HOTEL STORY ARTICLES
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.
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

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.

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.

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.

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*.

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

*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, 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.
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

*The above price does not include the V.A.T., where applied
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

- 3% Hoteliers
- 11% Travel Agents
- 20% Industry Professionals
- 66% Undefined

per category

per age

11% 14%
- 18-24
- 35-54
- 55+

11% 3%
- 25-34
- 3%

66% 72%
- 20-24
- 55+

37,000 UNIQUE HOTELS ARE INFORMED BY HOTELIER ACADEMY

Greece
Italy
Spain
France
Indonesia
Portugal
Thailand
USA
China
Switzerland
Philippines
Cambodia
Vietnam
Brazil
Sri Lanka
Peru
Mexico
Austria
Sweden
Cyprus
Hungary
Netherlands
Germany
Turkey
UK
Belgium
Malaysia
Chile
Argentina
Myanmar
Czech
Republic
Ireland
Dominican
Republic
Croatia
Singapore
Iceland
Maldives
India
Japan
Israel
South Africa
Laos
Denmark