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MAKING THE MOST OF ORGANIC SOCIAL MEDIA IN HOSPITALITY & TOURISM

SHOWCASE UNIQUE EXPERIENCES & DESTINATIONS

1

Social Media offers you the opportunity to share photos and videos of your location, amenities, and unique experiences you offer. Use local tourist attractions and cultural experiences to help attract customers and display how your business is unique compared to your competitors. Encouraging user-generated content, like guests sharing their experiences, can also add authenticity and appeal.

ENGAGE WITH CUSTOMERS THROUGH INTERACTIVE CONTENT

2

Organic social media offers you the opportunity to engage with your potential customers and customers directly through interactive content. Things like polls, Q&A's, or quizzes can help you get the customer feedback you need to keep your clientele happy. Along with this, being active on social by responding to comments and suggestions keeps customers and fans engaged with your content.

PROMOTE SPECIAL OFFERS AND EVENTS

3

Using social media to promote any special offers or events that you are having is a great way to drum up attention. Announce exclusive deals, discounts, and special packages. Promote events, seasonal activities, or themed nights happening at your location. Limited-time offers create a sense of urgency and can drive bookings. Many individuals will share continents about such deals and events amongst themselves.

COLLABORATE WITH LOCAL INFLUENCERS AND BUSINESSES

4

Partner with travel influencers or local businesses to expand your reach. Influencers can provide authentic reviews and experiences to their followers, while collaborations with local businesses can offer package deals that benefit both parties. This cross-promotion can enhance your brand visibility and attract a broader audience to your area.