



A HOTEL MARKETING SUCCESS STORY

BW | **Best Western®**
ON THE AVENUE



HOTEL PARTNERS WITH NEW DIGITAL MARKETING VENDOR FOR BETTER SERVICE & IMPROVED RESULTS

Unsatisfied and frustrated with the service and follow up from another digital marketing vendor, Best Western On The Avenue switched their website, social media, and reputation management needs over to Travel Media Group in August of 2019. Immediately, the hotel experienced dedicated support and prompt follow up to any requests for assistance. With strategic consultation and partnership from the Travel Media Group team, the Best Western On The Avenue has achieved:

- A perfect 100% review response rate with professional responses
- The market-leading pace of positive online feedback
- Significant follower growth on the hotel's social media profiles
- Impressive conversion on their hotel's customized, vanity website

CONNECTING WITH GUESTS THROUGH REVIEW RESPONSE

The Best Western was looking for a way to interpret online guest feedback to make meaningful changes at the property level. Since implementing Travel Media Group's Respond & Resolve™ solution in August 2019, the Best Western has had a 100% Review Response rate to over 175 reviews that span over 8 public-facing review sites. The Best Western's average review response time has also dramatically improved, averaging just over 8 hours per review response. This program has helped the hotel exceed their review response brand standards and deepen the connection between hoteliers and guests.



175 Reviews Responded

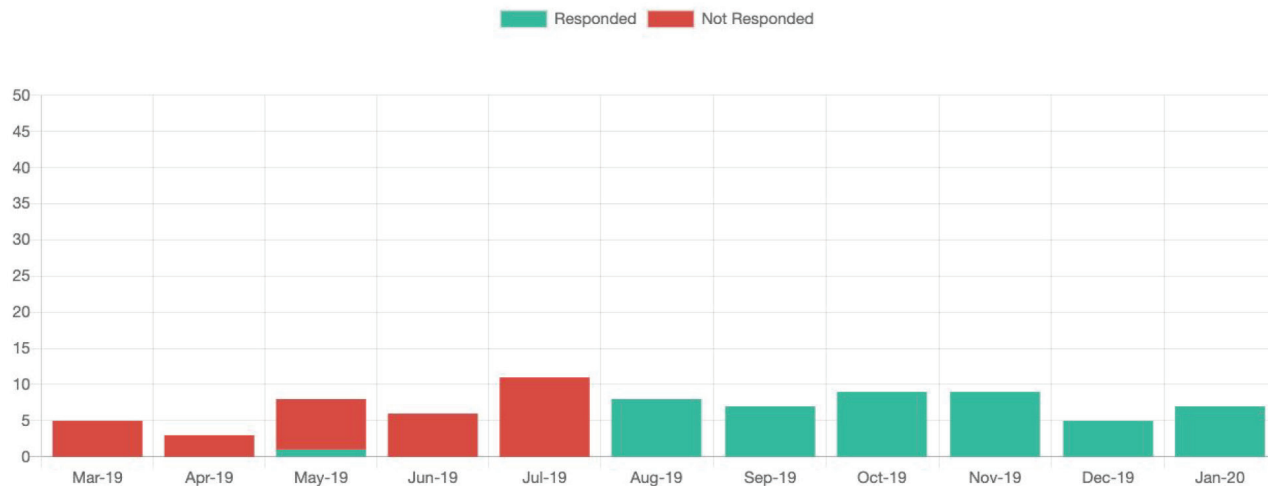


100% Review Response Rate



8 Hrs Average Review Response Time

Review Response Last 12 Months

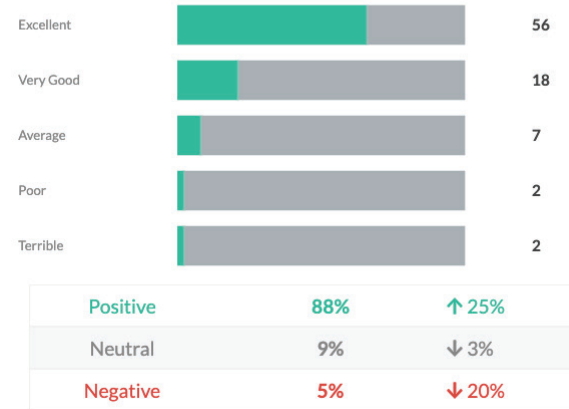


INCREASING FEEDBACK WITH REPUTATION MANAGEMENT

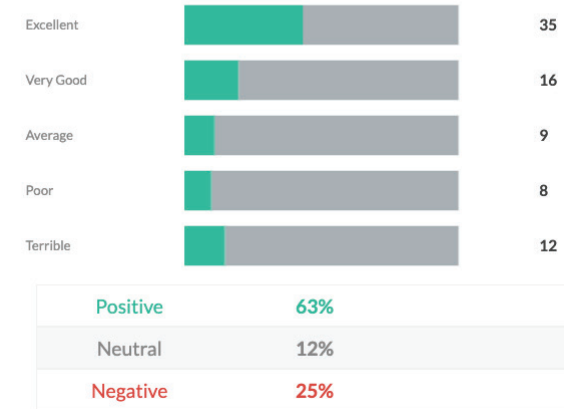


TripAdvisor Review Profile Comparison

Best Western On The Avenue



Market Average



In a competitive market like Buffalo, NY, the Best Western was not only looking to keep pace with the market, but also outperform it. To facilitate that, the Best Western implemented Travel Media Group's reputation influence solution, with a goal of increasing the number of positive reviews and decreasing the number of negative reviews they receive. With the help of Travel Media Group's in-depth reputation tracking and competitor data, the Best Western was able to benchmark the number of reviews needed to achieve their goal. The previous six months before partnering with Travel Media Group, the Best Western was able to generate 25 positive reviews on TripAdvisor; Since partnering, the Best Western has almost doubled that amount with 44 positive reviews on TripAdvisor. The Best Western continues to outperform its local competition generating 25% more positive TripAdvisor reviews and 20% fewer negative reviews on TripAdvisor than the market average.

 **76%** Increase in Positive TripAdvisor Reviews

 **25%** More Positive Reviews Than Market Average

 **20%** Fewer Negative Reviews Than Market Average

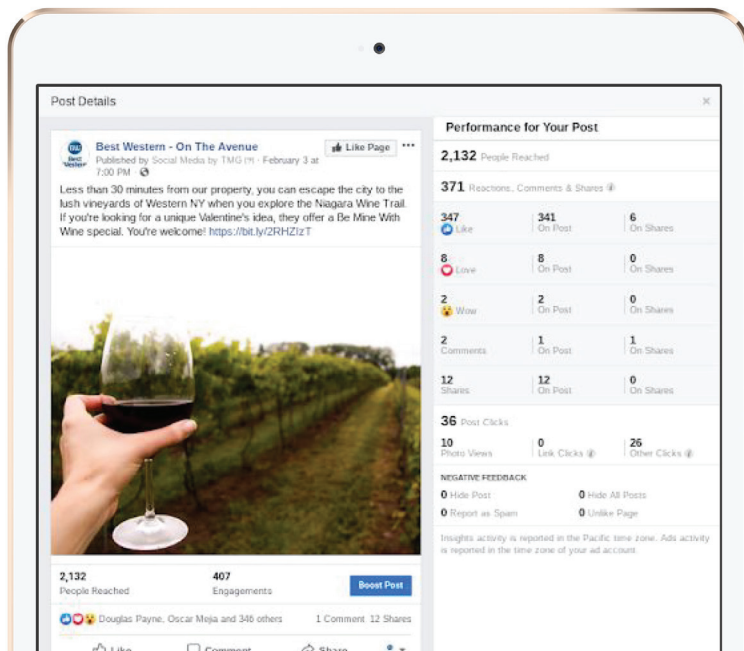
GROWING COMMUNITY & ENGAGEMENT THROUGH SOCIAL MEDIA

By implementing Travel Media Group's custom social media solution, Best Western on the Avenue was able to curate unique and tailored social media posts to grow and attract new followers to their pages. First, Travel Media Group made sure to create pages and profiles for the Best Western that they were not currently active on, like Pinterest. Travel Media Group's social specialists consulted with the Best Western on relevant information like room features, amenities, local events, and local stories. This way the Travel Media Group social team could leverage this personalized information to sharpen the effectiveness of the posts to its intended target audience. Since implementing Travel Media Group's custom social strategy the Best Western's Facebook page has seen a growth of more than 300 followers. Utilizing target social advertising, the Best Western's posts have tripled their reach which has led to significant growth in page views.

This custom-made post of a local attraction had some incredible stats:

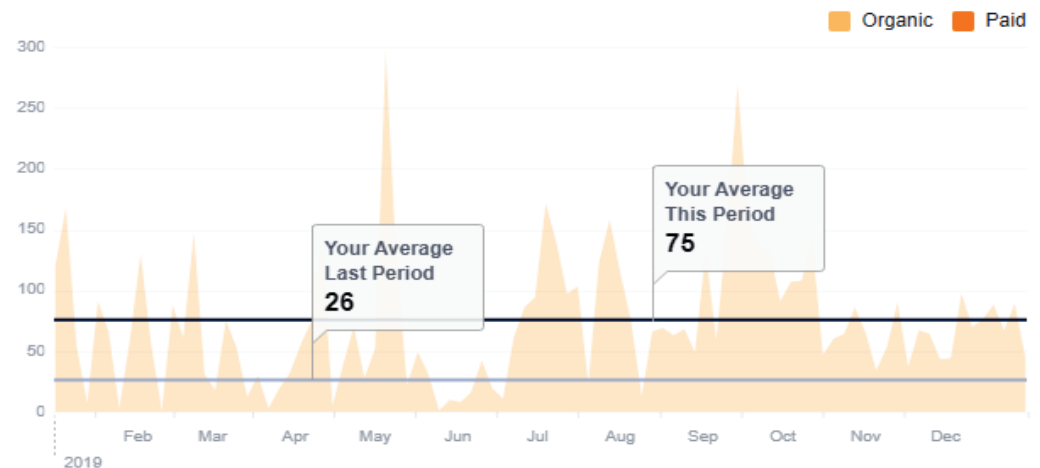


Best Western on the Avenue receives 3 posts like this every week!



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



DRIVING DIRECT BOOKING WITH WEBSITE OPTIMIZATION

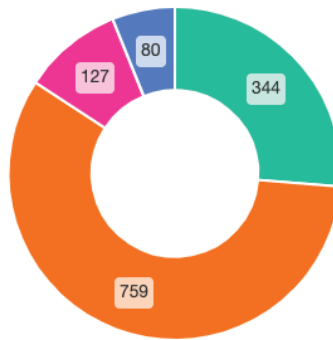
Analytics Home

Sessions	1302
Users	1081
Page Views	2320
Average Page Views	1.78
Average Session Length	00:01:29

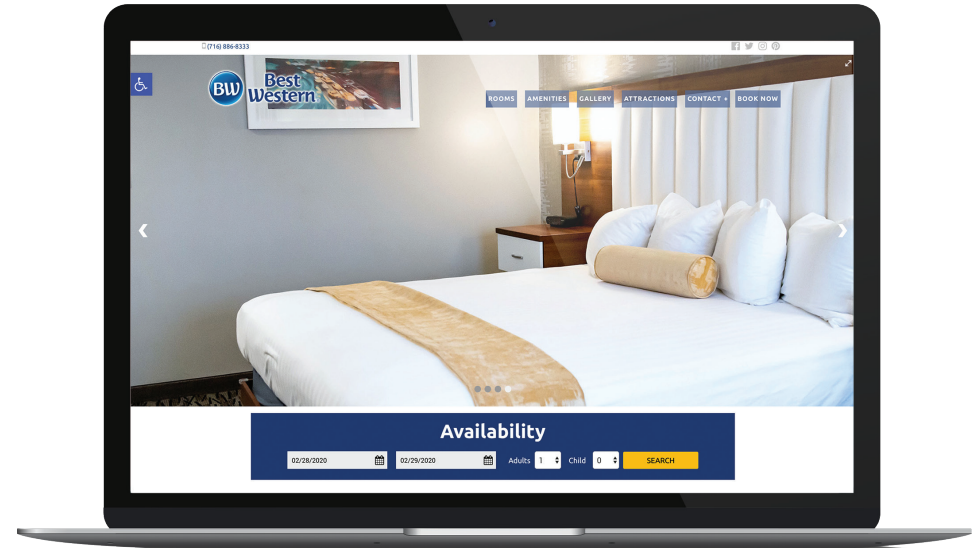
Conversion Stats

36.25% Conversion	
Booking Clicks	450
Click To Call	22

Traffic Sources



Direct
Organic
Referral
Social



Through Travel Media Group's website solution, the Best Western had the ability to build a commission-free booking channel in a competition-less space. The Best Western's fully responsive, ADA-compliant vanity site features an attractions page highlighting local Buffalo hotspots and showcased a customized video of the property. By adding the power of listing management, they have seen over half the site's traffic come from organic sources. With an overall site conversion of over 36%, this booking referral solution is driving revenue for the hotel.



36% Conversion Rate
to Booking Engine



79 Booking Referrals/Month
on Average



1,081 More Travelers
Reached

THE RESULTS ARE “REFRESHING TO SEE!”

Through Respond & Resolve™, social media marketing, reputation management, and a responsive website, Best Western on the Avenue achieved significant positive results for their property.

“ We switched over to Travel Media Group a few months ago and are extremely pleased with the service that is provided. Not only do they get back to me immediately when I need something but they also take it upon themselves to check in with us on a regular basis. They strive to make sure we are happy with all the different aspects of marketing that they provide us and that is extremely refreshing to see! ”

— Danielle Tripi, Front Desk Manager, Best Western on the Avenue



Respond & Resolve™



Social Media



Reputation Management



Hotel Websites

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

