



Respond
& Resolve



Social
Media



Hotel
Websites

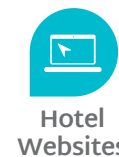
hotel renovation

BEST PRACTICES

Travel
Media
GROUP

hotel renovation

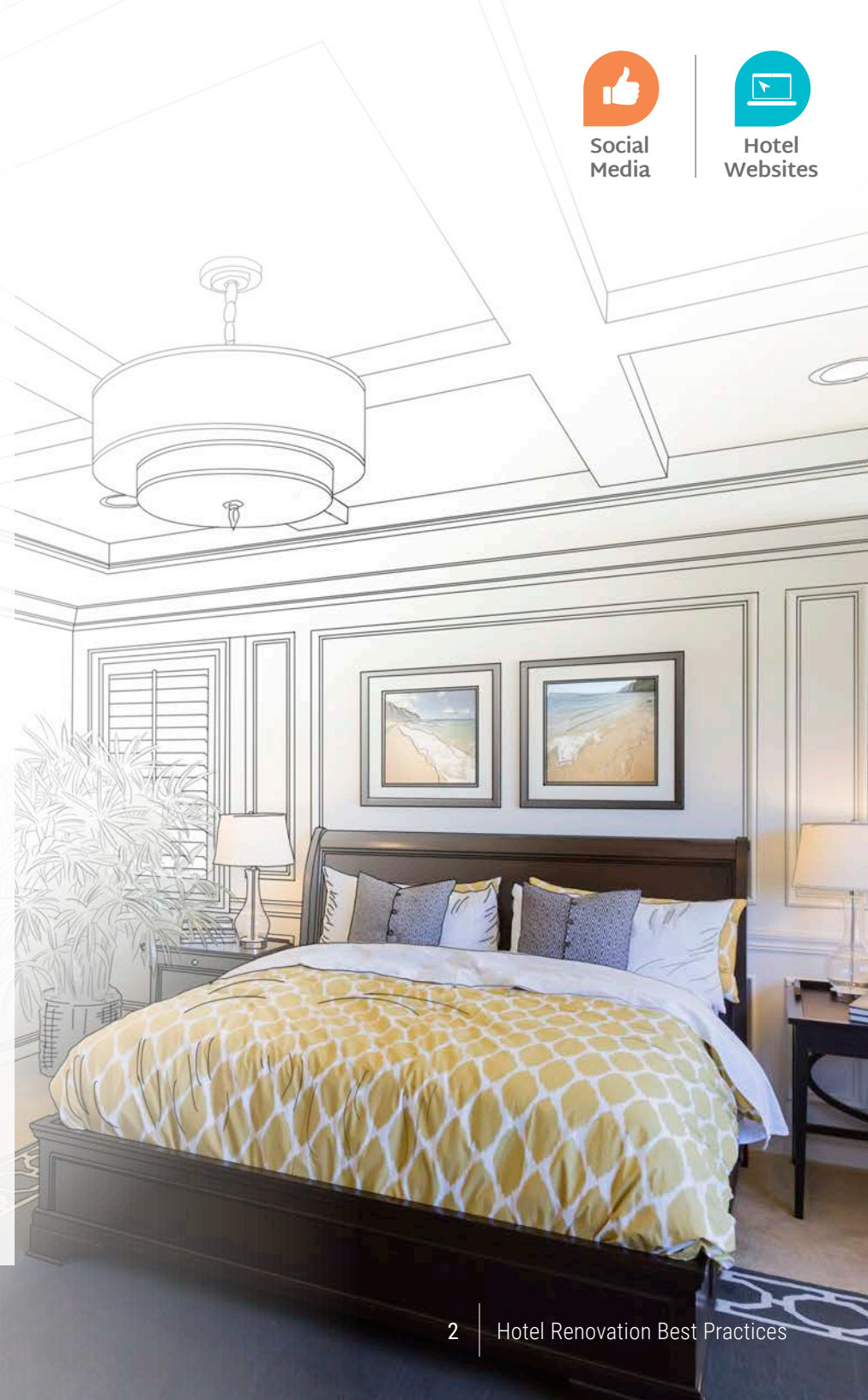
BEST PRACTICES



Hotel renovations are a necessary aspect of maintaining a property's appeal and functionality, but they can also be a source of frustration for guests if not handled properly. This is why it is important for hoteliers and management companies to have a robust plan in place for managing renovations, particularly in terms of responding to guest reviews and utilizing social media effectively.

With this easy-to-follow guide to developing an effective digital renovation plan, hoteliers can do their best to keep their guests satisfied. By implementing proactive measures such as clear communication with guests, timely response to reviews, and strategic use of social media and their website, hotels can navigate renovations with confidence and minimize the impact on the guest experience.

This not only helps maintain a positive reputation but also builds trust and loyalty among guests, ensuring continued success for the hotel in the long run.





Social
Media



Hotel
Websites

social media + hotel websites

Utilizing social media channels and your property's website can be a powerful tool for keeping guests informed and engaged during the renovation process. Hoteliers can use these platforms to provide real-time updates on the progress of renovations, share behind-the-scenes glimpses of the improvements being made, and address any concerns or questions from guests directly.

best practices

By utilizing social media and the website effectively, hoteliers can not only mitigate the impact of renovations on guest satisfaction but also foster a sense of transparency and trust that can enhance the overall guest experience. Utilize the best practices listed below!

- Capture “Before” & “After” photos of the area undergoing renovation.
- Pin a renovation post to the top of your social feeds to properly set guest expectations.
- Feature a renovation timeline for your social media followers.
- Share concept art/renderings of the renovation.
- Include video footage of the completed areas.
- Add a renovation pop-up to your landing page with a short description of the project.



future-focused messaging

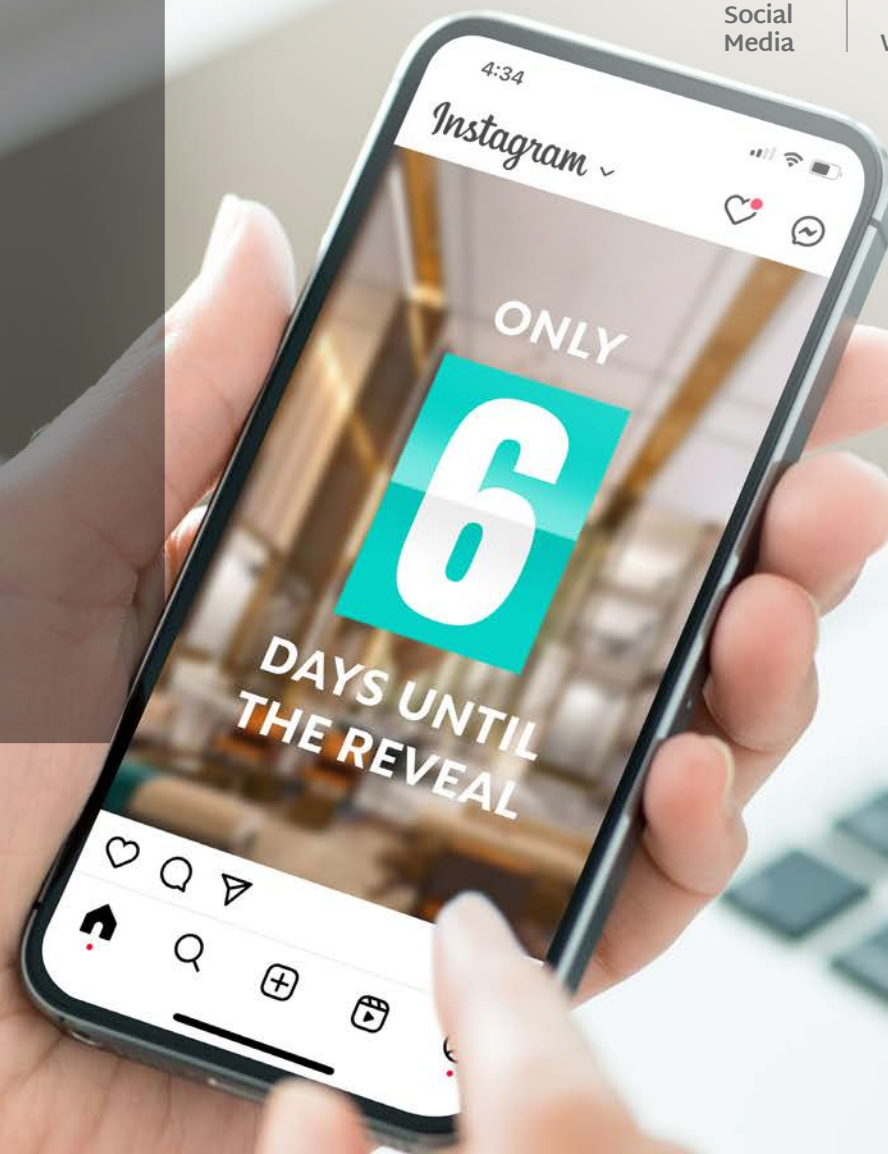
Future-focused messaging demonstrates the hotel's commitment to continuous improvement and guest satisfaction. It also sets clear expectations, ensuring guests are aware of what to look forward to during their stay. This approach enhances the guest experience and builds a positive perception of the property.



Social
Media



Hotel
Websites



Examples of Messaging

- Generate and share media coverage with quotes from management about the renovation.
- Share a post mentioning a countdown of the renovation or project milestones "Only 6 more days until..."
- Share any Press Releases, news articles, podcast episodes/clips associated with the project.
- Host a "ribbon cutting" event/photo opportunity once the project is complete and invite local businesses and interested parties.

transformative statements

Hoteliers can craft narratives that build excitement around their newly renovated spaces, all with the ultimate goal of enriching the guest experience. By communicating how these renovations will elevate guest comfort, convenience, and overall satisfaction, hotels can create anticipation among their audience, urging them to choose their property for their next stay.

Examples of Messaging

- Inspire travelers to visit the property when the renovation is finished - "Be sure to check out our newly renovated suites..."
- "This new lobby will give our guests a modern space to spend their leisure time while enhancing the guest experience."
- "Reconceptualizing our iconic property keeps up with the needs of our guests and ensures that we deliver a high-quality hospitality experience."



respond & resolve™

Having a defined strategy for responding to guest reviews during renovations is crucial. By promptly addressing concerns and offering transparent explanations, hoteliers can relieve the potential damage to their brand image and demonstrate a commitment to guest satisfaction. Plus, communication with guests prior to their arrival, informing them about ongoing renovations and any potential disruptions, can help manage expectations and minimize disappointment.

best practices

Navigating feedback during renovations requires careful attention to alleviate potential annoyances. Hoteliers can implement various strategies to treat guest dissatisfaction, such as providing transparent communication about the renovation process, addressing concerns promptly, and offering compensation or alternative accommodations when necessary. Through actively listening to guest feedback and taking steps to address their concerns, hotels can minimize the impact of renovations on guest experience and maintain a positive reputation in the eyes of their guests.

- Respond to guest feedback promptly, never exceeding 48 hours post-publication
- Acknowledge guest feedback by addressing specific concerns and expressing empathy and understanding.
- Maintain a zero-tolerance policy for poor grammar in a written response.
- Keep guests informed about the highlights of the renovation project and what's to come.
- Emphasize the positive aspects of the guest's experience.
- Train your staff on renovation messaging so your voice is cohesive.

future-focused messaging

Future-focused messaging in review responses is a powerful way for hoteliers to address past guests' concerns, engage future guests, and instill confidence in their upcoming stays. By highlighting upcoming enhancements and improvements, hoteliers can reassure past guests that their experiences were not indicative of the hotel's standard and encourage them to return to experience the positive changes firsthand.

Examples of Messaging

- Nothing is more important to us than guest satisfaction, and we value your comments. We're going through different phases of refresh projects to ensure we provide our guests with a timeless and elevated level of hospitality for years to come.
- With different phases of remarkable renovations planned, we are confident that we can change your perceptions in the future.
- We are undergoing some innovative changes and look forward to sharing a reimagined level of comfort and a brighter future.



Respond
& Resolve™

transformative statements

Acknowledging guest feedback with a forward-thinking approach demonstrates a hotel's dedication to continuous improvement. Embracing transformation not only elevates the guest experience but also propels the property toward a promising future.

Examples of Messaging

- As we reconceptualize our hospitality...
- Phase one of our renovation project allows us to maintain our hotel's timeless history and charm while still offering all the modern conveniences of home.
- We are confident that our initiative of positive change will make an unforgettable impact on your future experiences.
- With our latest modernization phases underway, we know that the future is even brighter at (Hotel Name).
- We hope you'll reimagine yourself at (Hotel Name).

hotel digital marketing success

Travel
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Establishing and maintaining a digital presence for a hotel can appear overwhelming, with a list of tasks ranging from managing social media accounts to responding to reviews. Travel Media Group has been a trusted partner for hoteliers for over forty years, providing expert guidance and innovative solutions to boost bookings. With our proven strategies and industry expertise, hoteliers can confidently navigate the digital landscape, maximizing their online visibility and driving direct bookings for a successful future.



**If you are interested in
Travel Media Group's solutions,
please reach out to us today!**

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