

A HOTEL MARKETING SUCCESS STORY

HAWTHORN SUITES

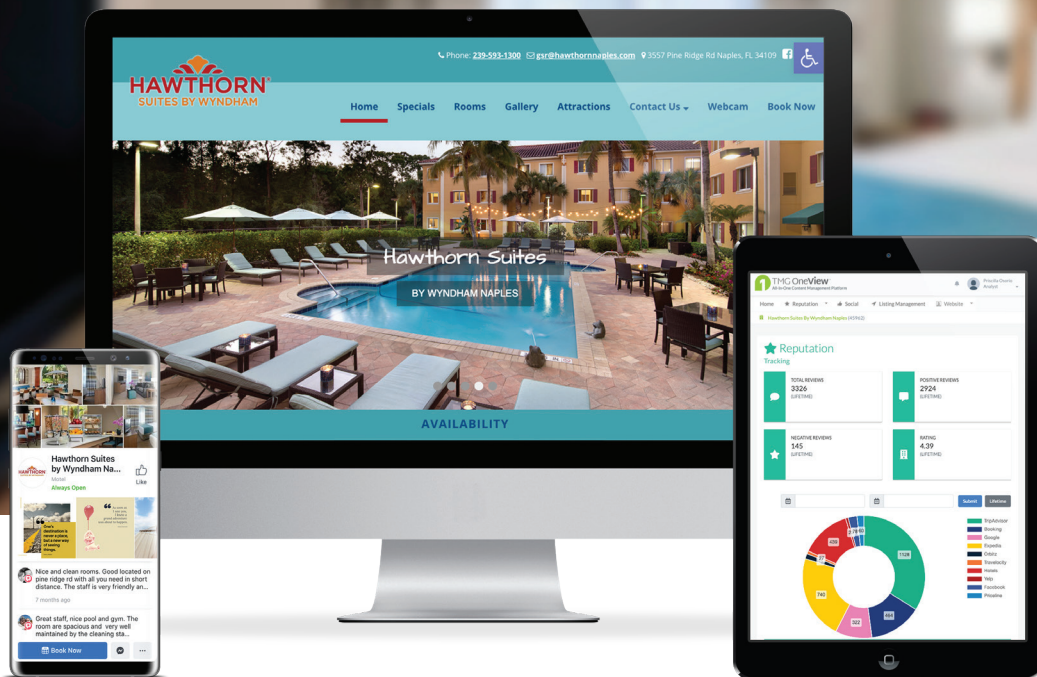
BY WYNDHAM NAPLES



HOTEL IMPLEMENTS DIVERSIFIED MARKETING STRATEGY TO IMPROVE ONLINE PRESENCE

Hawthorn Suites by Wyndham Naples has partnered with Travel Media Group for reputation management, social media management, and a vanity hotel website. Since February 2016, Hawthorn Naples has doubled its review count, elevated its website sessions length, and streamlined social media engagement beyond their expectations.





REPUTATION MANAGEMENT

With many competitors in the Naples area, Hawthorn Naples was seeking to streamline their reputation efforts. Since partnering with Travel Media Group, they have elevated their review count of up to 1,128 reviews. This improvement played an imperative role in converting travelers into guests through the power of positive reviews.



4.5/5 Stars on
TripAdvisor



x2 Increased
Review Count

WEBSITE OPTIMIZATION

With our Website solution, Hawthorn Naples has the freedom to update their website to their liking. They have featured their TripAdvisor certificates, live beach cams, and a deeper expression of nearby attractions. All of these features contributed to great session results on their website, thus influencing higher booking rates and improved traffic conversion.



19,620 Website
Sessions



1:43 Avg Website
Session Length

SOCIAL MEDIA ENGAGEMENT

Social Media has played an integral part in attracting travelers to Hawthorn Naples. Through the implementation of posting engaging and personalized posts, Hawthorn Naples has been able to direct travelers directly to their vanity site.



46% Increase in
Facebook Likes



8 Average Monthly Facebook
Recommendations

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Travel Media Group has been doing a great job for us and we are delighted we have partnered with them. Their Reputation, Social Media, and Website solutions have helped us to increase revenue by providing convenient, and hands off services. They continue to provide excellent client service making sure we are happy with our strategies and solutions. We look forward to continual progress within our competitive market. Thank you, TMG!

Tom White
Managing Partner

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THE RESULTS WERE AMAZING

By partnering with Travel Media Group, Hawthorn Naples has achieved remarkable engagement across its online channels.



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Visit trvl.media/services for more information on Hotel Marketing from Travel Media Group.