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Digital Marketing in Hospitality

The single biggest opportunity in digital marketing for hotels in 2022



Viewpoint by Henri Roelings

Founder & CEO at Hospitality Net

Published on 1 March 2022

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As lockdowns start to lift, hotel bookings are beginning to pick up. Despite ongoing COVID concerns, people are eager to venture out again and this is very good news—as long as travel is managed responsibly, with effective preventative measures in place. With positive signs now visible, lodging operators can look forward to and plan for increasing occupancy rates with more confidence. According to McKinsey's research, the pandemic has accelerated digital transformation by 10 years and today's travel consumers have become more digitally and tech-savvy than ever.

Which begs the question: Where lies the single biggest opportunity in digital marketing for hotels in 2022?



Larry Mogelonsky

Managing Director Hotel Mogel Consulting Limited

There are so many different technology solutions that to list or rank them is all but impossible. The opportunity is to convince owners/brands to make the commitment to, and investment for these solutions. The 'good old days' of operating unchanged through the late

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Martin Soler

Partner at Soler & Associates

Changing travel conditions and new COVID variants that have fewer symptoms but still register on PCR test make travel a bit of a gamble. The biggest issue in the recovery is going

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Remy Merckx

Advisor - Chief Growth Officer - Profila GmbH

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Are we saying that our industry has saved 10 years of its R&D lifetime in digitalization processes? I wish this would be the reality. Even if we have seen huge progress in our digital capability developments, unfortunately, our industry has difficulties laying aside the effects of old fears in terms of technology, data management, customer-centricity, third party

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have the opportunity to better leverage their in-depth knowledge of, and data about, the guest to reach out and capture more than their fair share of the recovering travel market. Investments in CRM, email marketing and closeness to the customer should pay off big time as hotels reach back further in the marketing funnel and position themselves in front of motivated customers at the inspiration stage of their decision-making process. Simply being there will be half the battle. And in-depth customer understanding will be what ultimately wins the war.

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Tina Markowitz

Vice President of Digital Marketing Media & Analytics at Cendyn

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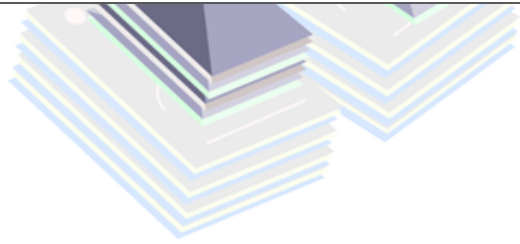
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