

# A SOCIAL MEDIA SUCCESS STORY

## THE HENDERSON INN



**Travel  
Media**  
GROUP

## INN BOOSTS SOCIAL MEDIA ENGAGEMENT

The Henderson began using Travel Media Group's social media solution in July 2018. Prior to the partnership, The Henderson had acquired 1,904 likes on their Facebook page throughout the years. Just short of a year into the program, they have reached 2,239 likes on their page and more social engagement than ever before.



**2,239** Facebook Likes



**12,888** Average Monthly Reach



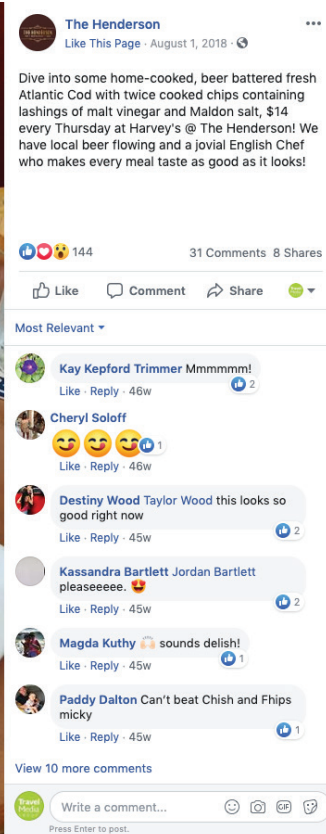
**8** Average Monthly Facebook Recommendations



# THE CHALLENGE

Located in Hendersonville, North Carolina, The Henderson aims to serve visitors to the town as well as those heading to the Asheville area. The Henderson offers a vibrant, small-town aesthetic that is great for a relaxing getaway. In addition to its eclectic rooms, the inn also has a restaurant and bar on site.

Their main goal was to attract travelers through their social media posts and convert them into guests. More specifically, the challenge was to encourage these travelers to book directly through their website so that The Henderson could lower their number of OTA bookings. Not only did they want to promote their inn, but they also wanted to promote their inn's restaurant and bar specials.



# THE SOLUTION

Travel Media Group took several approaches to generate more social engagement with travelers. Right from the start, our team worked with the owner to brainstorm what they would like to feature on the accounts. Together, we came up with promoting a family weekend getaway on their social accounts.

Also, offering food specials from the inn's restaurant has been a hot topic among travelers. In these posts, we incorporate clear website CTAs so that travelers can explore what The Henderson has to offer directly on their site. This is a great way to get travelers to book with the inn directly and not through an OTA. Through consistent posts and strategic advertising, we have ensured that their audience continues to grow.

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The Henderson was a re-branding concept where we took over an existing property which didn't have the greatest reputation. The work that TMG performed was wonderful, we almost eliminated the previous brand's profile and we grew our brand substantially. This turn-around was performed in the first year of us working with TMG. The following year we are up by 30% YOY. They control our website and social media, all requests that are asked for are updated within 24 hours. Our social media presence has grown by 46% since our inception with TMG.

That being said, we cannot underestimate the 'other' work that they do for us. As owner/operators we have an Inn to run as well as a very busy restaurant and we don't always have the time to delve into the world of social media as much as we would like to. Our representatives at TMG are always there to answer questions for us, even if it doesn't belong in the realm of their responsibilities but they always find a solution for us or point us in the right direction as to who can. I consider TMG to be our partners in our Inn, we are growing our respective businesses together and we couldn't be happier with our relationship.

**Michael Gilligan**  
The Henderson

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## THE RESULTS WERE AMAZING

Through implementing Travel Media Group's social media strategies, The Henderson has achieved significant engagement results on its social media channels.



**4.8/5** Stars on Facebook



**2,239** Facebook Likes



**12,888** Average Monthly Reach



**8** Average Facebook Recommendations / Month



**680** Post Engagements on Facebook / Month



Visit [trvl.media/facebook](http://trvl.media/facebook) for more information on Social Media from Travel Media Group.