

Hospitality & Hotel Marketing Trends

You Need to Know for 2016

Trends can change quickly & it is important that the hotel & hospitality industries keep up with the latest digital developments & opportunities. Take a look at the key hospitality & hotel marketing trends for 2016.

Audio-Visual Content is King



Video is the best way to grab potential guests' attention in this media heavy world.



2016 will see a huge increase in **visual storytelling** which allows hotels to grow a vibrant & engaged community.



52% of marketing professionals worldwide say **video** content has the **best ROI**.

Retargeting Booking Abandonment is Key



98% of hotel website visitors abandon their booking.

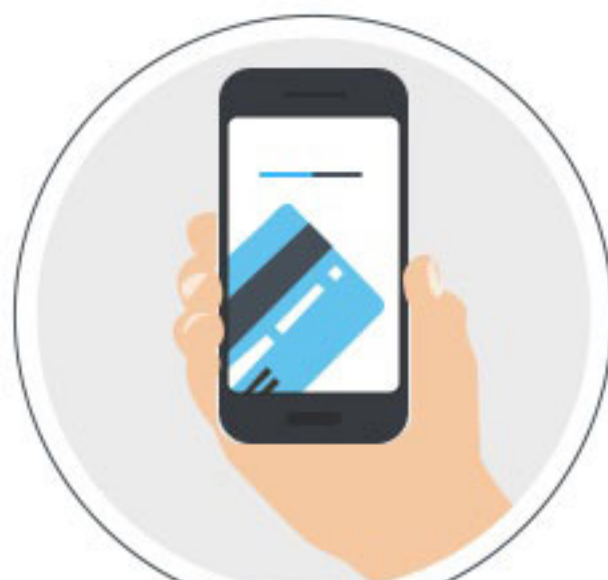


53% of people who abandon online travel bookings do so when they see the **full price**.



Tools for **booking abandonment** will help hoteliers make the sale & **retargeting guests** who abandon their booking is key via **site retargeting, email retargeting & social retargeting**.

Mobile is Here to Stay



2016 will see **mobile payment** become **mainstream** for mobile hotel bookings.



Desktop bookings will shift to **mobile bookings** with over **1/2 of online bookings** now coming from **mobile**.



More **smartphone-owning Millennials** expect brands to have a **mobile-friendly website or app (55%)**, compared to a social media presence (39%).

Website Landing Pages Will Lead to Sales

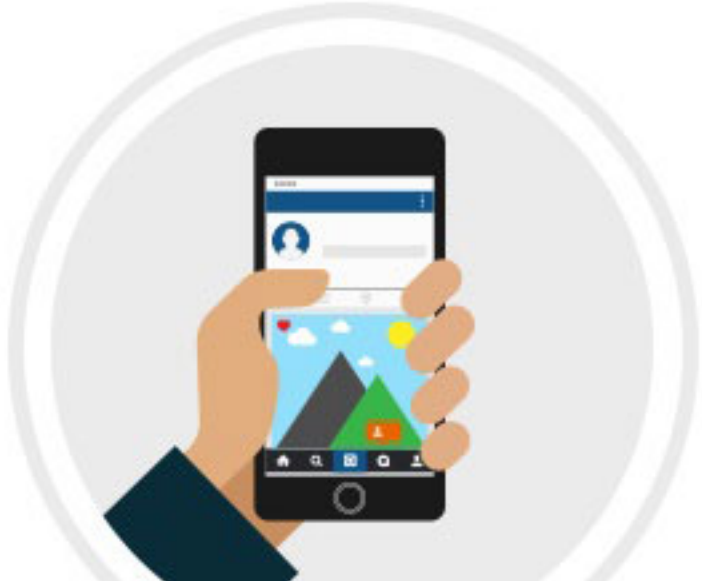
The increase in providing a **single focus** for hotels will drive up hotel revenues throughout 2016.



68% of B2B businesses use **landing pages** to get a **new sales lead** for future conversion.

A New Generation of Customers Are Waiting for You on Instagram

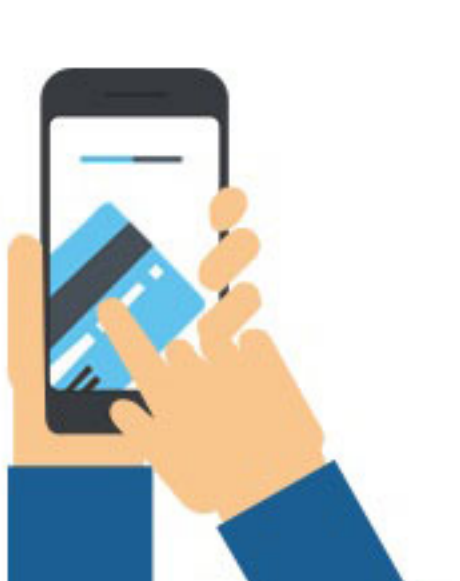
90% of the 400 million Instagram users are younger than **35**.



Attracting these **Millennial spenders** will dramatically increase revenue.

Being **aesthetically pleasing** is important when attracting potential guests & **70 million images** are shared on Instagram every day.

New Payment Methods Give More Options



- 2016 will see the rise of **new methods** to complete a payment.
- **Apple Pay** is one such example where **mobile payments** can be **more secure** compared to swiping a credit card.
- If a person loses their phone, it would be almost impossible for someone else to **access their mobile payment system** without the **correct fingerprint**.

Content Marketing is the New SEO

30% to 35% of a hotel website's revenue is a direct result of **organic search engine referrals** to the hotel website.



As a result, having an **optimum content marketing strategy** is tremendously valuable.

Investing in **sharp, sharable & 'snackable'** quality content will yield returns.

Online Reviews Are Increasingly Relevant

- ✔ **Reviews are here to stay** with **95% of travelers** using them to make travel decisions.
- ✔ Hotels are increasingly putting their own reviews **front & center**.
- ✔ Some are even **featuring their reviews** directly next to the **booking button**.

