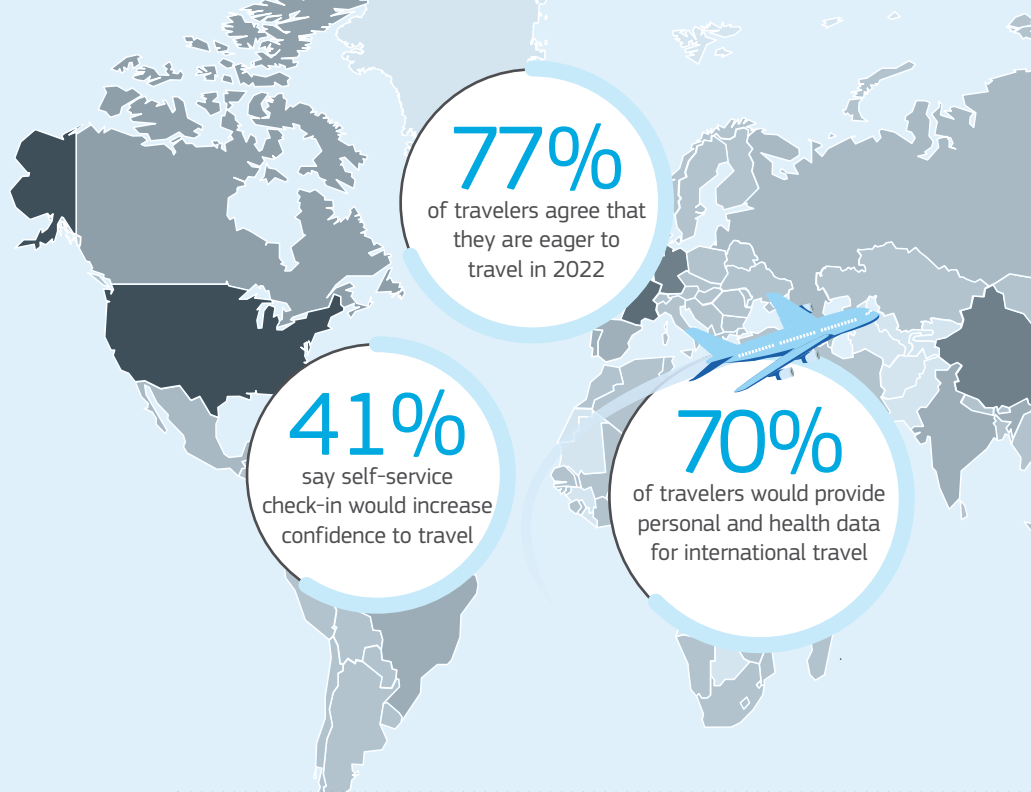
This includes:

- Identifying factors that affect your ability to serve customers, such as border restrictions, curfews, social distancing guidelines, changes to flight patterns, and the availability of surrounding local attractions.
- Collecting and analyzing [region-specific forward-looking market data](#) to support your evolving planning efforts.
- Monitor shifts in travel continually to establish a multi-channel marketing mix and strategies to increase revenue.



Global Traveler Sentiments

As you increase demand, understanding traveler sentiment will be essential to regain market share. Over 9,000 travelers reported their feelings in [Amadeus' Rebuild Travel Survey published in October 2021](#). Published for the second time during COVID-19, the results remain positive, showing travel demand is out there.



PRO TIP

Traveler insights can help us understand more about the minds and hearts of guests to make informed, data-driven decisions.

Some of the key findings include:

Travel desire and demand is out there, both for leisure and business travelers:

- 50% agree they will travel for business
- Travelers expect to take an average of two trips in 2022

Country differences remain in demand for travel:

- Russians are most eager to travel (87%)
- All regions expect to travel closer to home, staying within their own continent for both leisure or business travel in 2022

Generational differences in travel expectations:

- Millennials are most likely to expect travel for business in 2022
- Baby Boomers expect they will travel to Europe for leisure in the next year. This cohort is also the most eager to travel.

Though demand for travel is high, concerns remain:

- Fears of catching COVID-19 while traveling is the top of mind, followed by self-isolation or quarantine before/after travel
- Travelers from France are the least concerned, and younger generations are more concerned about catching COVID-19 during travel.

Technology plays a key role in boosting confidence to travel:

- Only 3% of respondents said no technology would increase confidence
- Mobile applications with on-trip notifications is the no.1 technology most likely to boost confidence

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Competitive Profile

SWOT Analysis

Identify your property's Strengths, Weaknesses, Opportunities, and Threats.

Compare and Captivate

To captivate your market, you must know what you're up against and how you compare. Take this opportunity to analyze your competitive landscape to see what they're offering, how and where they are promoting, and how they are succeeding with a COVID-specific lens.

Ask yourself:

- _ Have new properties opened or existing ones closed?
- _ What are they offering, and at what price?
- _ How do properties compare in areas that are top of mind to the post-COVID traveler such as amenities, cleaning programs, and outdoor space availability?
- _ What values can be highlighted that set you apart?

Once you've collected this information, you can sort it into four categories:

1. Internal Strengths
2. External Opportunities
3. Internal Weaknesses
4. External Threats

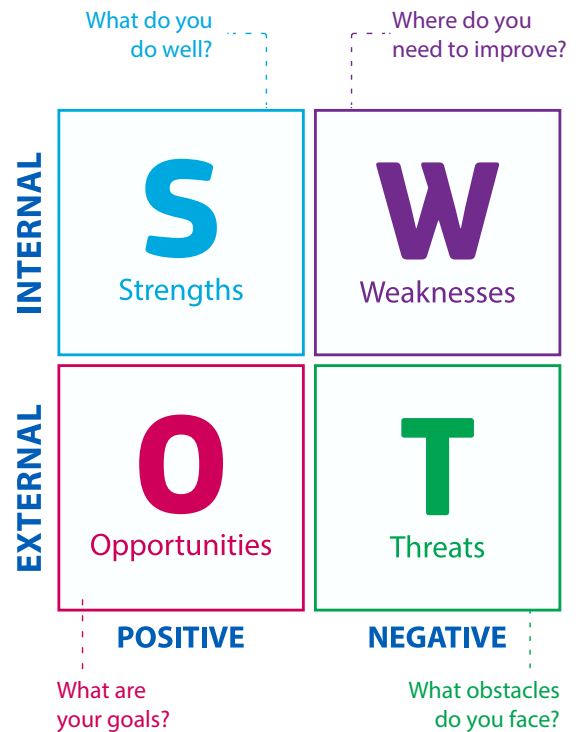
Combine and Conquer

With your SWOT analysis complete, you have a foundation to build your strategy upon.

Develop business strategies by combining:

- _ Internal strengths with external opportunities (S-O)
- _ Internal strengths with external threats (S-T)
- _ Internal weaknesses and external opportunities (W-O)
- _ Internal weaknesses and external threats (W-T)

Swot Analysis



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Market Segmentation

Guest Personas

In planning for the next year, guest personas will be the pillar of communications efforts by addressing individual preferences before, during, and after their stay. Adapt this framework to your property and market to develop a cross-departmental perspective on your top producing guests. Build messaging and value-add packages for each persona while charting a channel plan to gain visibility with this audience.

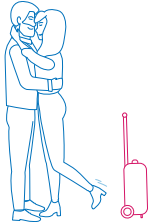






Baby Boomers (84%)
and Gen X (78%)
lead the charge

when it comes to agreeing that they
are most eager and hope to
do so in 2022.

PRO TIP

Hotels that best meet new guest expectations for meticulous standards of cleanliness—both noted in the shopping experience and during their stay—will be best positioned to take advantage of upcoming emerging demand. Meet Generation Clean.

Guest Persona	Motivations	Concerns	Opportunities
 <p>COUPLES Mid-Gen Z, Millennials (25 – 38)</p>	<p>We want to relax, bond, and spend quality time together with fun activities without having to worry too much about safety.</p>	<p>We're worried about being limited in our movement or activities at the destination.</p>	<p>Consider building romance packages with F&B, spa, or excursion components, while reinforcing safety measures across the guest journey. Surprise and delight with welcome amenities.</p>
 <p>YOUNG FAMILIES Millennials, Gen X (26 – 55)</p>	<p>We want to reset with a fun, activity-filled vacation without worrying about safety. Private or self-guided tours appeal to us, and we are looking at destinations we can reach in our car.</p>	<p>We are concerned about the future of the economy and our job security, so we don't want to break the bank and are looking for good offers that benefit the whole family.</p>	<p>Highlight family-friendly outdoor amenities, dining options, and nearby attractions. Review programming to include kid-friendly activities like s'more hour, movie night, or free bike rentals, while providing updates on the availability of surrounding points of interest.</p>
 <p>FRIEND GROUPS Gen Z, Millennials (25 – 35)</p>	<p>We want to reconnect with friends on a rejuvenating vacation to feel social and active again. We've had to cancel or postpone celebrations and events, so we want to catch up with each other while making up for lost time.</p>	<p>The crisis has affected many of our friends, so we want to find a location that the whole group can afford to safely travel to while still being able to enjoy the hotel amenities, surrounding area, and each other's company.</p>	<p>Since the destination itself will be a significant booking factor, zero-in on ease of journey and safety upon arrival. Emphasize destination-specific attractions and accessible outdoor activities such as beach, pool, golf, or skiing. Build packages around spa, F&B, or excursion credits.</p>
 <p>BUSINESS TRAVELER Older Millennials, Gen X (30-55)</p>	<p>I'm ready to get back and resume face-to-face meetings. My return to travel may be slow, but I'm looking to resume old habits in the longer-term.</p>	<p>I'm worried about COVID rates at the destination. Hygiene is a new luxury, and with travel budgets cut in the short-term, I'm worried this will be compromised.</p>	<p>Stress the importance of cleanliness protocols, along with private, quiet spaces, contactless technology, wellness amenities, the comfort of the room, and high-speed WiFi for virtual engagements.</p>
 <p>TRAVEL AGENTS Older Millennials, Gen X (30-55)</p>	<p>I need to book a hotel that meets my clients' requirements. I prefer to book on global distribution systems because I will earn a commission and can manage the itinerary all in one place.</p>	<p>My reputation depends on my clients' satisfaction, so if a hotel isn't consistent in pricing or descriptions, I will avoid booking them rather than risk an unhappy client.</p>	<p>Agents might be booking on behalf of another persona but are still an extremely important part of the revenue ecosystem. Don't forget to keep them in mind as you review the audiences who are booking your hotel – especially considering that many travel agents love to travel themselves.</p>

Download the Guest Persona eBook

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Define 2-3 objectives for your marketing strategy which align with your big picture goals.

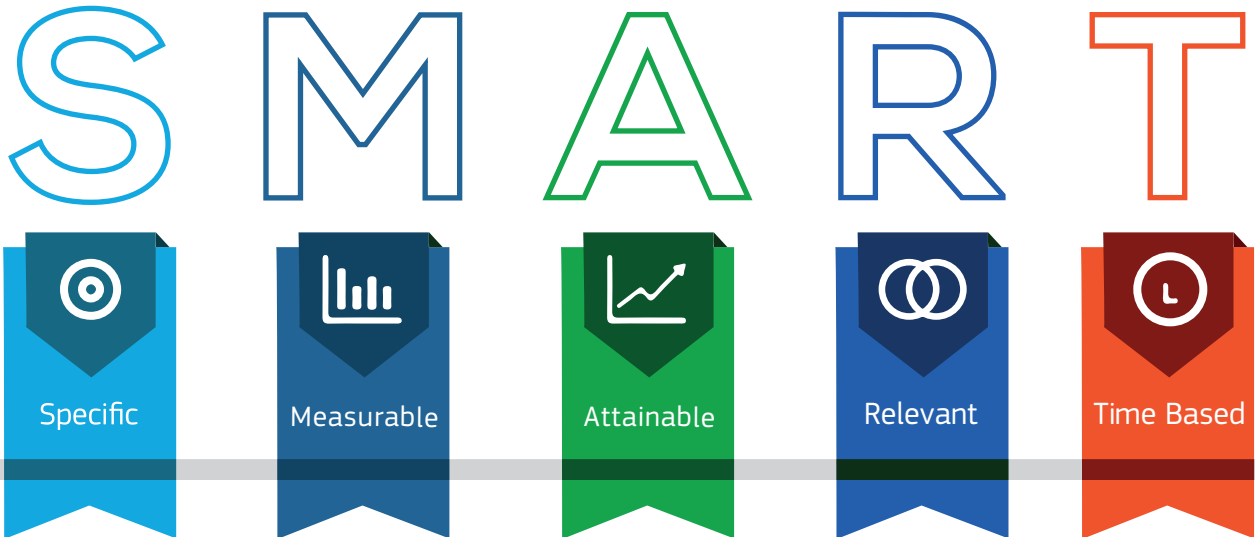
MARKETING STRATEGY

OBJECTIVES

Now that you have a better picture of market conditions, competition, and market segments, you are ready to identify your marketing objectives for the upcoming year. Define 2-3 objectives for your marketing strategy which align with your big picture goals.

The following are often cited by marketing teams as their three top focus areas:

- **Building Brand Awareness** – The more consumers know about your brand, the more top of mind your brand will be when it comes time for bookings. Focus on expanding your reach, enhancing your online presence, and increasing visibility across multiple channels.
- **Growing Market Share** – With major shifts to business opportunities and revenue streams, you may want to expand your footprint in one current area. Focus on one specific market segment or geographical region to increase your audience, capture more business, and grow your share of the market.
- **Retaining Existing Customers** – Before you focus on acquiring new customers, concentrate on keeping the customers you already have. Review guest history and identify opportunities to reach guests who may be within driving distance or have visited the property more than once to get more guests to repeat stays, thus increasing loyalty.
- Make sure to write **SMART objectives** to ensure you can commit to and measure them down the line.





More than half of travelers

say that knowing COVID-19 protocols for air, hotel, rail, and car is very important prior to booking their trip.

MESSAGING

When building your plan, it's vital to create messaging that speaks to guests in a way that resonates: Create content that responds to motivations and concerns of the personas that you've identified as target audiences for your property.

Cleanliness protocols are a major influencer. In the [Amadeus Rebuilding Hospitality survey](#), 32% of hoteliers stated they believe that we will always need significant elements of new hygiene measures.

Take advantage of your hotel's unique selling points. For example, certain amenities may appeal more now following the crisis, such as a small boutique hotel with a limited number of guests or a luxury resort with a private beach. Think of additional ancillary services you can offer that would be appealing during this time, like private transfers or contactless F&B delivery. These not only provide extra incentives for guests to book but could also bring in more revenue to counteract reductions from other parts of the business that may be limited.

MARKETING CHANNELS

As a hotel, you have a wide range of distribution and communication channels at your disposal to support your marketing strategy. Some of your key marketing channels include:

Website:

Websites are known to influence 97% of a client's purchasing decision and can account for a substantial share of business, so it's more important than ever to keep it updated and relevant for your audience.

GDS (Global Distribution System):

[Travel agents are a captive audience with high booking potential](#) as they only search for hotels if they have a client who is planning to travel.

OTAs (Online Travel Agencies):

Sell your rooms and increase brand exposure to rate-conscious consumers for a commission.

Metasearch:

[Metasearch can play a key role in helping support recovery strategies](#) and capture a greater share of demand as travel returns.

Paid Advertising:

Paid search, display, social, and GDS media can be largely beneficial in driving relevant traffic and acquiring new guests by getting your property in front of the right prospects at the right time.

Email: Email campaigns are an excellent way to communicate with your existing customers and prospects in a thoughtful way with personalized messaging tailored to targeted audiences.

Social Media: With multiple platforms boasting millions of daily users, social media can broaden your global audience and reinforce brand positioning with minimal spend.

32% of hoteliers think we will always need significant elements of hygiene measures as a result of COVID-19.



MARKETING TACTICS

At this point, it's time to turn your ideas into actions. Take a look at the channels available to you and determine which can be best suited to carry out your messaging, reach your target audience, and help to meet your marketing objectives.

Although this will vary from property to property, here are a few ideas to get you started:

I. Update key communication channels to capture demand in a COVID-aware world

– Website

- Evaluate the current state of your [website](#) to ensure design elements are aimed to maximize engagement, value, and guest loyalty.
- Prioritize direct conversions through the booking engine by driving guests from the research phase to the onsite point of purchase.
- Showcase the guest journey and how the property is emphasizing safety throughout the hotel through rich imagery, videos, and pop-up banners.
- Launch mobile-exclusive last-minute deals to target localized search
- Offer value-added bundles that entice shoppers with complimentary additions (early check-in, free breakfast, spa credit, etc.) to your Best Available Rate (BAR).
- Create an FAQ page to address your audience's concerns and refresh regularly according to evolving guidelines and changes to operations.
- Include information on your sanitization procedures and housekeeping cleanliness programs.
- Utilize website pop-ups and banners to draw the eye with prominent, caring messaging and links to the FAQ or more details landing page.
- Use geo-targeted promotions to drive any real-time demand in the local market towards Brand.com.

– **GDS:** Update the hotel's description (HOD) with any changes to your cancellation or rebooking policy, as well as any post-COVID-19 related amenities or services that may appeal to guests.

– **Google My Business:** Update your profile to reflect any modifications to property offerings and operations.

– **Automated emails:** Ensure any automatic emails that are sent pre, during, or post-stay include relevant updates. Set up abandonment remarketing emails to target potential guests who are currently shopping but have abandoned the booking process and drive them towards booking completion at a more convenient time.

– **Social media:** Pin a link to the FAQ page on Facebook and Twitter pages. Share posts that show the different measures that are being taken. Make sure to update any changes to the property or special offerings.

Pro Tip

Pay close attention to where demand is coming from in your market, and use this to target promotions that will appeal to that audience.

Due to COVID-19, the quality and timing of interactions along the booking journey matter now more than ever before.

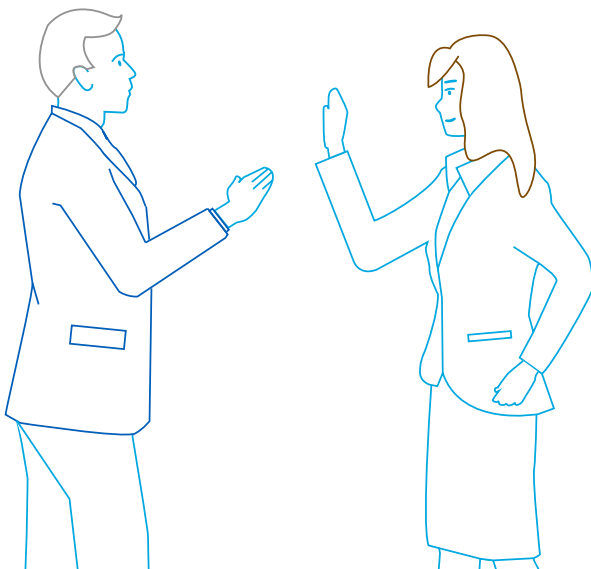
II. Drive direct bookings with SEO and strategic paid advertising

- Centralize digital media campaigns to increase conversion rates, direct bookings, net revenue, and return on advertising spend (ROAS) that can be adjusted to reflect shifts in market demand.
- Optimize digital advertising spend to allocate resources that will incite guests to complete their booking. This includes pay-per-click (PPC), display, social, and metasearch. And with cost-per-click prices lower now as a result of the crisis, it's also a good time to invest in longer-term campaigns to maintain brand awareness before prices rise.
- Use metasearch to drive direct bookings and maximize efforts by including quality content such as images, videos, and traveler reviews.
- Emphasize remarketing to generate more bookings by using the display and social ads to target people who have recently engaged with your content. Remarket to travelers that canceled during the crisis.
- Reignite SEO strategy by reviewing keywords to increase the visibility of your property across search engines.



1/3 of global travelers

say they are seeking more recommendations from travel agents now compared to pre-COVID.



III. Focus on valuable brand visibility with a captive audience

— Due to COVID-19, the quality and timing of interactions along the booking journey matter now more than ever before. Once bookings pick up, [GDS advertising](#) will be a valuable channel to help build visibility and show travel agents why they should book your property over other hotels in the area.

- Target travel agents actively searching for a property in your market with low-cost commitment, as GDS ad spend is only used when impressions are delivered
- Focus initial spending on drive markets and expand to various targeted regions as markets reopen globally.
- Target countries and cities rather than specific travel agencies. Corporate travel may not occur in the same way as before, so you may miss new opportunities by narrowing promotions to a limited subset of agencies.
- Promote value-adds for specific stay dates or lengths of stay, such as complimentary breakfast.
- Incentivize travel agents with bonus commission to reward them for each booking.

Pro Tip

To achieve maximum revenue and visibility in a quick, cost-effective way, leverage the help of a [media expert](#) with access to hospitality-specific metrics to manage your digital strategy and drive bookings.

IV. Build Loyalty with Personalized Communication Along the Customer Journey

— Engaging with customers post-booking and along the traveler's journey is a crucial component to increasing satisfaction and attracting return guests. [Leverage your Customer Relationship Management \(CRM\) solution](#) to personalize guest interactions, which has been shown to improve overall conversion rates and help to build guest loyalty.

- Ensure communications pre-, on-, and post-stay are thoughtful exchanges regarding your property, the impact of the crisis, and the corresponding actions you're implementing.
- Build pre-stay welcome emails that highlight the specific safeguards your property is employing, along with any changes to your cancellation policies.
- Create room or service upsell offers to boost incremental revenue.
- Develop post-stay satisfaction surveys to gain valuable feedback from guests for ongoing [service delivery](#) improvement and send personalized thank yous.

METRICS

At this point, you've defined your main objectives, messaging platforms, and marketing tactics. Now it's time to identify achievable goals for each marketing channel to track how your plan is performing. What are those Key Performance Indicators (KPIs) you're looking to achieve?

A few performance indicators to consider as you are planning your marketing strategies include:

Engagement, including:

- Impressions
- Clicks
- Click-through rate (CTR)
- Cost per click (CPC)
- Overall cost, ensuring the campaign maximizes the number of direct bookings while maintaining a healthy return on advertising spend (ROAS)

Performance, including:

- Conversions
- Conversion rate
- ROAS
- Cost of sale

Production, including:

- Bookings
- Net Revenue
- Net revenue (revenue minus cost)
- Average daily rate (ADR)
- Average booking value (ABV)
- Average length of stay (ALS)

MARKETING BUDGET

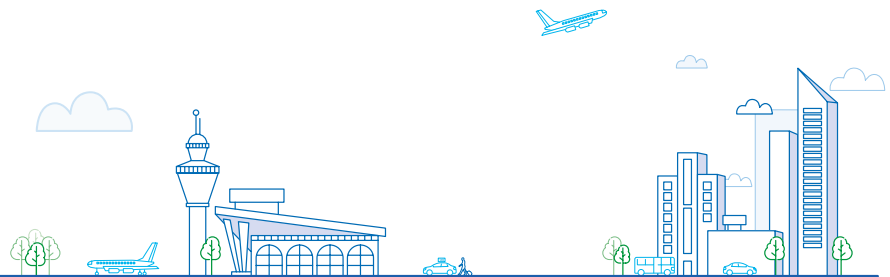
Define your yearly marketing budget by mapping out channels, rates, and frequency. Use this as a guide and customize according to your property's size, budget, and strategy.

	Channel	Rate	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
UPDATE	Website														
	GDS		●					●				●			
	Google		●					●				●			
	Email		●		●		●		●	●		●		●	
DRIVE	Social Media		●	●	●	●	●	●	●	●	●	●	●	●	
	Paid Search		●	●	●	●	●	●	●	●	●	●	●	●	
	Display Ads		●	●	●	●	●	●			●	●	●	●	
	Social Ads		●	●	●			●	●	●			●	●	
	SEO		●				●				●				
FOCUS	Metasearch		●	●	●	●	●	●	●	●	●	●	●	●	
	GDS Domestic		●	●	●	●	●	●							
	GDS Intl								●	●	●	●	●	●	
	TA Preference		●	●	●	●	●	●	●	●	●	●	●	●	
	Value Add Promos		●	●	●	●			●	●	●	●			
	Incentives		●	●	●				●	●	●				
	MONTHLY SERVICES														

CONCLUSION

Putting in place a sound strategic plan to increase visibility and drive bookings will maximize your hotel's potential for success in the months ahead, while supporting long-term goals.

Use this template to adapt and power your marketing plan. Assemble all the information gathered, including your SWOT analysis, new buyer personas, and multi-channel marketing mix. Share with your internal stakeholders, highlighting key objectives, messaging, and KPIs to ensure that the team is aligned with overall hotel plans and goals.



Looking for more personalized assistance?

Our experts create competitive cross-channel media strategies that maximize RevPAR and occupancy, backed by proprietary travel data from our leading Business Intelligence solutions and our preferential partnerships with Google, Facebook, Travelport, and Sabre.

[Contact us](#) to learn more about how we can help build a media strategy for you.

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Let's
shape the future
of hospitality

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners.

Find out more
For further information, visit [amadeus-hospitality.com](https://www.amadeus-hospitality.com)
or speak to your Amadeus Account Manager today.

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