

HOTELS

INTERACTIVE CONTENT

STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- How much do you spend on hotel stays in a year?
- Which property should you stay at next?
- What is your ideal holiday location?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Hotel Vs hostel savings](#)
- [Test your hotel knowledge!](#)
- [The ultimate summer destination quiz!](#)
- [How much can you make by Airbnb-ing your property?](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which suite best matches your budget? Find out!
- Which cuisine best suits your personality?
- Which of our seaside resorts should you stay in?
- Which of our resort party plans fit your needs?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How much would the stay at XYZ cost you?
- At what price can you throw a party at XYZ Hotel?
- Are you a big spa and hotel breakfast fan? See how much it will cost you all in at _____ hotel!

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Will your stay here be worth its cost?
- How much can you save by booking through XYZ App?
- How much will you save with the seasonal discount?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Which should you choose? ABC or XYZ Hotel?
- Is XYZ an ideal holiday stay for you?



GROWING **MQL**