



**Travel  
Media**  
GROUP

Expert  
Hospitality  
Reputation  
Solutions

**MediaKit.**

# Premier Solutions Provider for the Hospitality Industry

## WHO WE ARE

Travel Media Group is the premium brand-changing, reputation solution provider dedicated to serving the hospitality industry. As a proven and respected marketing services agency with the culmination of expertise spanning more than four decades, **Travel Media Group helps our partners improve and transform their online reputation.** By delivering unparalleled support and a continued commitment to innovation, Travel Media Group helps our partners improve and transform their online reputation to drive revenue growth and strategic success.



## TRAVEL MEDIA GROUP

### Headquarters:

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877.434.7644 • [info@travelmediagroup.com](mailto:info@travelmediagroup.com)

[TRAVELMEDIAGROUP.COM](http://TRAVELMEDIAGROUP.COM)

Scan the QR code  
to learn more.





## **RESPOND & RESOLVE™**

- Connect with travelers and guests through professional, expert responses
- Achieve consistency through a quick & easy approval system
- Improve your guest experience with actionable insights & sentiment analysis



## **SOCIAL MEDIA SOLUTIONS**

- Inspire travelers with captivating social media and video content
- Grow engagement through custom, personalized social media posts
- Heighten hotel and brand recognition through boosted social campaigns



## **GUEST FEEDBACK MANAGEMENT**

- Manage and resolve guest relation tickets and requests
- Receive, organize, and assign instant guest feedback alerts
- Uncover guest insights via customizable post-stay surveys

# **Expert Hospitality Reputation Solutions**

Love the review response  
TMG made my job easier  
Great customer service!  
Helpful  
DRASTICALLY IMPROVED OUR RE  
RATE ON TRIP ADVISOR & GOO  
THEY HAVE PRODUCED RESULT FOR U  
Understand our business  
User friendly  
Easy access TH  
live responses  
TMG takes so much time to do daily work  
ises  
Consistent presence  
GREAT SERV  
Great communication! effici  
Very friendly  
Very responsive follow  
HIRING TMG MEANS MORE TIME WITH MY T  
person  
works great for our needs  
MAKING MY JOB AS  
POSITIVE  
QUICK & PROFESSION  
view responses  
Consisten  
Great comm  
professional  
Very friendly  
Very r  
ALLY IMPROVED OUR REVIEW  
TRIP ADVISOR & GOOGLE  
ED RESULT FOR US  
Understand our business  
works great for our needs  
Easy access  
THEY MAKE IT POSSIB  
approachable  
ur daily work  
SUPPORTIV

# Trusted to Provide Review Response & Social Content Creation on Behalf of the World's Most Elite Brands.



# Empower Your Hotels

Maintain a competitive edge in today's ever-changing hospitality landscape by partnering with Travel Media Group



## EXPERIENCE

- World-Class Proactive Support
- Comprehensive Onboarding
- Dedicated Account Managers



## RELIABILITY

- Serving Hotels Exclusively for over 40 Years
- Industry Leading Customer Loyalty Ratings
- Solutions Provider to All Major Brands



## EXPERTISE

- Professional US-Based Writers and Content Creators
- Industry Veteran Leadership
- Client-Centric Technology and Innovation

Experience the TMG Difference

# The Trusted Guest Review Response Solution For Hotels

Travel Media Group's Respond & Resolve™ is the premier industry-leading review response solution specifically **engineered for hotels** and hotel management companies. Manage your portfolio's or hotel's online guest reviews at scale and connect with future travelers through **uniquely crafted** online review responses. Our team of **expert writers** embodies your hotel's voice and maintains brand standards while managing and interacting with all of your properties' guest feedback.



**FEATURING: MULTI-LANGUAGE TRANSLATION**

98%

of participants say TMG's Respond & Resolve™ review response solution has given **them more time to complete other tasks at their property.**

81%

of participants feel TMG responding to their hotel reviews has **reduced the stress level in their position.**

**1 MILLION+  
REVIEWS RESPONSES!**

96%

of participants say they would be likely or very likely to **partner with Travel Media Group's Respond & Resolve™ again** if they were to move to another hotel.

98%

of participants feel TMG's Respond & Resolve™ has had **a positive impact on their business.**





PROFESSIONAL • CONSISTENT • TAILORED • TIMELY



## ENTERPRISE

- Consistent and timely responses ensure every guest is heard
- Establish traveler trust with uniquely crafted responses to each review topic
- Elevate your brand with cohesive messaging



## PORTFOLIOS

- Review response strategy that compliments your hotels' daily operations
- Engage your hotel leadership with a response edit, approval, and rating process
- Curated reporting and intuitive dashboards provide portfolio oversight

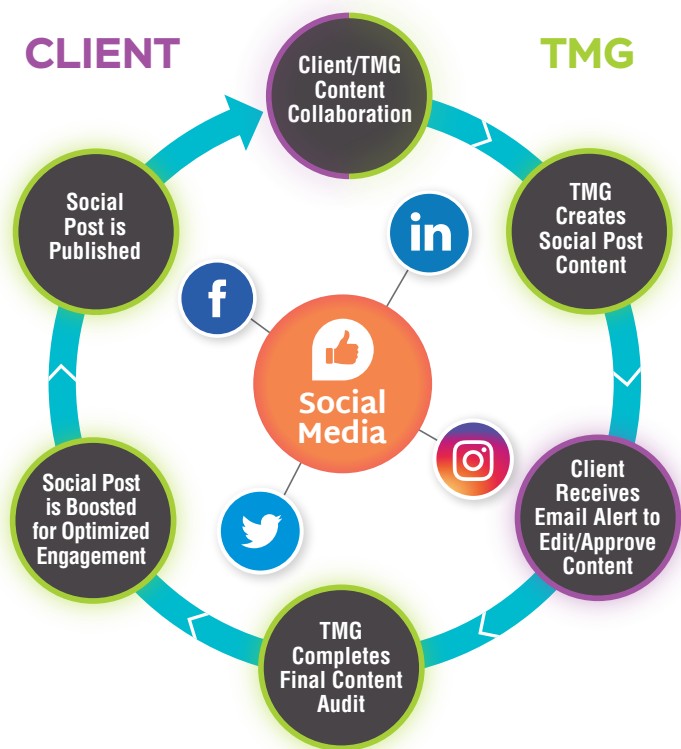


## HOTELS

- Support your team with custom-tailored review responses on all public-facing review sites
- Detailed sentiment analysis identifies strengths and opportunities
- More time to focus on exceptional guest experiences

# Custom Social & Video Content Creation For Hotels

TMG Social Media solutions are designed **exclusively for hotels** and hotel management companies looking to create high-quality content to connect with travelers and reach new or existing guests. Build a better social media strategy through extensive media galleries, content scheduling, real-time data tracking analytics, and more. Interact with your social following through compelling and personalized social media and **video content that sparks engagement** and inspires your audience to book.



**FEATURING: INSTAGRAM REELS FOR HOTELS**



Facebook Followers

**825K+**



Twitter Followers

**50K+**

**1 MILLION+**  
SOCIAL POSTS CREATED!



Instagram Followers

**120K+**



Ad Impressions

**775K+**





# SOCIAL MEDIA

CONTENT • COMMUNICATION • CONSISTENCY



## ENTERPRISE

- Consistent and timely presence on a global stage
- Curated content that supports guest engagement and influences traveler booking decisions
- Strengthen brand loyalty initiatives



## PORTFOLIOS

- Tracking and oversight of social presence across the portfolio
- Collaborative experience with full content ownership and credential security
- Enable social media excellence for your hotel teams



## HOTELS

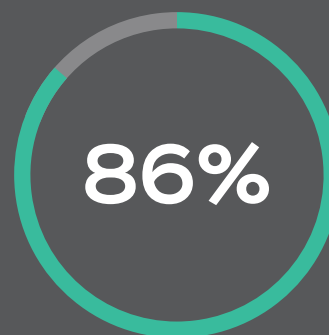
- Engage travelers and guests with inspiring content and relevant updates
- Reach more travelers with boosted posts
- Interactive content calendar allows for full transparency and input

# Innovative Enterprise Guest Feedback Management

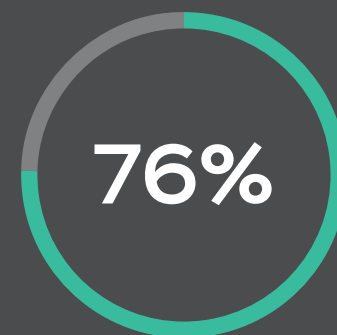
Travel Media Group is established as the premier source of state-of-the-art reputation resources and guest feedback management. We assist brands in managing and resolving guest relations tickets, requests, and review response quality at scale. Additionally, TMG OneView™ provides **valuable insights** into traveler sentiment trends. Our team of experts collaborate to develop **customized strategies** that improve guest satisfaction, strengthen brand reputation, and accelerate revenue growth.

## Cultivate a Culture of Reputation Awareness and Responsibility

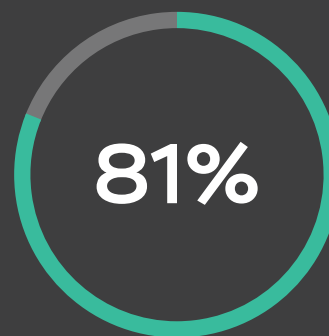
- Differentiate your Brand by offering actionable reputation tools at scale
- Respond to past guests
- Influence future guests
- Deliver an exceptional guest experience
- Propel your Brand to reputation success



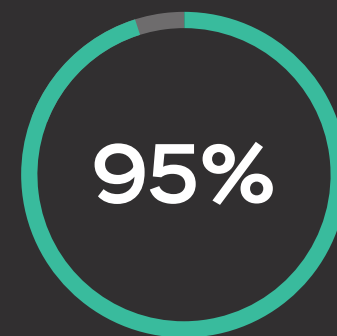
of travelers say that reviews are important when deciding where to stay.



of travelers would pay more for a hotel with a higher review score.



of travelers usually or always reference **TripAdvisor reviews** when deciding where to stay.



of travelers **read online reviews** before making a booking decision.

# Grow Your Brand with Travel Media Group

## SUITE SPOT PODCAST



Est. 2018

100+  
EPISODES

RECENTLY NAMED

#4 BEST HOTEL  
PODCAST

by FeedSpot

700+  
FOLLOWERS

60K+  
PLAYS

Learn from the  
biggest names in  
hospitality in our  
latest series



TMG HOSPITALITY  
TRAILBLAZERS



## CASE STUDIES

AD1GLOBAL



Travel  
Media  
GROUP

AD1 Global Partners with TMG to  
Place Multiple Properties in Top 10  
of Orlando Market on TripAdvisor

AD1GLOBAL



## SOCIAL MEDIA

#FiveStarFriday

\*\*\*\*\*  
"Nice place, courteous and friendly.  
I would recommend staying here."  
A very professional atmosphere. Very  
clean and the room was very nice  
with a very comfortable mattress. The  
staff is very helpful with any questions  
or concerns you may have."

FIRST  
HOSPITALITY



LinkedIn Live

YouTube Live

TMG'S SOCIAL NETWORK:  
11K+ HOTELIERS & GROWING



## PRESS RELEASE

Press Release

Travel Media Group Announces Expansion  
of Technology Partnership with Davidson  
Hospitality Group

Travel Media Group announced an expanded partnership  
with Davidson Hospitality Group to assist with  
comprehensive and consistent online guest engagement...

Public Relations



# Hospitality Reputation Solutions

**Travel  
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**RESPOND & RESOLVE™**



**SOCIAL MEDIA**



**GUEST FEEDBACK MANAGEMENT**

TRAVELMEDIAGROUP.COM



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