

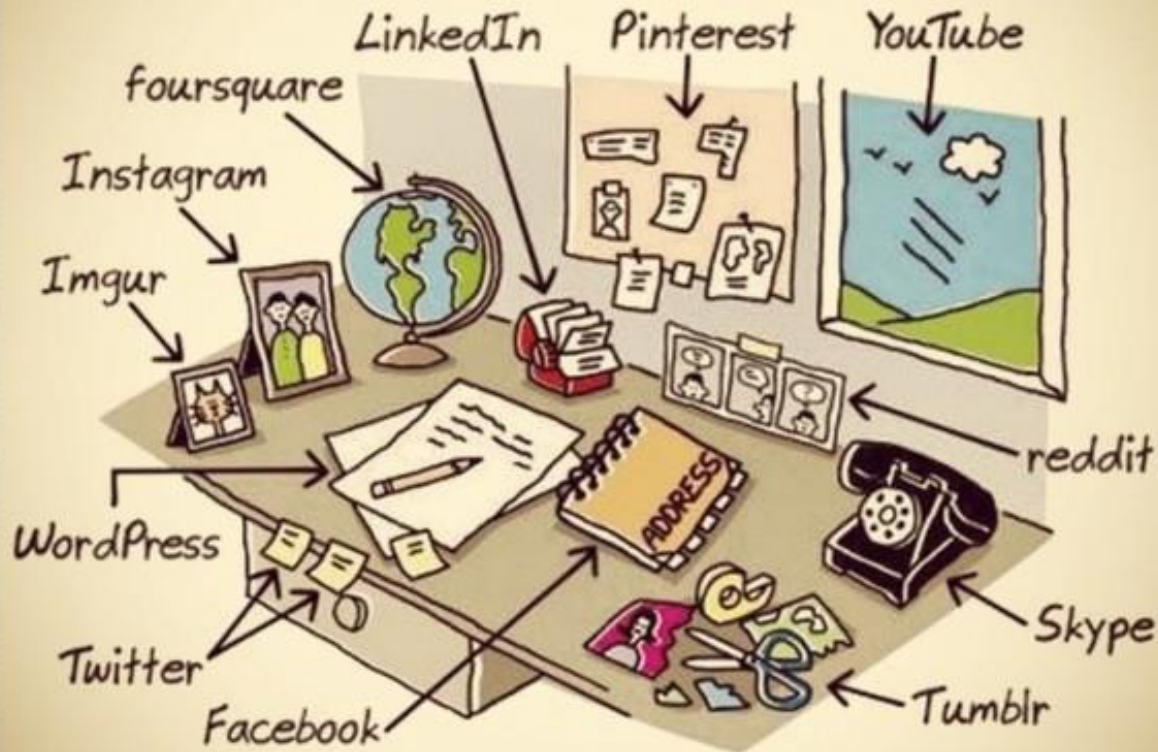
“Demystifying Digital Marketing in the Hospitality Industry”

Christos Ditoras
E-Commerce & Marketing Coordinator
Hilton Athens





the world before social media...



4000 Years & we are back
to same language 🤔😊



2006 B.C. vs 2016 A.D.

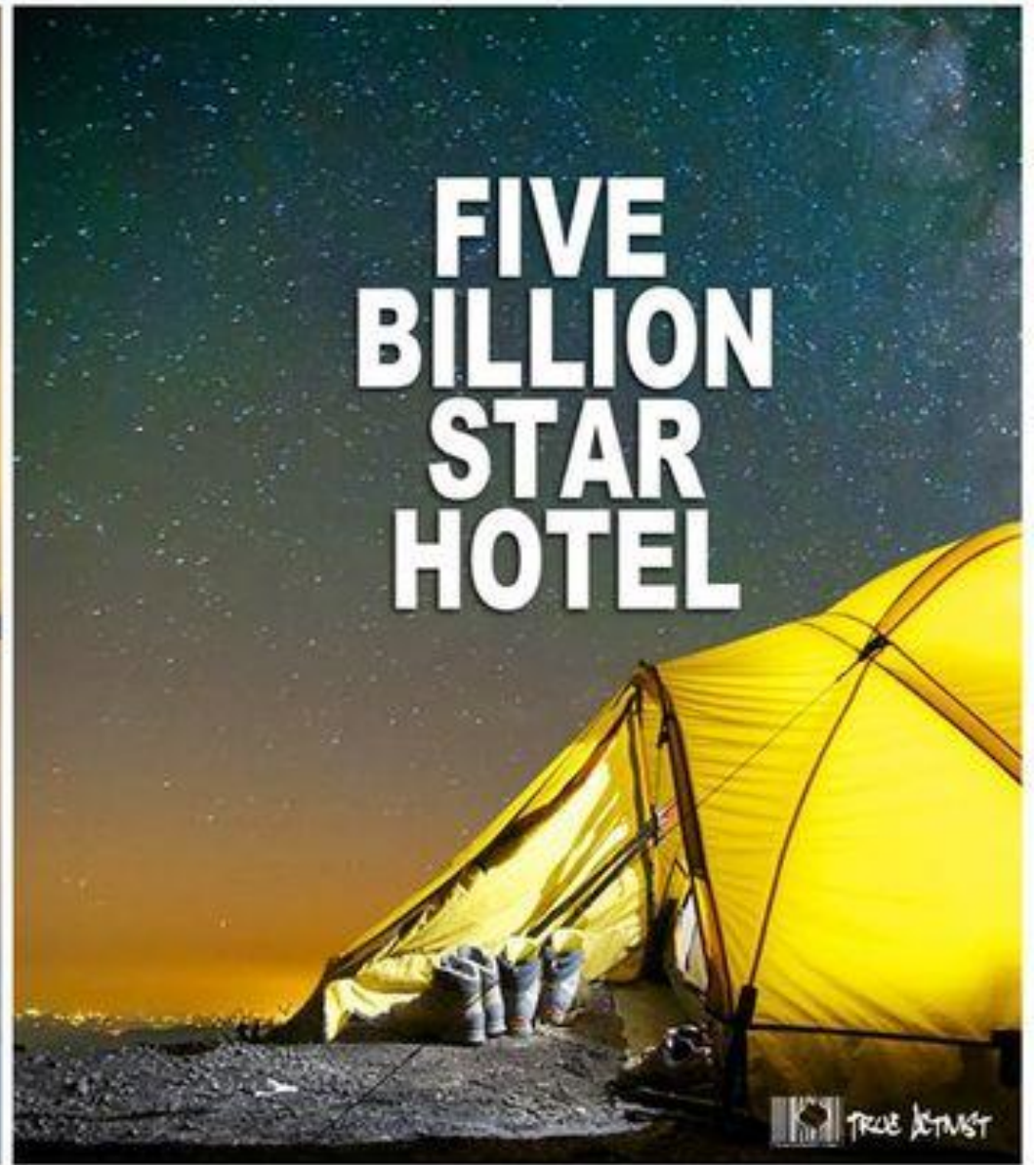




If you really loved me,
you would say it on
my Facebook Wall.



somee cards

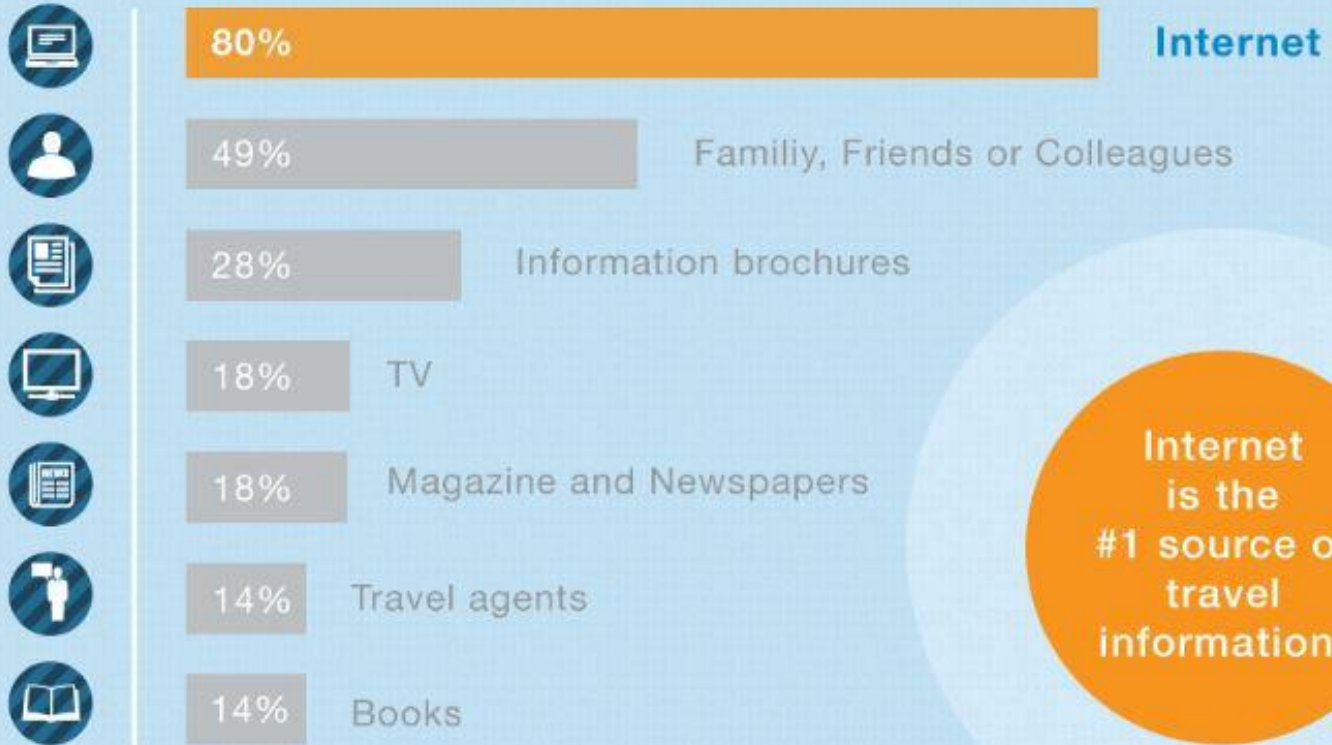


- Over the past decade, **technology** has impacted the way **hospitality** businesses of all sizes operate.
- Hospitality and tourism is one of the industries that is most affected by **digital development**
- Travelers find **information** in various ways, including magazines, social media, peer reviews, search, advertisement, corporate websites

Internet is the #1
source for travel
research & inspiration



How do travelers **search** for travel information?



Internet
is the
#1 source of
travel
information.

Google™



Travelers love to dream about their next vacation

mediaCo
FULL SUPPORT SERVICES



SHARING



PLANNING

THE
FIVE
STAGES
OF TRAVEL



EXPERIENCING

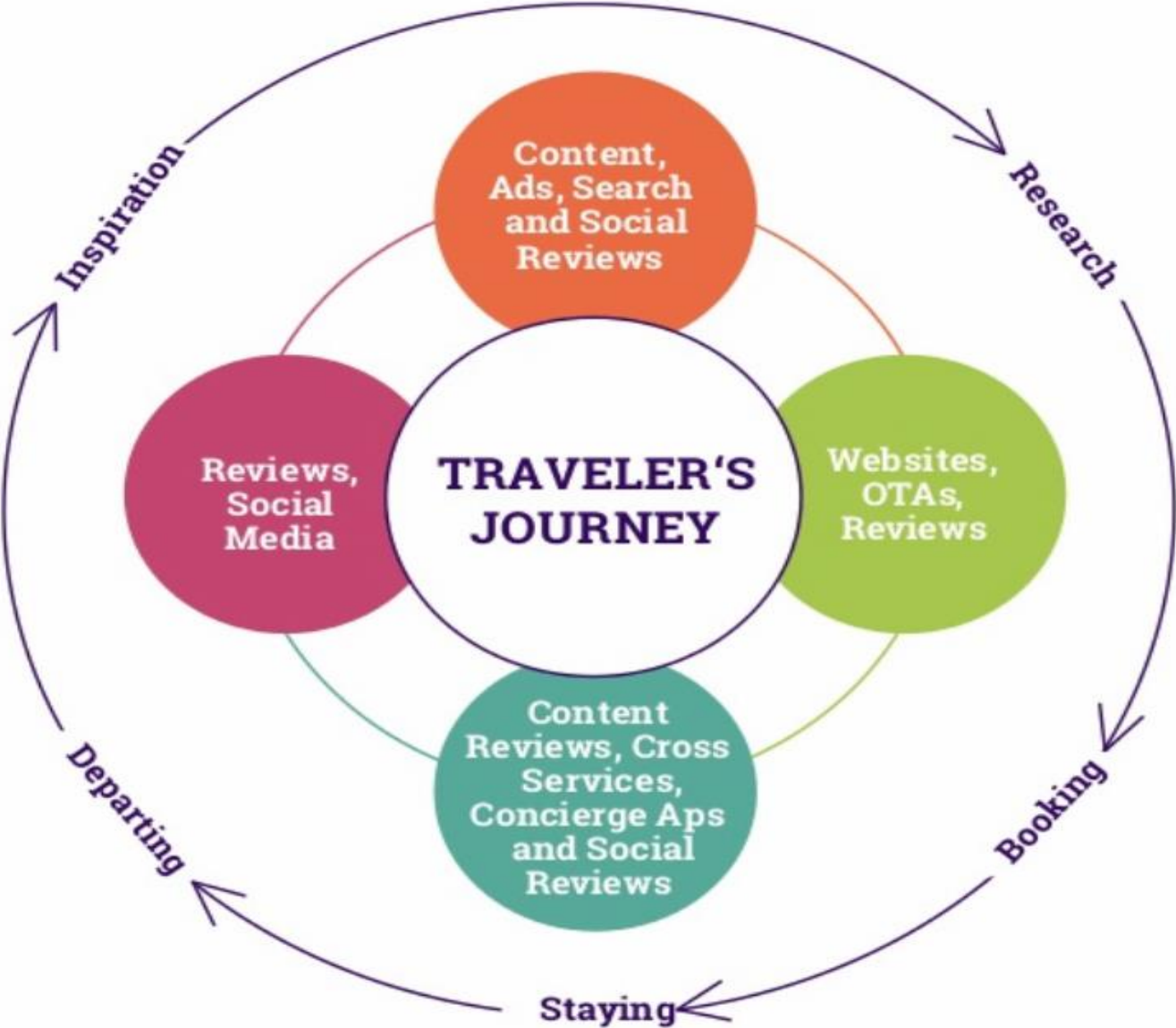


BOOKING



1 2345

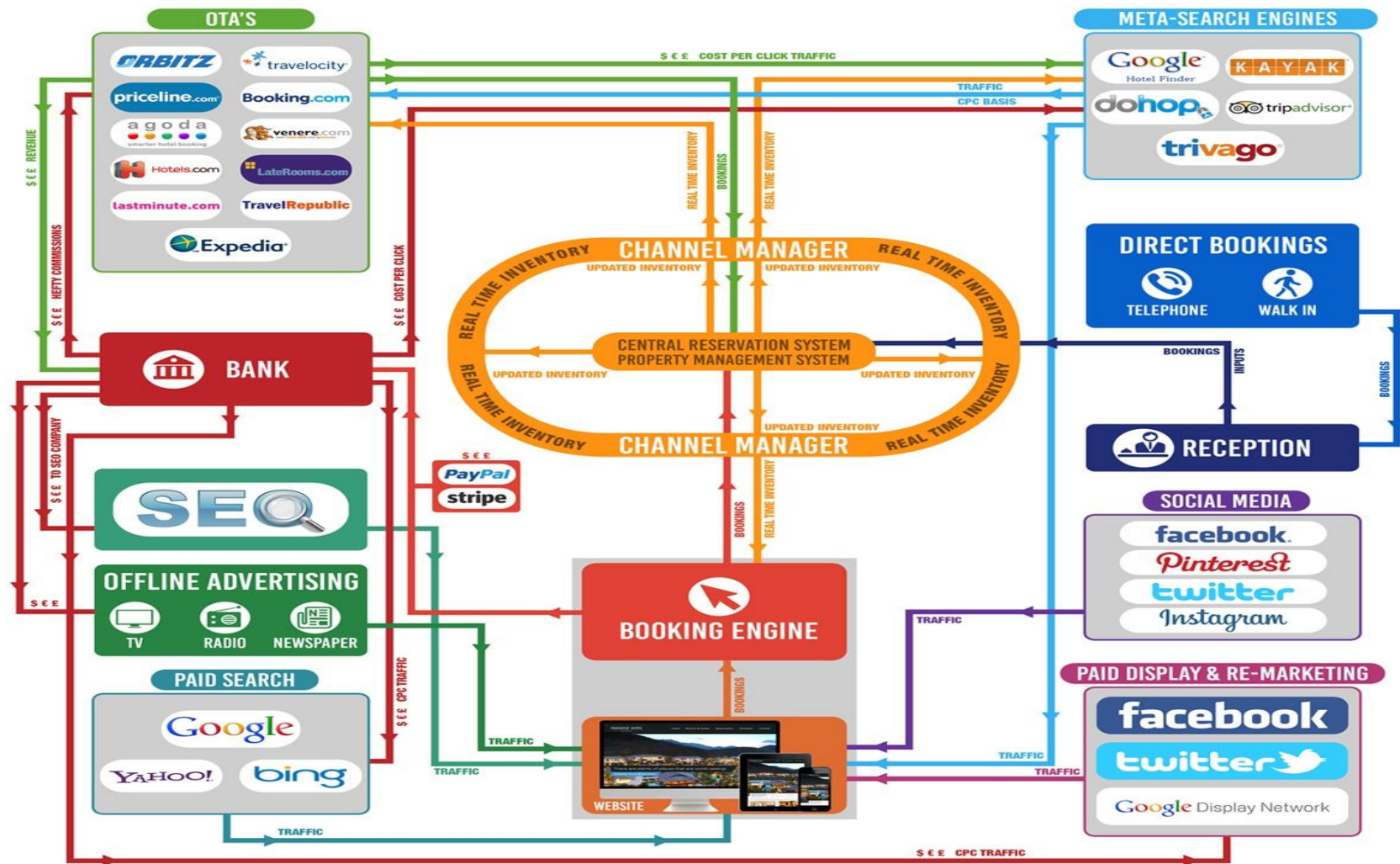
Understanding the Path to Purchase and the triggers affecting each stage



KNOW YOUR CUSTOMERS

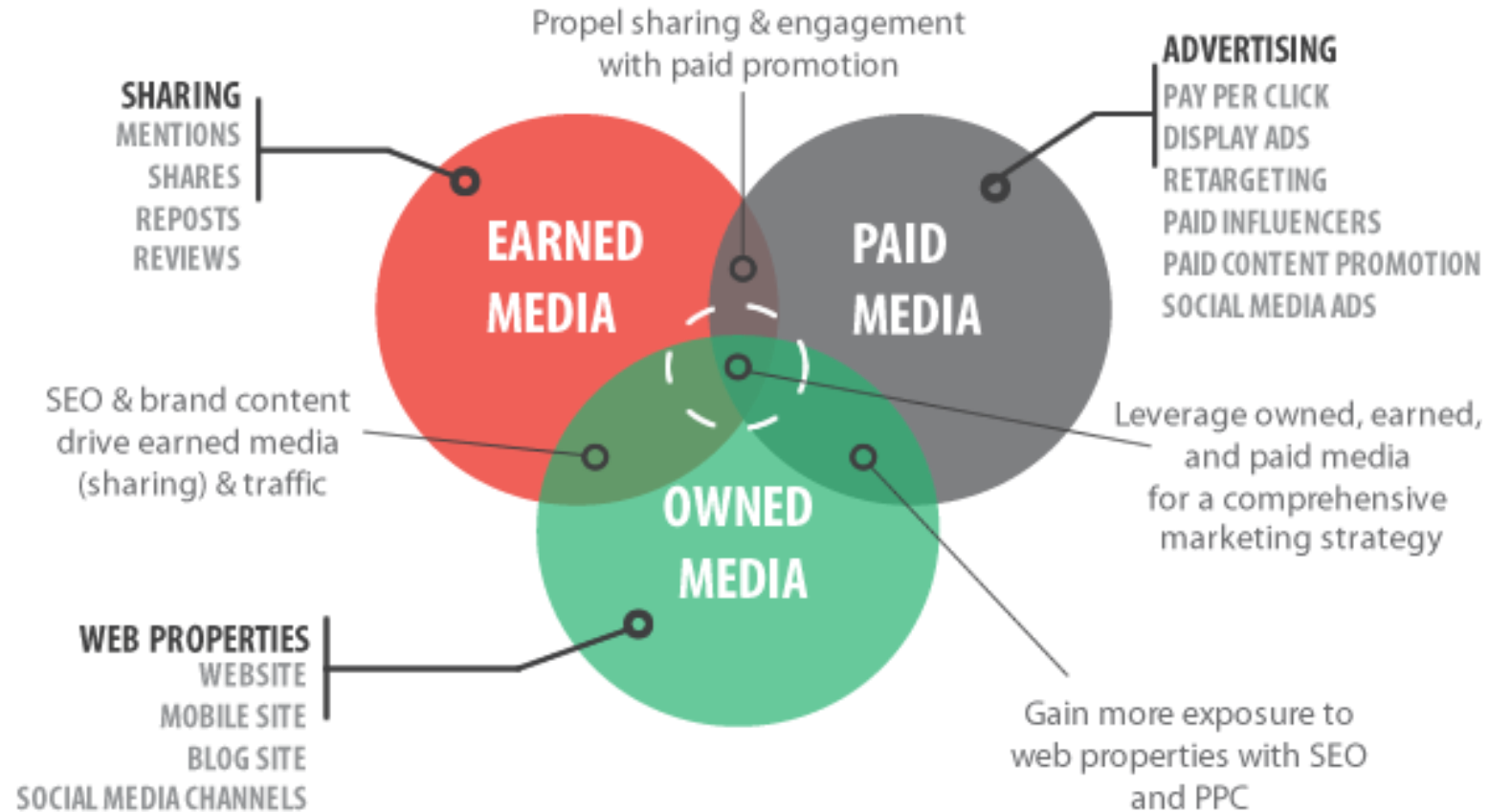


The world of hotel web marketing and distribution

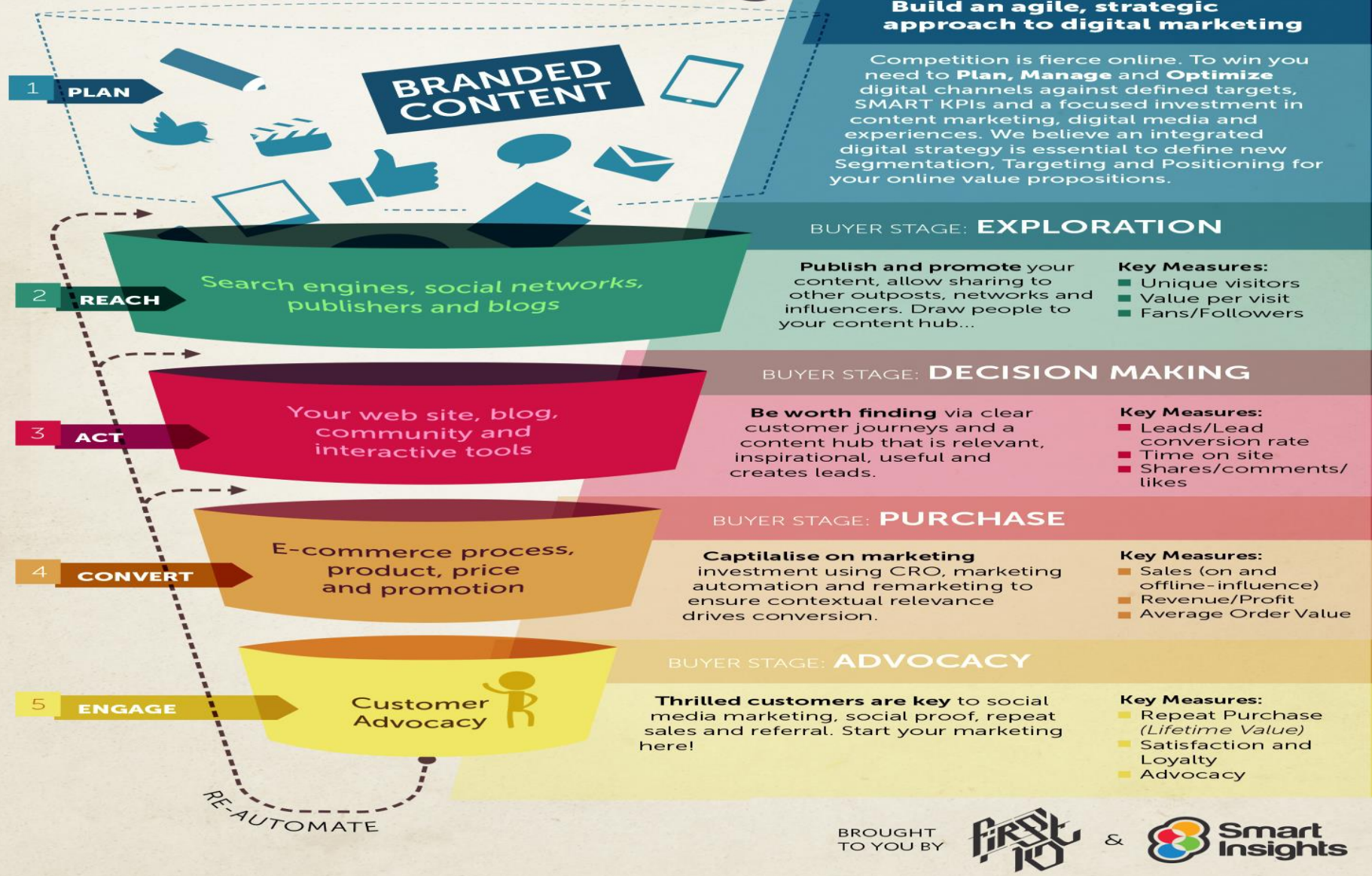


DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



The Smart Insights RACE Planning System for Digital Marketing



Create Brand Ambassadors/Advocates



An iceberg floating in a blue ocean under a blue sky. The tip of the iceberg is above the water line, while the much larger, submerged part is below. The text 'BIG DATA' is centered over the submerged part. To the right, two lines of text with left-pointing chevrons are positioned: 'WHAT WE KNOW...' above 'THE REST...'.

< WHAT WE KNOW...

< THE REST...

BIG DATA

Content is King



Photography



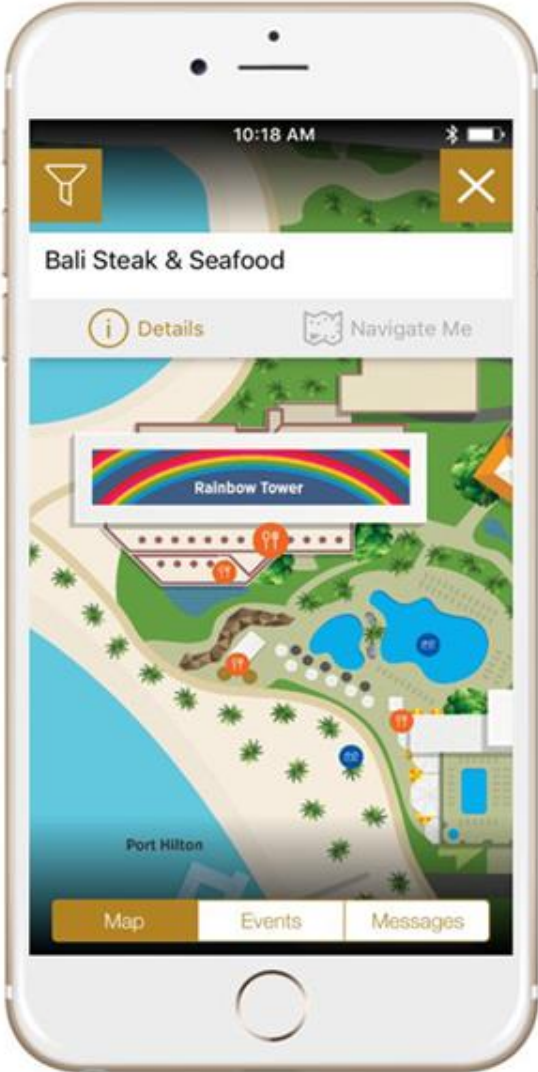
Everyone can be a photographer



Mobile technology has
changed travel **forever**



Mobile Apps



Digital Check-in



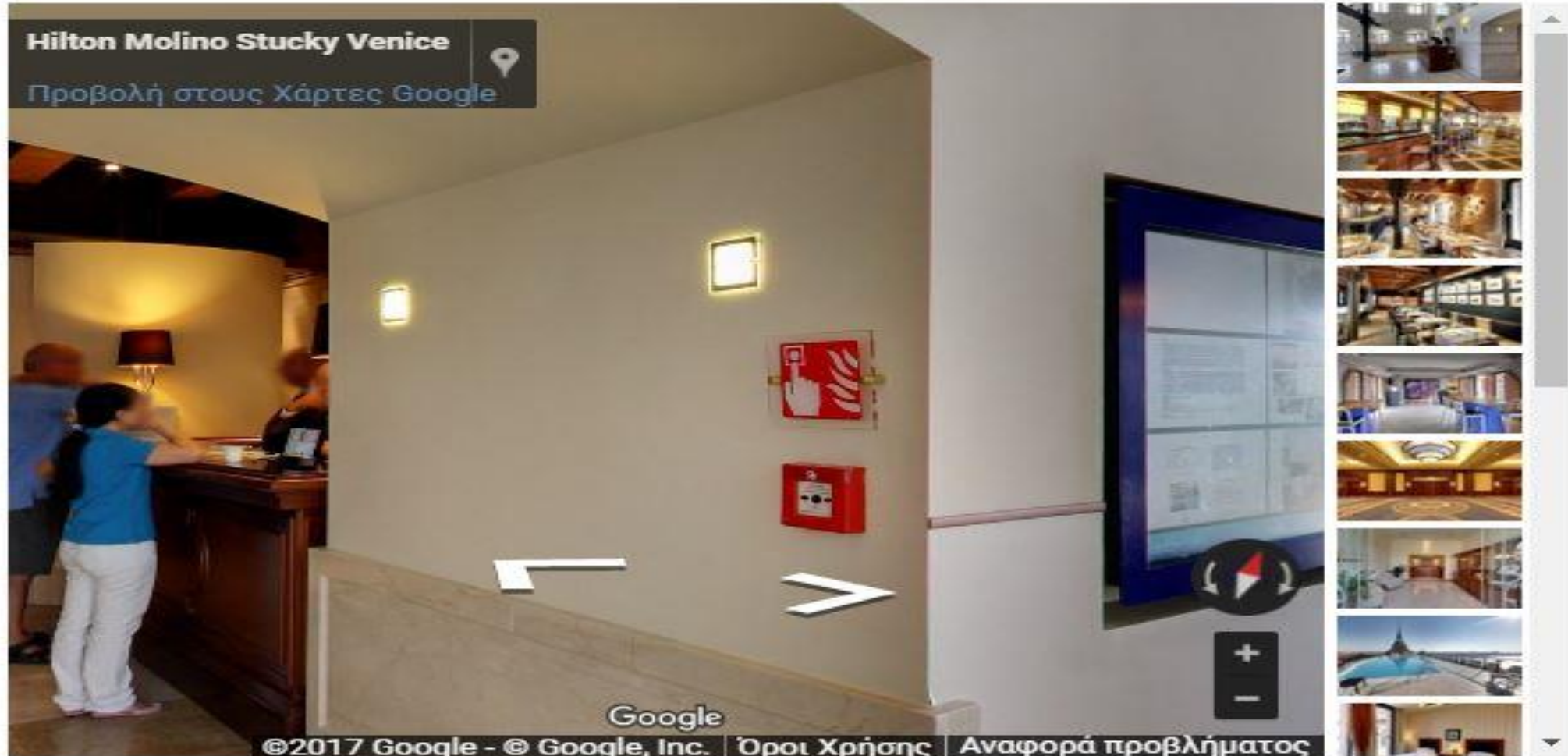
Virtual Reality



Street View

HOTEL ENTRANCE AND LOBBY

Welcome to the Hilton Molino Stucky in Venice! Our staff will be pleased to be at your disposal and make your stay an unforgettable experience!



Word-of-Mouth



It take 20 years to build **trust**
and **reputation** and seconds to
destroy it

Reviews impact travelers' **decision-making**






Certificate of Excellence




SOCIAL MEDIA



Hilton Athens
@hilton.athens

Home
Reviews
Photos
Locations
Videos
Posts
Events
About
Community
Book Now
Instagram
Book a table
TripAdvisor Reviews
YouTube
Twitter
Pinterest
Google+
Contest



Liked Following Recommend ...
 Book Now Message

Status Photo/Video Live Video Event, Product +

Write something on this Page...

Reviews
4.5 ★★★★★ 3,186 Reviews


Tell people what you think
★★★★★

Mari Tess
★★★★★ · August 23, 2017
The lobby is very nice, our room is very clean and spacious and we had dinner at the galaxy bar with an amazing view of acropolis. george our waiter and Elias were very attentive and really provided us good service.

Ronen Eithan
★★★★★ · August 18, 2017

Community See All
Invite your friends to like this Page
31,307 people like this
30,827 people follow this
Dimitris Zaravoutsis and 392 other friends like this or have checked in



About See All
46 Leoforos Vasilisis Sofias
Athens, Greece 115 28
Hilton Hotels & Resorts Location



hiltonathens Ακολουθείτε ...

691 δημοσιεύσεις 9,889 ακόλουθοι Ακολουθείτε 421 χρήστες

Hilton Athens Step into our magical world. www.facebook.com/hilton.athens

Hilton Athens
Hotel
Αθήνα, Αθήνα

Save Share

Tips 124 Photos 1,020

9.3 / 10 ratings

★ Ranked #8 for a rooftop in Athens

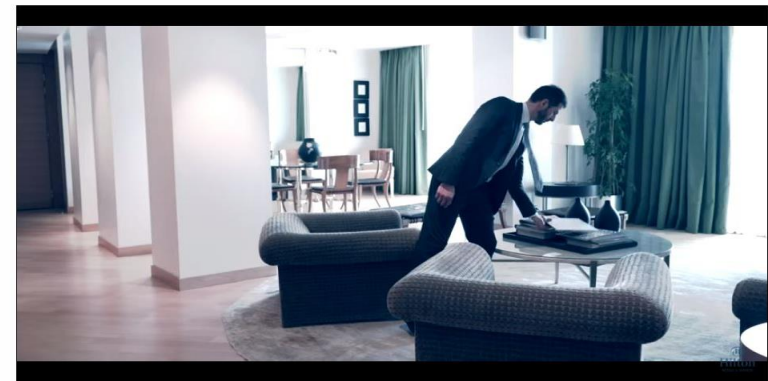
"Come join us at **Galaxy Bar** on Friday 8th for an amazing Salsa Party!" (9 Tips)

"Plus the best **roof top bar** in Athens." (6 Tips)

"Galaxy rooftop bar with **Acropolis view**" (3 Tips)

"Try galaxy bar and oasis **swimming pool**!" (6 Tips)

Hilton Athens
Λεωφ. Βασιλίσσης Σοφίας 46
115 28 Αθήνα, Αθήνα



Welcome to Hilton Athens

6,402 views

23 1 SHARE ...

Hilton Athens
Published on Jun 15

SUBSCRIBE 31

Hilton Athens is more than a hotel - it's a legacy. A favorite among locals and guests alike, our landmark hotel is a destination itself as the hub for Athens' business, cultural and social life.

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest Post Creator Type Recency

I

Interest of the user
in the creator

P

This post's
performance
amongst
other users

C

Performance of past
posts by the content
creator amongst
other users

T

Type of post
(status, photo,
link) user prefers

R

How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Marketing with Bloggers/Instagrammers



Corporate Website

My Reservations

Sign In

Join



HILTON ATHENS

46 VASSILISSIS SOFIAS AVENUE, ATHENS, 11528, GREECE
TEL: +30-210-7281000 FAX: +30-210-7281111
[Email us](#)

Arrival

04 Dec 2017

Monday

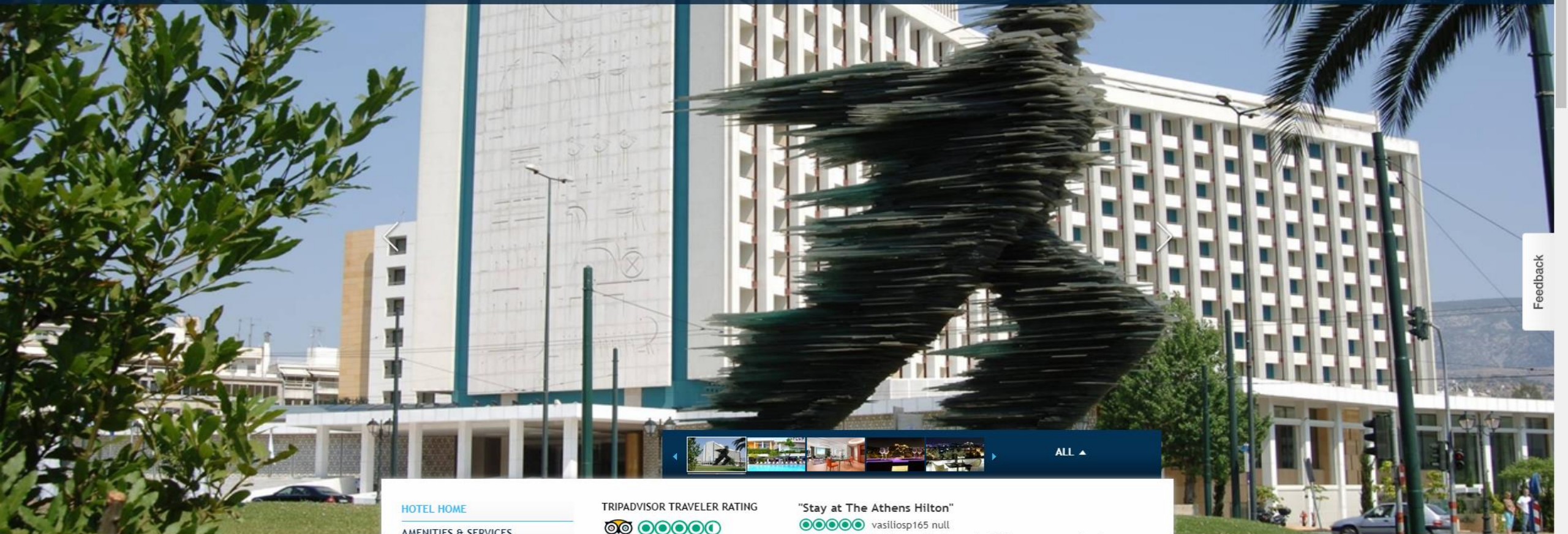
Departure

05 Dec 2017

Tuesday

[CHECK ROOMS & RATES](#)

[*BEST PRICE GUARANTEE](#) | [MORE OPTIONS](#)



Feedback

HOTEL HOME

- [AMENITIES & SERVICES](#)
- [MAPS & DIRECTIONS](#)
- [ROOMS & SUITES](#)
- [PLAN AN EVENT](#)
- [SPECIAL OFFERS](#)

TRIPADVISOR TRAVELER RATING



BASED ON 3,824 TRAVELER REVIEWS
© 2015 TripAdvisor, LLC

"Stay at The Athens Hilton"

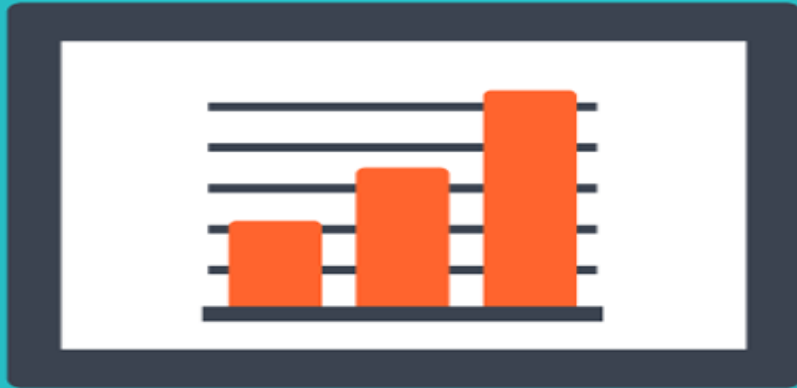
vasiliosp165 null

The best hotel in Athens. I'll stay again. If there was some Greek music at the bar It would be better. The view is spectacular. Too bad the lights at the Acropolis are turned off after midnight. I re... [Read More](#)

Powered by TripAdvisor



Analytics



Remarketing

Remarketing lets you show ads to people who've visited your website or used your mobile app



Google AdWords

Google Search Network

Ξενοδοχεία Hilton - Έκπτωση με απευθείας κράτηση - hilton.com

Διαφ. www.hilton.com/ ▼

Κερδίστε περισσότερα με λιγότερα με κράτηση στο Hilton.com. Έως -5% ...
Δωρεάν WiFi · πόντους Hilton Honors · Εγγύηση καλύτερης τιμής · Επίση...

Ειδικές προσφορές

Διοργάνωση εκδηλώσε...

Κάντε κράτηση online ...

Βρείτε ξενοδοχείο



Google Display Network

- Text ads
- Image ads
- Rich media ads
- Video ads



E-Mail Marketing

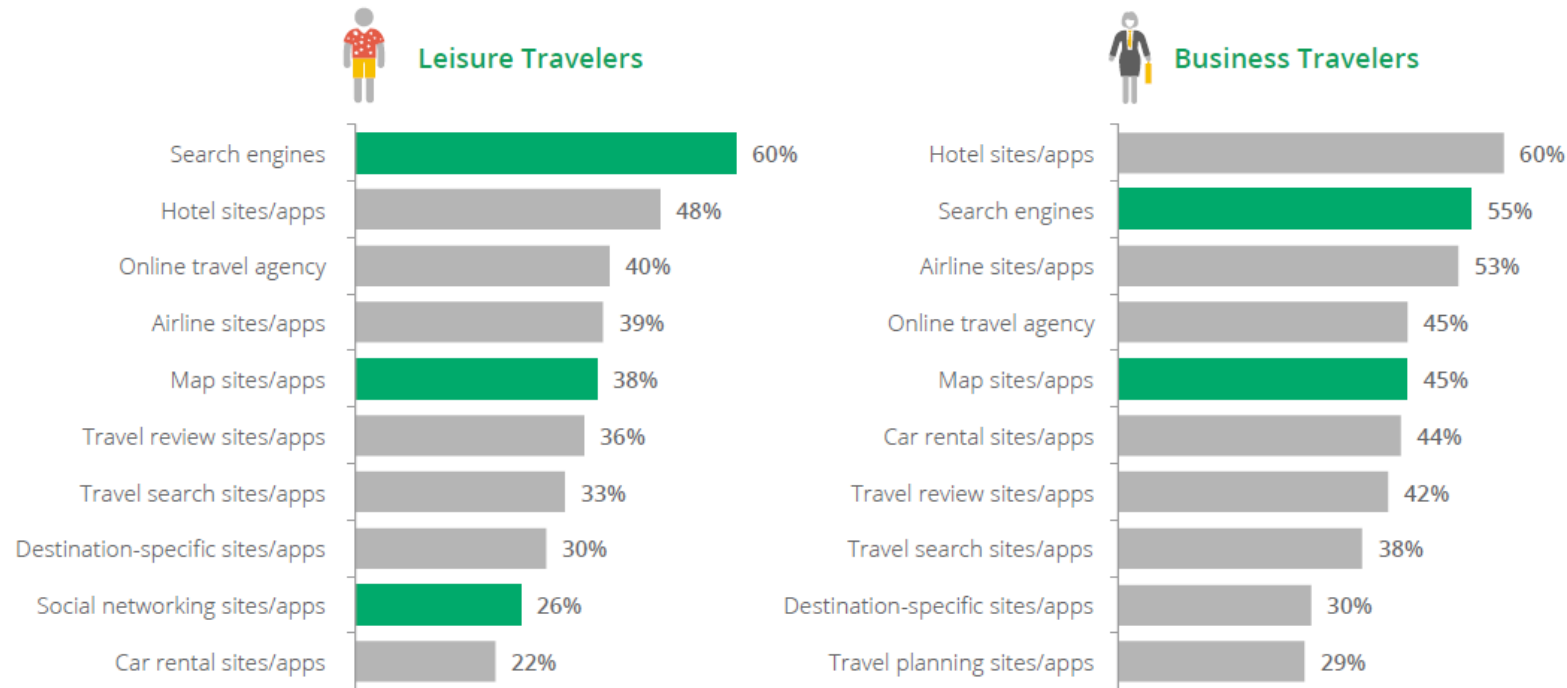


SEO

The most **cost-effective** digital marketing technique

Search engines are among the most popular online planning sources for travelers

TOP 10 ONLINE SOURCES USED IN TRAVEL PLANNING



Base: Use internet to plan travel (Personal n=2734, Business n=1199)
Q10: Which of the following online sources do you typically use to plan personal or leisure trips/business trips? (Select ALL that apply.)
Source: Google Travel Study, June 2014, Ipsos MediaCT

thinkwithgoogle.com
Google Confidential and Proprietary

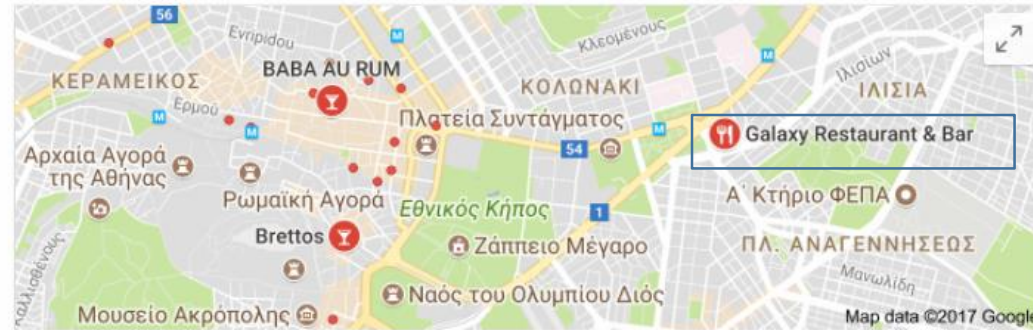


TOP BAR ATHENS



[Όλα](#) [Εικόνες](#) [Χάρτες](#) [Βίντεο](#) [Ειδήσεις](#) [Περισσότερα](#) [Ρυθμίσεις](#) [Εργαλεία](#)

Περίπου 1.770.000 αποτελέσματα (0,53 δευτερόλεπτα)



Αξιολόγηση ▾ Ώρες ▾

Galaxy Restaurant & Bar

4,3 ★★★★★ (153) · Εστιατόριο

Λεωφ. Βασιλίσσης Σοφίας 46

Ανοίγει 5:00 μ.μ.



Brettos

4,5 ★★★★★ (493) · Μπαρ

Κυδαθηναίων 41

Ανοίγει 10:00 π.μ.



BABA AU RUM

4,4 ★★★★★ (400) · Μπαρ

Κλειπίου 6

Ανοίγει 7:00 μ.μ.



[☰ Περισσότερα μέρη](#)

Google Maps

The screenshot displays the Google Maps interface for the Hilton Athens. On the left, a sidebar provides details for the hotel, including a photo gallery, a 4.5-star rating, and booking options from Booking.com and Hilton.com. The main map area shows the hotel's location on a street grid, with various landmarks and businesses marked. The interface is in Greek, and the browser's taskbar is visible at the bottom.

HILTON ATHENS

Μενού

Χίλτον Αθήνα
4,5 ★★★★★ · Ξενοδοχείο 5 αστέρων

Οδηγίες

ΑΠΟΘΗΚΕΥΣΗ ΚΟΝΤΑ ΑΠΟΣΤΟΛΗ ΣΤΟ ΤΗΛΕΦΩΝΟ ΣΑΣ ΚΟΙΝΟΠΟΙΗΣΗ

Έλεγχος διαθεσιμότητας Διαφήμιση

Αφιξη: Κυρ, 19 Μαρ
Αναχώρηση: Δευ, 20 Μαρ

Booking.com	24ωρη Εξυπηρέτηση Πελατών	198 €
Hilton.com		198 €

Logos_OTAs_MS_C...jpg social-media-and-...jpg Logos_OTAs_MS_C...jpg tripadvisor_widget_2.jpg Προβολή όλων

OTAs





"That's all Folks!"