



HOTELIER  
ACADEMY

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# HOTEL STORY ARTICLES

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# 80.000 Hoteliers

around the world, follow

Hotelier Academy's Advanced Content



Dedicated B2B Hotel Presentation articles, that aim to showcase each property's USP (Unique Selling Proposition) and promote the collaborating hotels to the global Tourism Market through Hotelier Academy's distribution channels

HOTELS THAT TRUST US



# What are the Hotel Story Articles?

The **Hotel Story Articles** are Hotelier Academy's new type of content, that aims in showcasing each hotel's Unique Selling Proposition (USP) and supporting its positioning to the global Tourism industry, on a B2B and B2C level.

Our experienced Hotel Experts study each property carefully, locating its strongest and most unique aspects. Then, through a series of targeted and specific questions, they manage to highlight each hotel's uniqueness. The articles are in the form of an **interview**, which supports the personal promotion of the hotel's executives, and enhances their negotiating position with future partners and collaborators.

The Hotel Story Articles are also a dynamic tool for enhancing the hotel's direct sales, since they manage to **increase its credibility**, are **SEO optimized** for the major search engines (like Google), and constitute a **fascinating piece of content for the property's Social Media**.

## Article Examples:



HOW A HOTEL IN VIENNA BECOMES THE CITY'S FOOD REFERENCE POINT

[Read the Article →](#)

**Grand Ferdinand Hotel**  
*Vienna, Austria*



A CASTLE-HOTEL THAT MAKES ITS GUESTS MORE BEAUTIFUL, THROUGH A SPECIAL DETOX DINING CONCEPT

[Read the Article →](#)

**Hotel Castel Rundegg**  
*Merano, Italy*



6 RESTAURANTS AND 1 GASTRONOMIC EVENT DEFINE CRETE'S NEW GOURMET HOTEL

[Read the Article →](#)

**Radisson Blu Beach Resort**  
*Crete, Greece*



THE "LADY IN RED" TELLS AS ALL ABOUT HER ROLE AT SIAM KEMPINSKI HOTEL BANGKOK!

[Read the Article →](#)

**Siam Kempinski Hotel Bangkok**  
*Bangkok, Thailand*

# What's Included

1

## Hotel-related Topic Specification

Hotelier Academy's Hotel Experts complete a thorough research about your Hotel and recommend the special topic as well as the targeted questions that will highlight your property's advantages compared to your competition.

2

## SEO Optimized Article Creation

Hotelier Academy enriches the dedicated article about your hotel with fascinating content for Hoteliers. Also, our Experts use important keywords that evidently support the article's positioning in popular search engines like Google. Finally, our experienced Editors makes the final editing of your answers, in order to achieve the most dynamic promotion for your hotel.

3

## Sponsored Content

Within the article, our Experts add special sections that talk about specific executives in your hotel, as well as sponsored boxes where Hotelier Academy explains what we mostly like about your property.

4

## Hotelier Academy's Social Media distribution

The article is published in Hotelier Academy's [Facebook](#), [LinkedIn](#), and [Instagram](#) accounts. Special promotion is also achieved through re-marketing techniques\*.

5

## Newsletter Distribution

The article is sent via our Newsletter service to Hotelier Academy's Subscribers.

[See a Newsletter Example →](#)

Also, the article is included in HA's monthly newsletter with the 'Hotel Stories of the Month'.

*\*What are the Re-marketing Audiences: The popular Social Media, like Facebook and Instagram, allow companies to show their ads not only to their followers, but also to users who have simply visited their official website. Hotelier Academy makes use of this new possibility, promoting your articles to an even greater and high-quality audience..*

# Hotel Benefits

- ▶ **New Contracts** with Travel Agents looking for new hotel products, that stand out for their quality and uniqueness.
- ▶ Potential **direct bookings from other Hoteliers**, who constitute a high-quality target group which tends to travel during the low season periods and usually chooses top-class and special hotels.
- ▶ **Extra publicity** through related tourism media, that search for original and innovative content to share with their audience.
- ▶ **Enhancement of your Hotel's SEO**, thanks to your property's inclusion in the high-authority content platform [hotelieracademy.org](http://hotelieracademy.org), which is considered a **quality traffic source**.
- ▶ Supporting of your hotel's **Innovative character**, since Hotelier Academy can communicate your new actions to the global Hotel Industry in very little time, informing your competition about something that you have made first.

# Cost

## ▶ **Hotel Story Article**

- ✓ Hotel-related Topic Specification
- ✓ SEO Optimized Article Creation
- ✓ Article Visualization with impressive photos and/or video
- ✓ Dynamic Article Promotion (through dedicated posts in Hotelier Academy's social media & via newsletters to our entire data base)

**1000€/article**



# Hotelier Academy Audience

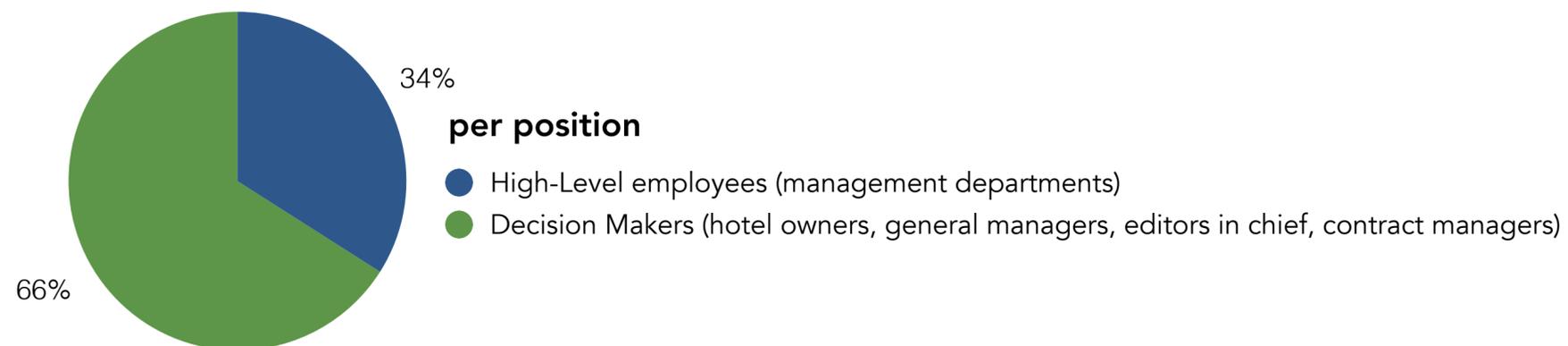
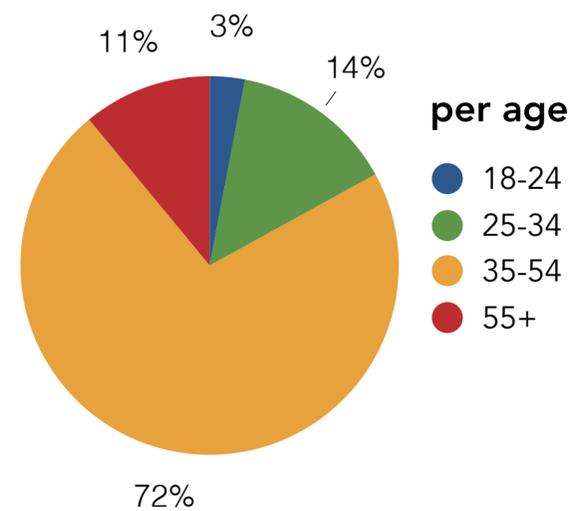
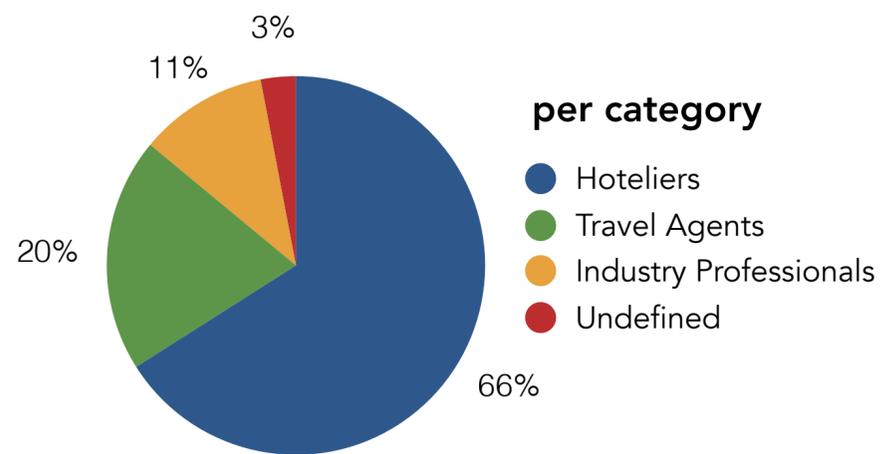
**Hotelier Academy's** audience mainly constitutes of professionals from the Hotelier and Tourism industries.

More specifically, Hotelier Academy is followed by Hoteliers and top-position Hotel Executives, as well as Professionals from the broader Tourism industry, such as Travel Agents, Architects, Property & Business Consultants, Investors etc.

# Demographics

**80.000 UNIQUE  
HOSPITALITY PROFESSIONALS**

**37.000 UNIQUE HOTELS  
ARE INFORMED BY HOTELIER ACADEMY**





# HOTELIER ACADEMY

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