

**Travel  
Media  
GROUP**

# HOTEL IMPROVES ONLINE PRESENCE WITH THE TOTAL PACKAGE



## A HOTEL MARKETING SUCCESS STORY

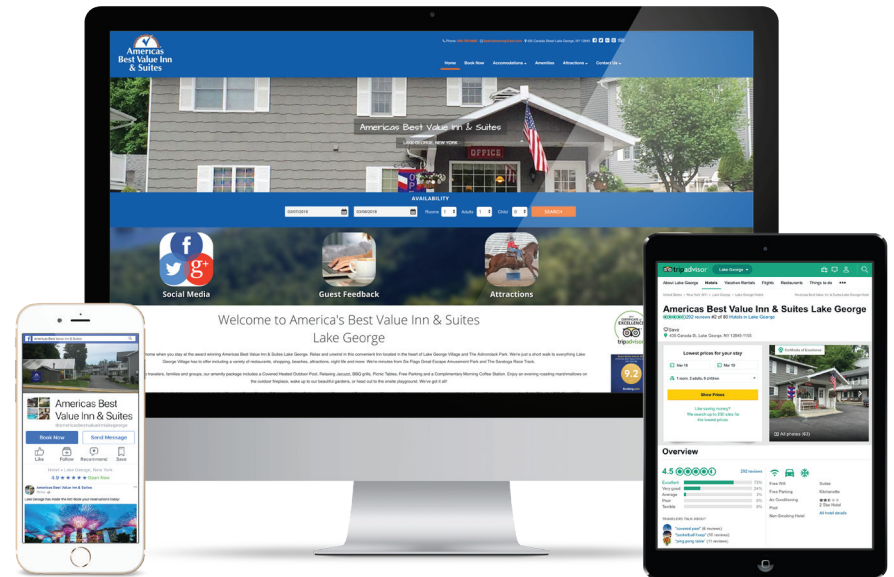
Travel Media Group has helped Americas Best Value Inn & Suites Lake George, NY enhance their digital presence through social media, reputation management, listing management and a responsive website. Through these strategic solutions, ABVI & Suites has seen dramatic results, including:



**#1** of 89 Hotels in Lake George, NY  
on TripAdvisor



**50%** of Website Traffic Converts  
to Booking Engine



# ENGAGING GUESTS ON SOCIAL MEDIA

By selecting Travel Media Group's concierge social media service, Americas Best Value Inn & Suites was able to engage guests and travelers with compelling content, without spending hours of valuable time posting at the property.

First, the hotel's social media profiles were claimed and optimized to increase search engine visibility and improve the overall accuracy of information. Next, Travel Media Group helped the hotel build their audience by marketing the profiles at the property and online. Through consistent social media content posted each week, the hotel increased engagement with guests.



**148%** Increase in Facebook Likes



**1,895** Average Monthly Reach on Facebook



**55** Average Monthly Engaged Users on Facebook



**2,912** Average Monthly Impressions on Twitter



“ Utilizing the tools they offer has helped us to grow our business through a more effective social media presence; as well as being able to respond to reviews from multiple sites through a user friendly central dashboard. ”

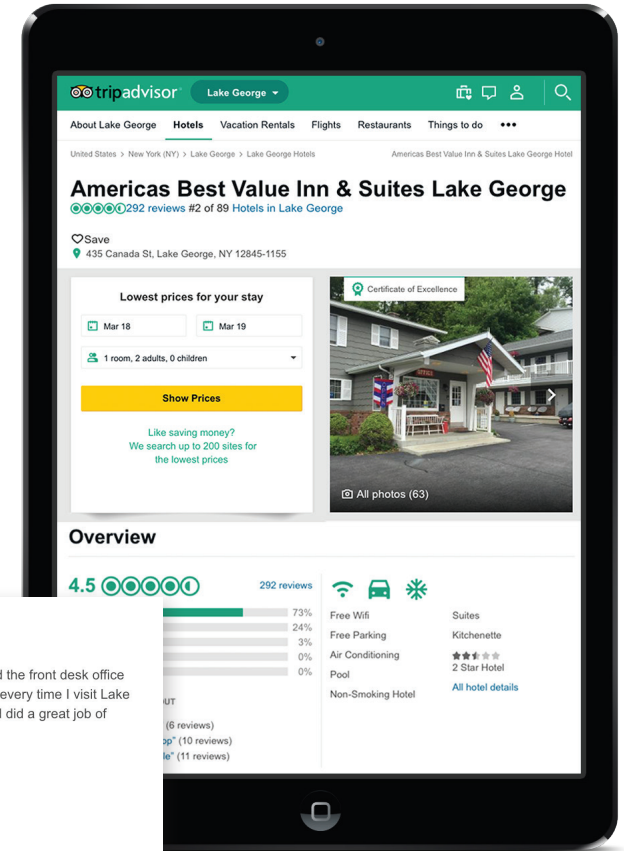
— David Long, Americas Best Value Inn & Suites Lake George, NY



# FOCUSING ON REPUTATION MANAGEMENT

The goal of implementing a reputation management program was to increase the quantity and quality of reviews on TripAdvisor, and in turn improve rank and rating in the Lake George, NY market. With the help of a reputation management program, the hotel was able to earn more positive reviews online and leverage guest feedback to improve guest experiences at the hotel.

Americas Best Value Inn & Suites participates in two of Travel Media Group’s unique strategies for positively managing hotel reputation online: Tracking and Influence. By Tracking key competitors, hoteliers can understand their position in the marketplace at any time. This reporting enables the hotel to set goals for the quantity and quality of reviews needed to surpass their closest competitors. Next, our Influence program engages guests post-stay and encourages positive reviews online. By collecting negative feedback on internal surveys, the hotel is given the opportunity to connect with the guest directly and provide elevated customer service.



**#1** of 89 Hotels in Lake George, NY



**51** Reviews Earned Per Month on Average



**4.5** Review Score on TripAdvisor



**Earned TripAdvisor Certificate of Excellence**

 Reviewed October 9, 2017

**Great Stay**

I had a fantastic time staying at this hotel. The service was amazing and the front desk office was super helpful and very nice to speak with. I would stay at this hotel every time I visit Lake George. The room was super clean and the maid service was quick and did a great job of cleaning my room

Show less

Stayed: October 2017, traveled as a couple

 Value	 Rooms
 Location	 Cleanliness
 Sleep Quality	 Service

Review collected in partnership with this hotel

“ The Reputation Management has been invaluable in reaching and maintaining high rankings across different platforms, such as TripAdvisor, which is all too important in this highly competitive market where guests decisions weigh heavily on a properties ranking and their reputation. ”

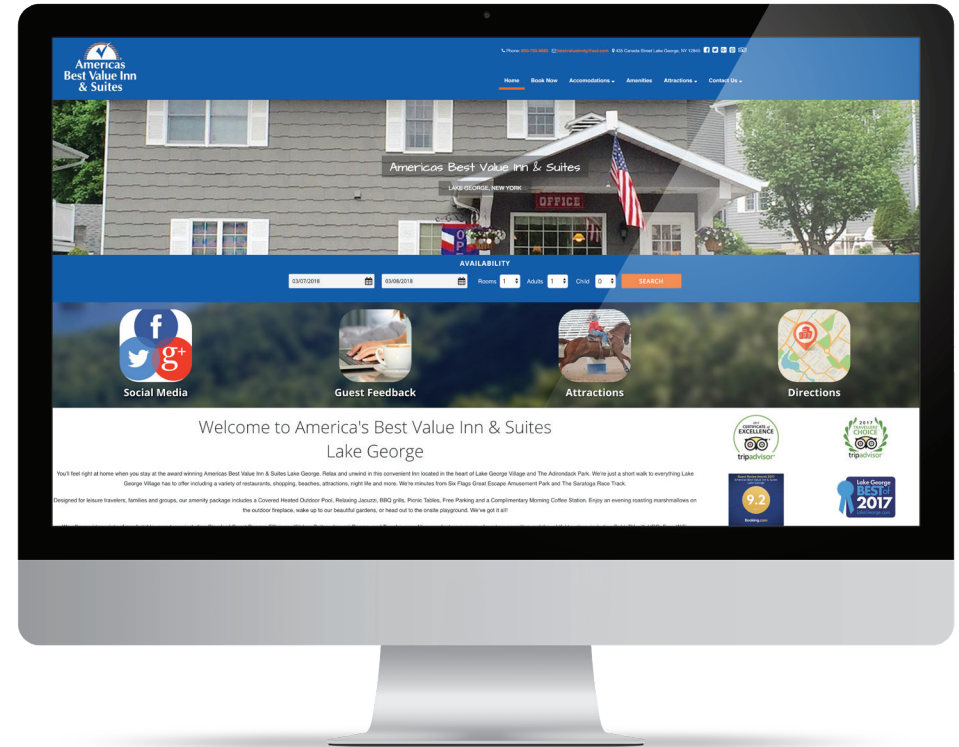
— David Long, Americas Best Value Inn & Suites Lake George, NY

# OPTIMIZING A VANITY WEBSITE WITH LISTING MANAGEMENT

To increase direct booking at the hotel, a stand-alone website was built. With 68% of travelers booking hotels on mobile, it is essential for the hotel's website to be fully responsive for viewing on mobile and tablet devices.

To make the website stand out in search results, it was optimized with Listing Management. By claiming online listings to include consistent information, the hotel website receives more exposure on search engines, driving more traffic to the hotel's commission-free booking channel.

Through a beautifully designed mobile-friendly website, Americas Best Value Inn & Suites Lake George, NY achieved significant results when it comes to reaching travelers and increasing occupancy.



**50%** of Traffic Converts to Booking Engine



**1,894** More Direct Bookings/Year



**36%** of Traffic Comes from Organic Search



**95%** Increase in Online Listing Coverage

“ With the help of their web site designers, our web site has been improved and updated drastically, and is much easier for prospective guests to navigate, thus enhancing our property and our business. ”

— David Long, Americas Best Value Inn & Suites Lake George, NY

# THE PROOF IS IN THE PERFORMANCE

Through social media, reputation management, listing management and a responsive website, Americas Best Value Inn & Suites Lake George has achieved significant positive results for their property.

“ When we first started working with TMG, we had only used them for listing discount hotel coupons in their catalog. However, once we started using them for Listing Management, Reputation Management, Social Media presence, and their Web design, we wished we had worked with them on all of these things earlier! Their customer support has been very accessible and helpful at every turn, as well as being flexible to meet the specific needs of our business. We highly recommend working with the TMG team; they really are a total package in terms of the services, and their quality, that they offer to businesses in the travel and hospitality industry. ”

— David Long, Americas Best Value Inn & Suites Lake George, NY



Social  
MEDIA



Reputation  
MANAGEMENT



Website  
SERVICES



Listing  
MANAGEMENT

Visit [trvl.media/services](https://trvl.media/services) for more information on Hotel Marketing from Travel Media Group.

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