



Digital marketing
guide for hotels.

Index

Introduction - Hotel marketing strategies

- › What is hotel marketing
- › How to make a marketing plan

The website for your hotel

- › Why make a website for hotel
- › Things to keep in mind for a good website
- › The importance of content
- › How to make a hotel website that works

SEO for hotels: some tips for getting started

- › How search engines work
- › What is SEO and why is it so important
- › SEO for hotels: tips for optimizing your website
- › More tips to improve optimization

Promote an accommodation facility with campaigns search and display Google Ads

- › What is and how does Google Ads work?
- › Types of Google Ads campaigns.
- › Search type campaigns
- › Display type campaigns
- › Some Ads best practices and optimizations for the hospitality





Influencer marketing and hospitality: how to evaluate a collaboration?

- › Who is the influencer
- › What is influencer marketing
- › The 4 questions for taking action of influencer marketing
- › Choosing the right influencer
- › What to do to evaluate an influencer

TikTok marketing for hotels: tips and examples

- › What is TikTok
- › TikTok marketing for hotels: how to use the platform in the hotel industry
- › Why promote a hotel on TikTok

Conclusions

How WuBook® can help you in your marketing plan

The experts at WuBook®

Introduction

In order to get the most out of your hospitality business, you need to include some **online and offline hotel marketing strategies**.

In the hospitality industry, competition is one of the biggest challenges you face, and marketing is the most effective way to show the world your uniqueness.

We have prepared this guide, which can accompany you in discovering the as main aspects of digital marketing, but can also provide new perspectives and insights to those who already have an active plan.

Happy reading and enjoy your work!





Hospitality marketing strategy

What is hotel marketing?

Hotel marketing (online and offline) includes activities that aim to increase the visibility and improve the communication of your facility, as well as optimize the customer acquisition and loyalty process.

Generally, these activities should be organized according to a hotel or tourism marketing plan. **The marketing plan is a tool that allows you to define objectives, identify budgets and establish timelines, as well as to remember priorities and, finally, monitor results.**

In addition, defining a marketing plan allows you to optimize resources, avoiding misleading waste of energy and time, also because the activities to be monitored and implement can be many and, often, unexpected occurrences make necessary "shot adjustments" at the last moment.



How to make a marketing plan.

There are 5 stages of a marketing plan:

1) Analyze the context

Included in context analysis is the study and understanding of the target market; **SWOT analysis with the strengths, weaknesses, risks and opportunities of the business; competitor and target audience analysis; and finally, the study of buying behavior.**

2) Defining objectives

Business objectives are decided in the business strategy; in the marketing plan these should be organized by order of priority and should be expressed in quantitative terms. They will also have to, above all, be realistic and achievable.

3) Planning the strategy

At this stage, marketing points are defined such as: **price, distribution, possible promotions and advertising; and distinctive communication elements such as: visual identity, language and tone of voice.** Here it is also important to precisely identify the KPIs (**Key Performance Indicators**) that will be used to evaluate the effects of marketing actions, in order to arrive at the most accurate and timely evaluation of the investment.



4) Implementing the strategy

At this stage, actions are taken that will allow, based on the data collected, to best achieve the set goals.

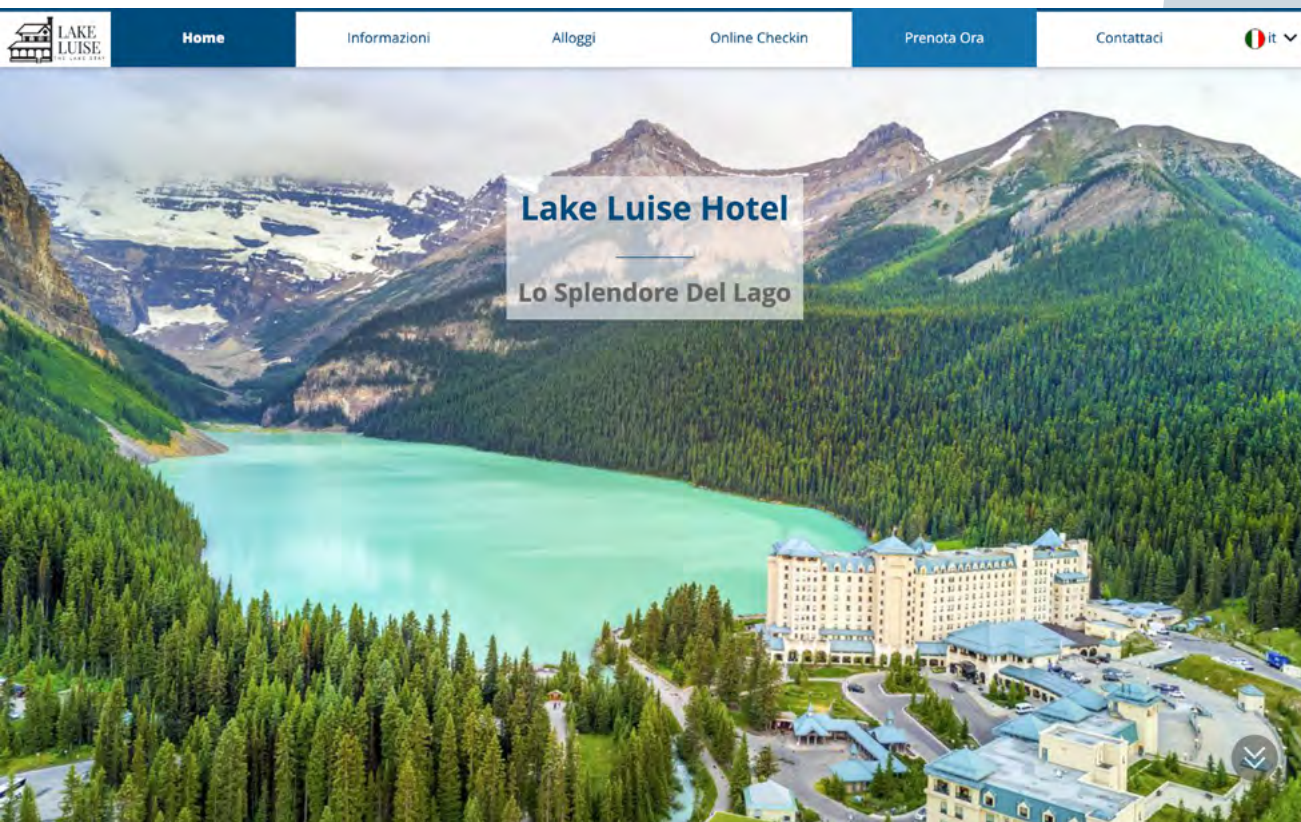
5) Check the results

With the launch of activities, the results monitoring part also starts. This part is critical **to understand whether the identified actions are leading to the achievement of the KPIs or whether they need modifications.**



The website for your hotel

Why make a website for your hotel.



First, having an independent online space allows you to provide users with more information about the facility and its services, thus also **working on your reputation and visibility;**

Secondly, it allows you to have a direct sales channel **untied from OTAs** such as Booking, Expedia, etc. and maximize your earnings;

It also creates a place to **convert all marketing efforts that result from activities such as email campaigns or Google and social advertising campaigns.**

Things to keep in mind for a good website.

Not all hotel websites are the same. Each site must meet the needs of the operator and its potential customers, as well as provide all the features necessary to make it a competitive sales channel.

Miramar
Bay®
HOTEL
FANO

HOME

INFORMAZIONI

ALLOGGI

ONLINE CHECKIN



Analyzing your target audience allows you to understand what kind of expectations and needs users have from your site.

If your clientele is very young they will undoubtedly be able to make reservations automatically. They will only need an intuitive, easy and fast service. They will also be willing to diversified solutions if justified by discounts and offers. Otherwise, if your target audience is families, they will undoubtedly want to know about the services in the facility, the proximity to points of interest, and the possibility of knowing about discounts for amusement parks or packages for trips with children.

It then becomes important to evaluate a **good integrated booking system**, or **booking engine**; in this way you can receive bookings directly and create ad hoc

packages for your clients.

It is also worthwhile to study a **functional, responsive design** that allows your users to easily navigate from any type of device, whether desktop or smartphone or tablet.

Any opportunity to browse your site can, in fact, be a good time to make a reservation.

The importance of content.

A site that works is a content-rich site. Descriptions, information, photos and videos are essential to give a comprehensive description of your establishment and services. Limiting yourself to general information or a few photos is a serious mistake: **a site complete with text and external links to partner restaurants is appreciated by search engines such as Google or Bing and will appear more easily in users' searches.**

In addition, the more details are available on the site, the easier the process of conversion to sale becomes. If rates are clear and descriptions of rooms and services thorough, the user will feel reassured by the presentation of the property and more enticed to close the transaction.



Here is a list of information that can help you in choosing content:

- › In-depth description of the hotel, even on several pages if necessary, with **history, famous people who have stayed overnight**, variety and comfort of rooms, services offered, whether the hotel is family-run or not, welcoming and hospitality that distinguishes the hotel, **eco-friendly structure and care for the environment**, etc..
- › Rooms should be described minutely (with photos and video): **name each room to differentiate the offerings**; talk about good soundproofing, size, wide and comfortable beds, air conditioning or adjustable heating, satellite TV; room service; linen change; talk about bathrooms;
- › The services offered (**summary of services**,..., parking, laundry and ironing, baby-sitting, wi-fi internet service, ...);
- › Talk about the restaurant and kitchen; include specific pages to describe **typical dishes, PDO and PGI products, wine and liquor selection, organic products**;
- › Indoor common areas (lobby, bar area, lounges, conference room...);
- › Outdoor common areas (garden, tennis court, outdoor bar...);
- › Wellness area, solarium, gymnasium;
- › Events;
- › Offers and discounts;
- › Where we are (**strategic location of the facility**, how to reach us, how to reach the best destinations);
- › Guided tours organization;
- › Price section with **photos of the rooms**;
- › Customer satisfaction (stay experiences);
- › Useful links (facilities, cab service, rentals, restaurants, entertainment...);
- › Talk in depth about the location where the hotel is located;
- › Art and monuments;
- › **Itineraries and excursions**;
- › Nightlife;
- › Shopping.

How to make a hotel website that works.

Creating a site is not a trivial matter. At first glance, it might seem to require only:

- › **Hosting**

a hosting service, i.e., space on a server where to build the site; the purchase of a domain (www.hotelabc.xyz);

- › **CMS**

a reliable CMS (Content Management System);

In reality, to achieve what is now the standard, you need diversified and deeper skills. We suggest relying on [website creators](#) who specialize in accommodation facilities: it will certainly be easier in the production phase and you can have all the assistance you need over time. In this way, in addition to the "showcase" site, which will display much of what has already been listed (and which is essential for proper indexing with search engines), you will be able to integrate to your facility's website, a functional [booking engine](#) that, by interfacing with the [channel manager](#), will always keep availability synchronized on all the OTAs in which you choose to appear.

You know how important it is to have **a website, which represents a real business card for an accommodation facility as well**. Through the website come customers, sure, but before we win their hearts, we need to break through to Google's.

How?

By optimizing content and improving ranking thanks to some tips on SEO for Hotels, which you will find in the next chapter.



Photography by: Christina Morillo from Pexels

SEO for hotel, tips for getting started

How search engines work.



Search engines such as Google work through complex algorithms. They analyze data and sort it based on the keyword used for the search, according to relevance and relevance. The outcome of this process is what we call **SERPs** (an acronym for Search Engine Results Page): **this is the page on which the results that the search engine gives as a response to the user's query appear.**

SERPs contain two types of results. The **paid ones** are based on the **Google Ads** service and appear, usually, first, with the words "ad." **Organic ones**, on the other hand, are found further down the page and are the result of **site optimization strategies** and attention to other aspects that we will see in this article.

What is SEO and why is it so important.

Partly by intuition, partly by experience, we know that when we type "hotel in [city name]" into the search string we get relevant links (or at least a good portion of links that respond to our search). **But why does Google show us those very sites? And why doesn't yours show up instead? How can you get potential customers to find you?**

You need to know about SEO (Search Engine Optimization), which is also of strategic importance to the hospitality industry. This branch of digital marketing specializes in a series of activities that go into **improving crawling, indexing and search engine rankings. This increases the chances that Google will see your site and show it as a search result.**

Optimizing your website will also give potential guests an exceptional browsing experience and incentivize them to book a room.



On page and Off page SEO.

The activities that fall under SEO are various and not all of them affect the site.

1) On page SEO

On page SEO includes strategies such as studying **keywords** and their use in content, organizing the **site structure**, and **optimizing code and images**.

2) Off page SEO

Off page SEO, on the other hand, has to do with **link building** and **digital PR**, and thus concerns relationships and interactions with other sites and other entities present online.



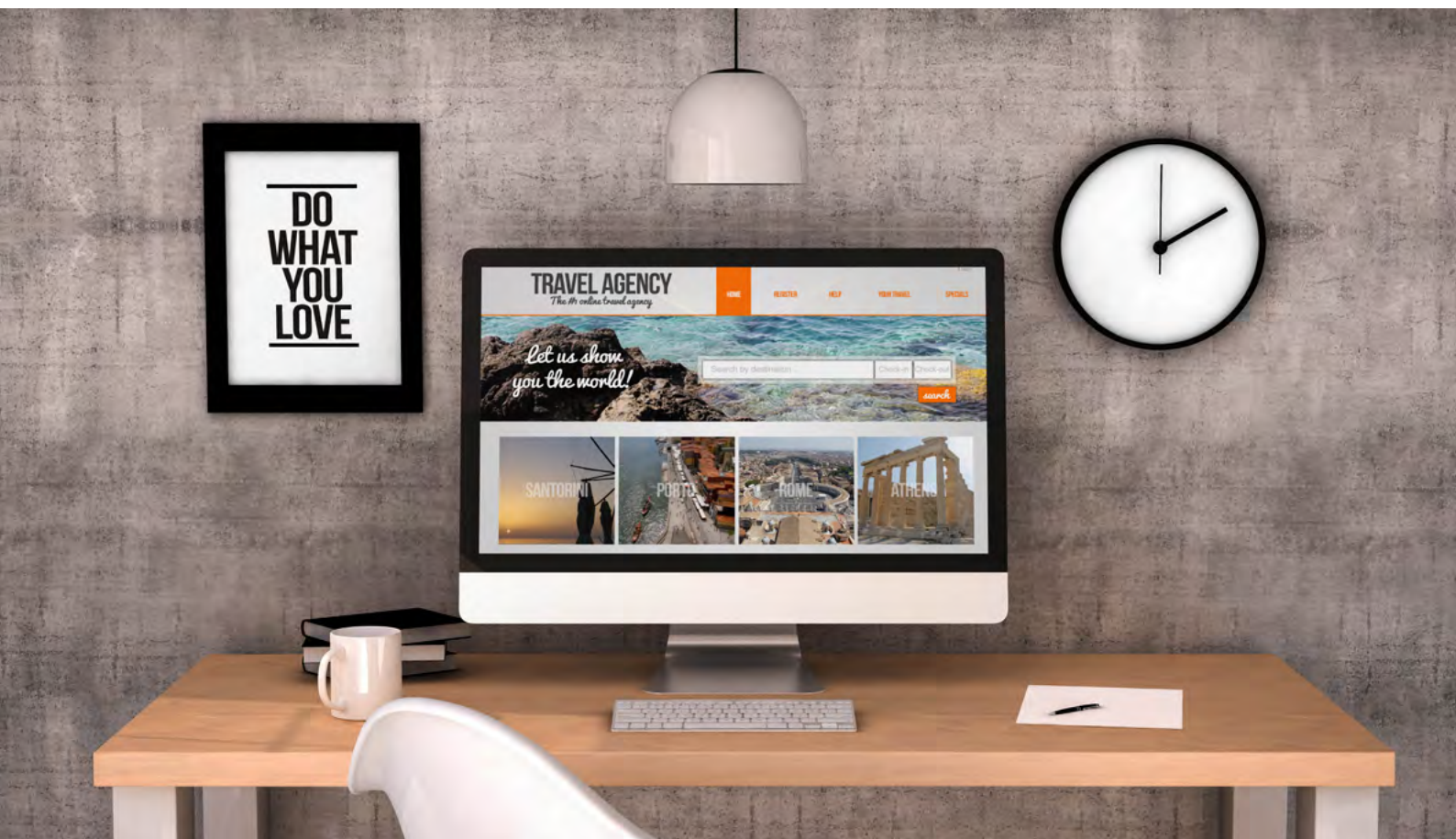
SEO for hotel: tips for optimizing your website.

SEO gives you the opportunity to get as many bookings as possible from user searches, and it can give you a big advantage over your competition.

In fact, the **hospitality industry can be saturated in some areas, such as large tourist destinations. If your site is well optimized, the chances of it appearing in searches will be higher.**

SEO, moreover, is less expensive than traditional advertising, Google Ads campaigns, and social media campaigns.

So let's take a look at some useful tips!



Define your audience.

The first step in building an SEO strategy for your hotel website is to define your audience.

You will need to answer questions such as:

- › Who are the people staying at the property?
- › What are their habits?
- › How old are they?
- › Where do they come from and by what means do they move?
- › How do they book?
- › What time of year do they travel and for how long?

This information will help you build a **detailed profile of your buyer personas.**



Study your competitors.

Sometimes inspiration or a good strategy can come from observing what your competitors are doing. It's not a matter of copying their moves and hoping they will work for your site as well (often this doesn't happen, because there is a specific logic behind it), but finding your own way.

For example: **there are many historical monuments in the area where your facility is located, but none of your competitors have an in-depth section on their site with this information? You might then consider taking advantage of the topic for your blog. Do some research, check for keywords, and build an editorial plan for publications.**

Write relevant and relevant content.

Any text on your site must have its own logic within the strategy, but it must also be clear, give useful and relevant information.

Google's algorithms rank website pages, and if you write quality content you can be rewarded by the search engine.

More tips for improving optimization.

We have seen some basic steps to start working on your website's SEO and get more visibility on search engines. Here are a few more tips for you.

- › **Use high-resolution photos and don't edit the images too much:** it's important to give potential customers a realistic idea of what they will find in and around the facility.
- › **Optimize the site for mobile devices:** remember that most bookings come via smartphones.
- › **Add videos:** humans process visual information faster, so video content is more engaging for those who enjoy it.
- › **Update the site,** both in terms of content and technology.

This is a taste of what can be done for SEO optimization of a hotel site. It is a complex and multifaceted task that needs to be carried out competently and without rushing: it takes some time to see the first results.

If done in the right way, however, it can really make the difference between you and your competitors, with a significant return in terms of booking and image of your establishment.



Google Ads: Search and Display campaigns for accommodation facilities

What is Google Ads and how it works.

Let's first do a little recap: **Google Ads is a free-use advertising platform implemented by Google, which allows you to create promotional campaigns within the web.** Who can use it? Hypothetically anyone with a website and some budget to invest.

The goal, in general, of Google Ads is in fact to connect website managers with potential customers while they are actively searching for information on the search bar (called SERP in the jargon) or during their daily online browsing.

To activate a Google Ads campaign, it is therefore necessary to define the site you intend to promote and register with a Google account with the platform.

UOnce activated, the account will allow you to create different types of campaigns, depending on the specific business goal you want to achieve (e.g., **visibility, traffic to the site, conversions, leads, calls-to-action**, etc.).

As we will see shortly, each type varies in how it works and its requirements, but it is important to remember that competition, amount of investment, and length of campaigns can make a difference in terms of results achieved or obtainable.

Types of campaigns on Google Ads.

As we have mentioned, the types of campaigns that can be activated on Google are many and change depending on the goals you want to achieve. For each objective, there are specific campaigns, involving different creativity and strategies. Let us try to illustrate the 2 main types of campaigns available on the platform.

1) Search Campaigns

Making it very simple, we can say that **through Search type campaigns we can make text ads appear on the Google results page whenever a potential customer performs searches in line with our offer.**

Let's take the example of Renzo who is planning a vacation to Perugia. Probably, once he has decided on a destination, he will go to Google and type into the search bar such phrases as "Hotel in Perugia" - "Hotel in Perugia with swimming pool" - "Hotel in downtown Perugia" - "Hotel in Perugia with parking," and so on, adding or removing details as needed. Through Google Ads, Lucia - who runs an accommodation business in Perugia - can make her ad appear whenever Renzo makes similar searches, in order to make her site more visible

While Lucia can track the number of times Renzo views the ad (according to a metric called **impressions**), she will only pay Google when Renzo has actually clicked on her ad. Lucia may also decide to create as many variations for her ad as possible, with the intent of intercepting all target users.

This type of campaign, if well implemented, can prove to be very useful and performant in increasing bookings, since it works on demand awareness, that is, by engaging those users who from the beginning of their online browsing **express a specific intent** (in our example, the search for an accommodation where to stay).

2) Display Campaigns

Display campaigns, on the other hand, target the user at a different stage, in which **demand is not yet well defined, thus directing it towards the awareness of a need**. Continuing with the example, in this case Renzo is not searching Google for a Hotel in Perugia, but maybe he is browsing travel blogs about the city of Perugia and its surroundings, or he is looking for experiential videos on YouTube dedicated to the same topic.

In this case, Lucia will have prepared a series of **graphic banners** (i.e., composed of images, photos, words, or videos) that Google will display to Renzo within the sites he visits or in the YouTube channel. If Renzo clicks on one or more of the banners, he will be redirected to Lucia's site.

This campaign can be very effective for increasing so-called brand awareness, i.e. brand recognition; or even for bringing real conversions (such as booking on Lucia's site or requesting information), especially when activated in remarketing mode.



Some best practices and Ads optimizations for the hospitality industry.

Now that we have quickly reviewed the two main categories of Google Ads campaigns, let's look at some small management tips that are particularly useful for the hospitality industry:

- › **Always keep a Search Brand type campaign active.** A Brand type campaign is defined as a campaign that is activated for **keywords that exactly match the name of your hospitality establishment.** This type of campaign is critical because it ensures a **constant presence in SERPs and in parallel tries to erode some of the bookings that would otherwise would be made through the OTAs.**

OTAs, in fact, are often used by users in the comparative phase, but then, once the facility of interest is identified, **the user tends to search again by typing into Google directly the name of the chosen facility. Being present in this second phase of choice is therefore extremely important.**

It will therefore be necessary to create ads that invite users to book on the official site by describing at the level of **title, description and extensions** (i.e., the textual elements that make up the ad), all the advantages of direct booking. For the Brand campaign type, it might be useful to adopt a **"target impression**

share" strategy that precisely guarantees a constant presence on the top of the results (i.e., in the first positions of the SERP and thus, hopefully, before the OTAs).

- › **Activate a Search No Brand campaign**, i.e. without the name of the structure, **carefully choosing the set of keywords** that will trigger the ad. In this case, **it is good to avoid the more generic keywords** (e.g., "hotel in Umbria"), focusing instead on combinations that include the **structure type + city** (e.g., "3-star hotel in Perugia").

- › Make the best use of **all the extensions made available by the Ads platform**. Among the most common ones are **Sitelink - Structured Snippets - Collaut - Promotions and call-to-action extensions**. **Using all these "extra features" will improve your ad's ranking**, while also giving you more space in SERPs and more landing pages. It is important to remember, however, that Google does not always guarantee the visibility of these parts, so they may never appear even if properly filled in on the platform.

- › **Track conversions properly and do not forget to monitor micro-conversions as well (especially early on)**. Certainly the ultimate goal is the booking or info request, but optimizing the account and conversions for earlier steps as well is critical to understanding user flow. From this data, we may in fact derive useful information also for the purpose of improving the navigation path within our site and the conversion funnel.



Influencer marketing & hospitality: how to evaluate a collaboration?

Who is the influencer?

A very important figure that has been on the rise in recent years is precisely that of the Influencer: a person who has a good online resonance, who manages to reach a good number of selected and active people (his or her community), who tend to be confident and curious to find out what is proposed to them. **Simply put, an influencer is the one who, through his or her stance, manages to inspire and "influence" the purchasing choices of his or her fans.**



What is influencer marketing?

It is a form of marketing by which **a brand or reality decides to collaborate with an online influencer, involving him or her in its communication strategy to promote one of its products, services or, as in your case, your facility.**

The social channels we recommend for this kind of activity are definitely **Instagram and TikTok** (in this guide we have a chapter reserved only for this last social, which is increasingly useful for the hospitality sector), fertile ground for all kinds of influencers.

In tourism, however, do not underestimate those with blogs, not just travel bloggers. In fact, well-written and well-indexed content is an excellent resource for reaching target audiences, over time.

The 4 questions to undertake influencer marketing.

- 1) What is the goal for which we want to engage the influencer?
- 2) What do we want him/her to communicate?
- 3) What services do we want him/her to highlight?
- 4) Who will follow him/her while he/she is your guest?

Partnering with an influencer can lead to an increase in the number of conversions and an increase in popularity. That said, much will depend on the product we choose to promote.

Since this is a tourist facility, several factors come into play, such as seasonality, economic possibilities, geographic distances and many others, which, playfully, will lead users to take action in the medium to long term.

Remember that this collaboration could lead to expanding the pool of new users but could also strengthen the relationship with our pre-existing community, enticing them to return.

Choosing the right influencer.

No influencer is the same as another, and the choice of his or her positioning will generate a cascade of other choices.

In fact, on its positioning will depend **the target audience it will address, the choice of content, the tone of voice, the frequency of publication...** these are some of the technical parameters to be evaluated. Keep in mind that dialogue and interaction, based on quality content, are the "weapons" of a professional influencer..

Having many followers is no longer a guarantee of success. **There are profiles with very large catchment areas that are far less effective than micro-influencers with more specific and genuinely interested niches.** Simply put, what really matters is not numbers, but **engagement, involvement.**

To choose the influencer or figure out if the person who has contacted you may be the right one within your marketing strategy, you will need to check initially that he/she is **not someone totally unrelated to your target area.** For example, if he/she is a lover of the slow lifestyle and sustainable tourism, it will not make sense to invite or host him/her if our facility is not attentive to these issues.

At the same time, not focusing only on your industry and product could prove to be a winning choice.



For example, you could invite a lifestyle influencer who is askin to your values and could talk about them in the right tone of voice, even if he or she is not a travel blogger.

What to do to evaluate an influencer?

First thing to do if an influencer contacts you is to have the **media kit** sent to you. If you want you can **check his profile on some free tools** that can measure the performance of Instagram profiles, for example, like **Not Just Analytic**.

To evaluate a profile you will need to check:

- › **impressions:** the number of total views that a post, an article, a page on a site can reach;
- › **the reach:** the coverage, the number of unique users who viewed an ad, story, post or page, engagement;
- › **the audience interactions** with the different digital content published (reactions or comments to posts).

Once this information is checked, we recommend starting a long-term collaboration with an influencer, and avoiding small, occasional collaborations.

An authentic and long-lasting dialogue will allow his or her followers to best perceive the values and strengths of your structure!



TikTok marketing for hotels: tips and examples

What is TikTok?



TikTok is a popular social media platform created to share videos and short content with the addition of filters, sound effects, and special effects.

In 2021 it was the most downloaded app worldwide. Known in the early days mainly for music videos featuring singer imitations and choreography playback, it has gradually expanded its user base and is now an integral, as well as key, part of many marketing strategies.

The ever-growing community and the personalized feed, which helps people find the most relevant content according to their interests, are two strengths of this social that is gradually replacing other platforms, especially particularly for Generation Z.

In fact, members of Gen Z, also called "digital natives" since they grew up having the Internet and new technologies at their disposal, appreciate video content that allows for more authentic self-expression and helps create a strong sense of community, two characteristics they find in TikTok.

TikTok marketing for hotels: how to use the platform in the hotel industry?

TikTok's rise to success may have surprised the "old guard" of marketing, but many had already sensed the potential of a social based on the immediacy of video. After Instagram's golden age and Snapchat's never-happened takeoff, today TikTok is a respectable player in the digital promotion landscape. Indeed, it is already a reality that, especially abroad, is reshaping some dynamics.

Let's begin by uncovering everything you need to know about TikTok marketing for hotels, starting with some experiences in the tourism sector and then moving on to campaigns implemented in recent years by accommodations.



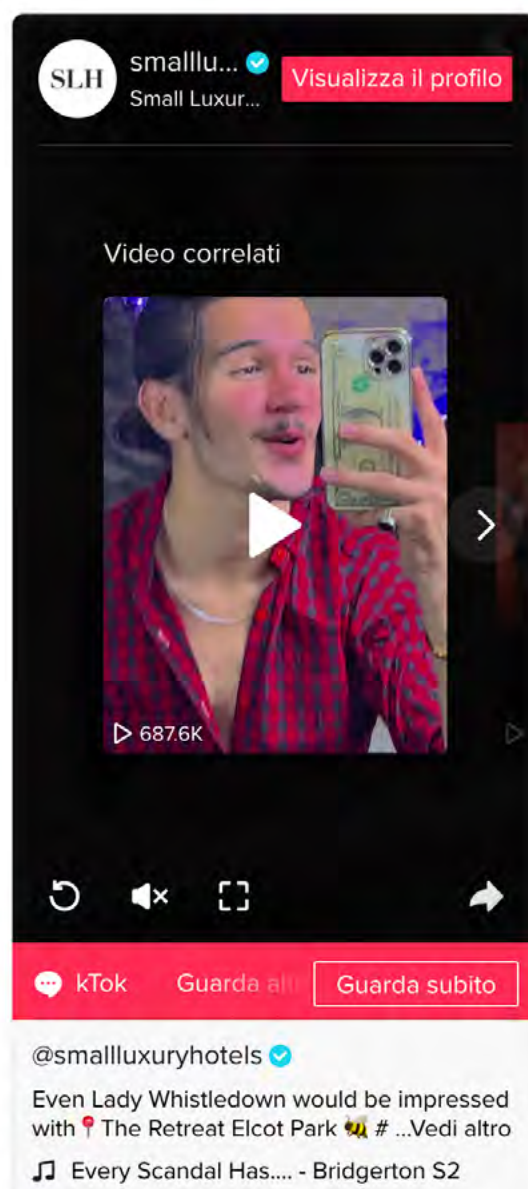
The case Switzerland Tourism

The promotional organization Switzerland Tourism was the first national tourism organization in the world to integrate TikTok into its promotion strategy. The first video posted on the social, a skate on the black ice of Silsersee, quickly gained nearly 10,000 likes and exceeded 200,000 views. **In July 2020, Switzerland Tourism launched a call to hire four digital natives, who became its official TikTokers.**

Ti racconto l'Italia

April 2021 saw the launch of **#tiraccontolitalia**, a five-month campaign to tell the story of the Bel Paese through twenty hashtags, each dedicated to a region, and videos shared by four creators who are highly followed on social: **Martina Socrate (@martinasocrate)**, **Diletta Secco (@dilettasecco)**, **Giovanni Arena (@gioanniarena_)**, and **Nicolò Balini, aka Human Safari (@humansafari)**.

Each of them explored a different aspect, from cooking to tips for low-cost travel, exploring little-known places and the stories of those who live them daily.



Villa Franca, The Retreat Elcot Park e Ladera

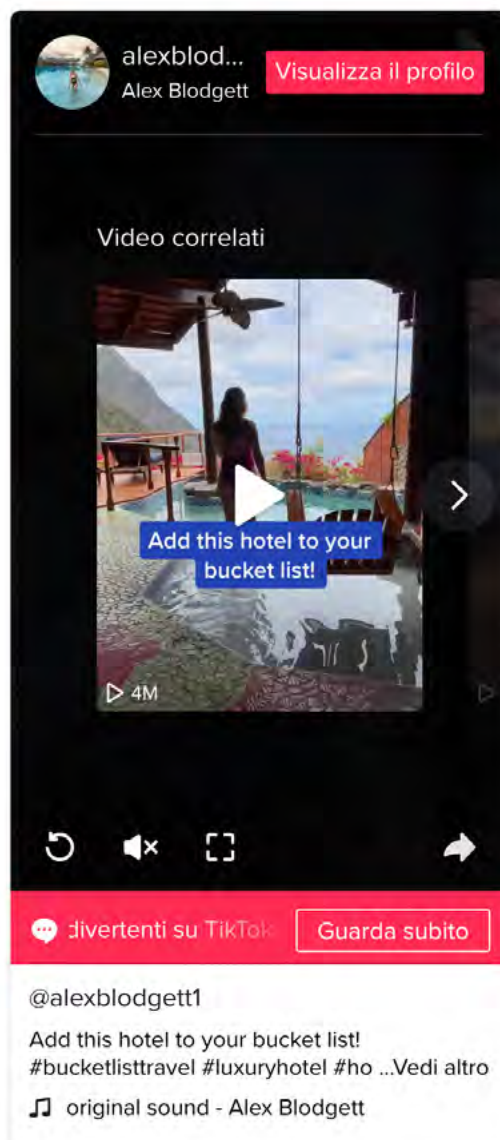
Small Luxury Hotels of The World, a brand that brings together some of the most luxurious international hotels and resorts under its umbrella, has expanded its social media team to create content on TikTok.

Among the properties promoted on this channel are **Villa Franca** in Positano (in the province of Salerno), a five-star hotel overlooking the Tyrrhenian coast, and **The Retreat Elcot Park**.

The country house hotel nestled in the English countryside was presented as the place all *Bridgerton* fans should visit, and the video was scheduled around the same week that the second season of the popular series was released that aired on Netflix.

Leveraging the tag "Bridgerton," the video reached more than 50,000 people.

The resort of Ladera, in the Caribbean, has also seized the power of TikTok, resorting to **Alex Blodgett (@alexblodgett1)**, a creator who has garnered millions of views with the video in which he shows the location's breathtaking views. St. Lucia's tourism authority also was one of the first on the Caribbean islands to create a destination-themed hashtag: **#TikTokSaintLucia**.



Why promote a hotel on Tik Tok?

The presence of an accommodation establishment on TikTok can bring great benefits to the business. We have seen, for example, that this social is particularly engaging for younger segments of the population (Gen Z).

These people are also the ones who most often rely on social for travel advice.

When young travelers come across an active property on TikTok and can see it through the videos, therefore, they are much more likely to choose it for their stay.

The first benefit, then, is a potential expansion of the customer base. This can also be achieved through collaboration with influencers, a marketing strategy already widely used on other social media.

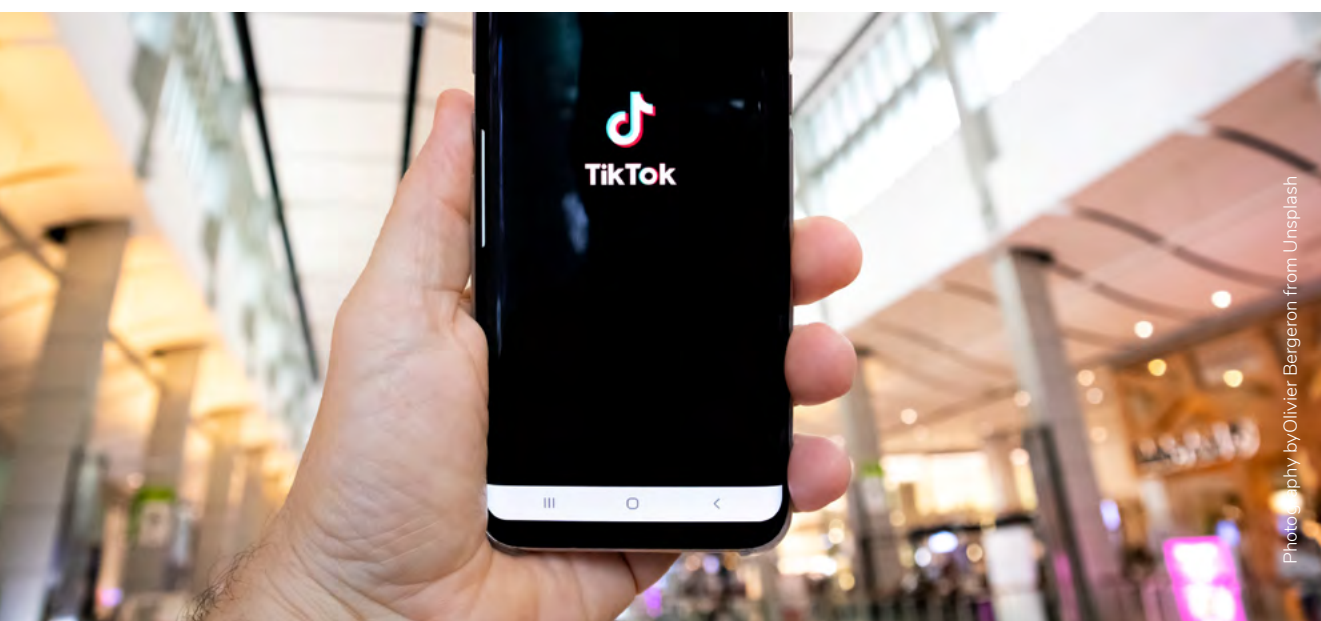
TikTok provides a Creator Marketplace where you can identify who fits your needs, so you can then engage them in your campaign. The advice, of course, is to choose the creator carefully, not just based on the number of followers.



What content to post?

TikTok offers the opportunity to experiment and have fun with content, but of course everything must be done within the framework of a strategy and with clear objectives.

It is important to remember that it is not enough to just be featured: **whether it is a large lodging establishment or a small hotel, in fact, audiences reward videos that add information and value, that can help them make better choices, and that convey authenticity, a value held dear by TikTokers.**



Make way, then, for content that shows in detail the hotel's spaces and illustrates its services, for starters. The behind-the-scenes keeps its charm unchanged on this social as well: **you can therefore tell about the preparation of a special event, the choice of furniture to renovate a room, and much more concerning daily life in the hotel.**

Then don't forget to participate in challenges with other users (a choreography performed by the entire staff, for example), shared using the related tags.

Finally, like all other social media, **TikTok also has the option of placing paid ads, through the TikTok for Business advertising platform**, on which to post ads or create your own custom video effect, another way to do promotion through this channel.

The types of sponsored ads are numerous and allow you to target specific groups. **One of the best known is "Video-in-feed," which displays paid videos directly in users' feeds, along with other native content.**

To manage the ads you need to use **TikTok Ads manager**, which will allow you to create campaigns, choose the placement, type of creative and target audience, as well as, of course, the budget.



Conclusions

We have seen how having a well-structured digital marketing plan can be really helpful in promoting hotel properties, whether through organic content or paid ads.

After a thorough analysis of your needs, your audience and the goals you want to achieve, therefore, implementing the information we have outlined in this guide into your marketing strategy could really prove to be a winning choice and bring even better results than you hoped for.

We hope we have given you new insights to make your business pay off.

Remember. We at WuBook® are always available to support those who want to open or improve their hospitality business.

We offer services and software that can make your work easier, make your facility competitive and thus increase room sales.





Join more than 22 thousand facilities
who are increasing their business
with us!

WE START TOGETHER - WE HELP YOU - NO CONSTRAINTS

WuBook® is an all-in-one, cloud-based property management system. Here are some examples of the digital tools, of great value and simple use, that WuBook® offers you.

- **Website creator for hotels:** we support you in creating a website for hotels, B&Bs, vacation homes and apartments. You can choose from several graphic templates, which you can change whenever you want, while maintaining your content. You will thus have a simple site, accessible from all devices and continuously updated to web security standards.
- **Channel Manager:** whatever your tourism facility is, Zak Channel Manager manages OTA and Metasearches in one place, synchronizes availability, rates and reservations, drastically reducing the risk of overbooking.
- **Booking Engine:** allows you to receive reservations directly from the website of your facility without intermediaries. At that point, you can create personalized offers incentivizing your guests to return in the future.



TRY WUBOOK FOR FREE



www.wubook.net