

Article Title

Hotel social media metrics: The ROI dilemma

Citation

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Abstract

This study offers a perspective of social media performance measurement techniques adopted by hoteliers, with a focus on financial returns. The research adopted a qualitative approach, data was collected through semi-structured, open-ended interviews. Findings indicate that ROI is understood as an umbrella concept, where engagement rates, customer response and volume of likes and comments are most important. However, the element of ROI in the form of financial outcomes derived from social media remains elusive.

This research contributes to social media adoption literature by investigating current social media measurement practices within the hospitality industry. While hotel managers employ diverse strategies for social media deployment, the focus on the effectiveness of these strategies is questionable, particularly considering financial metrics. This study presents key metrics currently used, but more importantly highlights which aspects of social media performance measurement are neglected and the gap they create in assessing social media strategies holistically and effectively.

Conclusion

In order to be successful in social media marketing in the hotel business, it is recommended for hotel management to set up a structured human resources formant and define specific tasks by allocating the necessary time. Moreover, hoteliers should set up possible goals and comply with the overall organization's goal. For social media vendors, it is suggested to develop special features that can help hoteliers understand the social media ROI in the context of various platforms and customize their service and products better. It also would be helpful to implement consulting services and exact metrics for profit calculating in advertisement and marketing campaigns.

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