

Targeting Hospitality

The hospitality industry includes hotels and motels and the availability of Free Wi-Fi is the most important amenity to guests, even more so than a free breakfast!

- Why Hospitality needs Social Powered Wi-Fi
- How to Pitch a Hotel
- Types of Campaigns for Hospitality
- Hospitality Advertising Opportunities

Why Hospitality needs Social Powered Wi-Fi

Why hospitality needs Social Powered Wi-Fi

- Build a database of guests for retargeting
- Boost brands social awareness
- Improves online reputation
- Keeps the hotel competitive
- Frequency of guest visits will increase (with retargeting)
- Boost in sales

The hospitality industry includes hotels and motels and the availability of Free Wi-Fi is the most important amenity to guests, even more so than a free breakfast!

Here's what we know:

- 94% of travellers cite Wi-Fi as the most important amenity (Source: Hotel Chatter)
- 38% of travellers say no Wi-Fi is a deal-breaker and will book elsewhere. (Source: Hotel Chatter)
- Only 64% of hotels currently offer Wi-Fi (Source: Hotel Chatter)

For Hotels, Reputation Management is extremely important but improving global reach is also a must as hotels see guests from all over the world.

How to Pitch a Hotel

Here's how to pitch a hotel:

Hotels are highly dependent on travel review sites to attract new and returning customers and a good reputation on these sites is invaluable for your business.

With Social Powered Wi-Fi, you can build your global reach by increasing the number of positive reviews on travel sites. When a guest connects to your Free WiFi, they'll be redirected to the travel review site of your choice prompting them to leave feedback.

After all, **94%** of global travellers say their booking decisions are influenced by online reviews.

Social Powered Wi-Fi enables businesses to collect user data from all services that they use to connect. This is perfect for future promotional campaigns and connecting with your customers.

The increase in Social Media followers and email contacts that a Social Powered Wi-Fi affords brings in more opportunities to effectively engage with your customers.

The opportunities are endless when you choose a Social Powered WiFi Solution today!

Types of Campaigns for Hospitality

With the MyWiFi platform, there are many types of campaigns you can create for targeting hospitality

When deciding on the type of campaign, you'll need to ask the business owner some questions to determine what type of campaign best suits their needs.

Are they looking to increase reputation? Communicate with their customers? Re-target to consumers?

Get creative. Work with the business owner to identify their specific needs and develop a customized campaign for their business.

Here are some types of Social Powered Wi-Fi campaigns and how to implement them using the MyWiFi Platform.

- **Reputation Management Campaign**
 - Direct to trip advisor
- **Social Awareness**
 - FB login with redirect to business page
- **Customer Feedback and Engagement**
 - Redirect URI to survey - Complete to win!
- **Facebook Ad Retargeting**
 - Retarget users who've stayed at the location with promotions and follow-ups

Hospitality Advertising Opportunities

With the MyWiFi Platform, you can easily create advertising opportunities for you and the business owner.

1. Internal advertising

- Advertise the businesses currently daily promotions on the landing page / thank you page
- Ex: Every hotel has a restaurant - Advertise the daily specials of the restaurant

External advertising

- Is the hotel close to a tourist attraction such as amusement park or museum?
- You can create a relationship with the tourist attraction and have their sponsored ad appear on the landing page - Revenue sharing