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# HOTEL MARKETING TRENDS

FOR 2016

AN INFOGRAPHIC BY NET AFFINITY



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## MOBILE DOMINATES

Mobile has contributed over 94% of year-on-year growth in e-commerce traffic. On average, 21% of hotel bookings take place on Mobile devices. Make sure you're ready for the future. (2015 – Net Affinity Statistic)

Source: Retailing Today

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## CONTENT IS THE NEW SEO

With an average of 30-40% of a hotel's revenue deriving from Organic traffic, having a content strategy that goes beyond typical 'hotel information' is extremely valuable. Whether it's a blog about local events or an innovative social presence, now is the time to get creative.

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## THE RISE OF AD BLOCKING

With Ad Blocking on the rise, other methods of driving traffic to your site need to step up. Ad blocking grew globally by 41% in the past 12 months, and is expected to cost the industry \$41B globally in 2016.

Source: Wainstream | Blog Paperkit

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## VIDEO EVERYWHERE

Video is taking over, with auto-play clips appearing on Facebook, Instagram and elsewhere. It's no longer restricted to your website and YouTube – in 2016, there will be more channels than ever to promote your hotel's videos on.

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## BUY BUTTONS TAKING OVER

Social E-Commerce is on the rise! Buy buttons on Facebook, Pinterest & other social channels will become standard as the line between social media and e-commerce sites thins.

Source: Forbes

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## IN-THE-MOMENT MARKETING

Being "in the moment" matters for hotels. Showing up at the right place and the right time and having a strong presence on all channels where your personas hang out is crucial, so nail down guest personas and strengthen your strategy.

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## NEW PAYMENT METHODS

New ways of completing a payment, particularly on mobile are growing. Companies like Stripe are starting to change the market. 2016 will see fingerprint payment grow, more mobile payments and simplified checkout flows.

Source: Forbes

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## META SEARCH EVOLVING

Meta Search continues to grow its market share in the hotel industry. With updates such as TripAdvisor and Trivago's Facilitated bookings, the Meta Search landscape is still evolving and changing the way consumers book.

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## CROSS-DEVICE DATA

Cross device tracking will make major advancements in our multiscreen world, even as it raises privacy concerns. Google, along with a host of start-ups, are investing significant time and money into developing stronger cross-device results.

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## DYNAMIC CONTENT EMAILS

Get personal with emails! Personalising email content can lift conversion rates by 12% (Choi, 2015) People act twice as fast if they are asked to do something and their name appears on it.

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## INSTAGRAM AS NEW E-COMMERCE CHANNEL

Instagram, with its heavy focus on visuals and 400 million+ users, can be a very strong platform for hotels. Hotels today are creating "selfie stations" and brand hashtags – how will you use Instagram to connect in 2016?

Source: NetAffinity Blog

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## USER GENERATED CONTENT

Your online reputation is key to success. There are more tools than ever to leverage UGC, and you need to take advantage in 2016. Respond to reviews, run contests on Twitter and Instagram. Use your current guests to drive future bookings.

Source: NetAffinity Blog

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## BOOKING RETARGETING

Making retargeting part of the booking funnel gives you a second chance to capture a guest's interest. Strategies such as on-site, off-site and email retargeting are growing in popularity, used by hotels to increase direct revenue and deflect traffic from OTAs.

Source: NetAffinity Blog

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## HOLISTIC MARKETING BUDGETS

Traditional marketing budgets are no longer effective: it's all about performance. If your cost per acquisition on one channel is less than other booking channels, like OTAs, why restrict your budget and risk losing business at a lower cost?

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## MARKETING LANDING PAGES

Marketing landing pages can directly improve E-commerce conversion rates for hotels. They provide a single focus point for each campaign in a way a homepage can't – usage of them will only increase in 2016.

Source: NetAffinity Blog