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LEVERAGING USER GENERATED CONTENT IN HOSPITALITY AND TOURISM

1

ENCOURAGE PICTURES AND VIDEOS

By encouraging guests to capture and share their unique experiences through photos and videos, businesses can significantly enhance their visibility and credibility. When customers post their authentic moments on social media, it not only provides organic exposure but also serves as a powerful endorsement of your services. These shared experiences create a ripple effect, reaching potential new customers and inspiring them to choose your business for their next adventure.

2

PHOTO CONTESTS & CAMPAIGNS

To effectively encourage guests to capture and share their experiences at your establishment, consider running photo contests or hashtag campaigns. Host a photo contest where guests submit their best photos taken at your location, offering attractive prizes to motivate participation. Additionally, launch a hashtag campaign to create a sense of community and make it easy to track and share user-generated content. Promote the hashtag prominently in your communications and around your establishment. These strategies will boost engagement, generate online buzz, and provide a wealth of authentic content to enhance your marketing efforts.

3

CUSTOMER TESTIMONIALS & REVIEWS

Customer testimonials and reviews are among the most powerful tools in user-generated marketing and advertising. A substantial collection of positive reviews can significantly impact your business, enhancing its reputation and attracting more customers. In addition to encouraging guests to leave reviews, it is wise to consider partnering with travel influencers in today's digital age. Influencers with a loyal following can create compelling testimonials about their experiences at your establishment and share them across various social platforms. This collaboration can amplify your reach and generate substantial traction for your business, leveraging the influencer's credibility and audience to drive interest and bookings.

4

EMPLOYEE BLOGS OR VLOGS

If your business is centered around providing special experiences, a great way to generate interest is by having an employee create a blog or vlog showcasing a "day in the life" at your establishment. This content can highlight the unique experiences your business offers and provide a behind-the-scenes look at how these experiences are brought to life. Sharing these authentic stories can engage potential customers, build a connection with your audience, and give them a taste of what they can expect when they visit.