AI Hospitality

Insider

First Edition — **April, 2024**

HiJiffy

Content

Dear readers...

Tiago Araújo
CEO at HiJiffy

It is with great pleasure that I introduce to you our first edition of the **AI Hospitality Insider**, a comprehensive report that delves into the latest trends and innovations shaping our industry.

Balancing the traditional touchpoints of hospitality with technology has been a fundamental aspect of our journey with HiJiffy. We understand that the essence of hospitality lies in personalisation and human connection. Our approach has been to enhance, not replace, these traditional touchpoints. That's why this edition of AI Hospitality Insider will be dedicated to the topic of **Artificial Intelligence in Hospitality**.

This publication includes a **compelling success story of HiJiffy's client** revealing AI's transformative power in a real-world scenario. With an impressive **97% automation rate** in conversations and an outstanding **87% CSAT score**, the impact can be clearly seen through the innovative initiatives undertaken by the Lamington Group.

Further on, we address the **balance of technology** and **human touch** by ensuring our AI-powered solutions complement human interaction rather than substitute it and also **freeing up hotel staff** to focus on more personalised guest interactions. In the pool of all the decisions that can be made, this article will assist you in **choosing the ideal AI solution for your hotel** as well as helping to ensure a **seamless integration and adaptation for your team.**

Analysing what **specialised or generative AI** solutions are tailored to your specific needs, this publication aims to keep you well-informed. **For practical guidance in social media**, we offer you insights on how hotels can effectively leverage social media channels and adapt their strategies to meet the evolving needs of modern travellers.

To gain a more detailed insight into **HiJiffy's product** and understand the benefits you can receive from our console, you will learn about its **main features and highlights.**

We invite you to explore these pages and discover the potential of AI.

Enjoy reading,
Tiago Araújo

Preview

To fully assess the quality and effectiveness of a product or solution, it is important to see it in action. In the following success story, theory is put into practice. With an automation rate of over 93% in conversations and efficient WhatsApp campaigns with an 87% open rate, the Lamington Group demonstrates the success of conversational AI. Learn how HiJiffy can help you achieve similar results.

Lamington Group

Lamington Group's gradual rollout of HiJiffy's conversational AI towards a 93% automation and 87% CSAT score
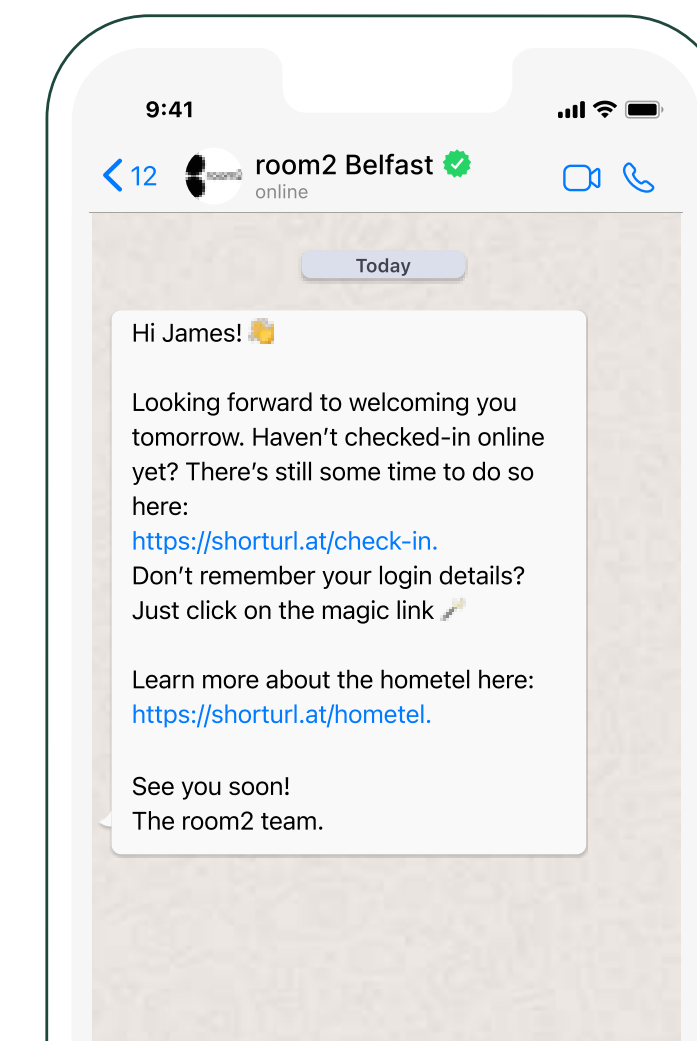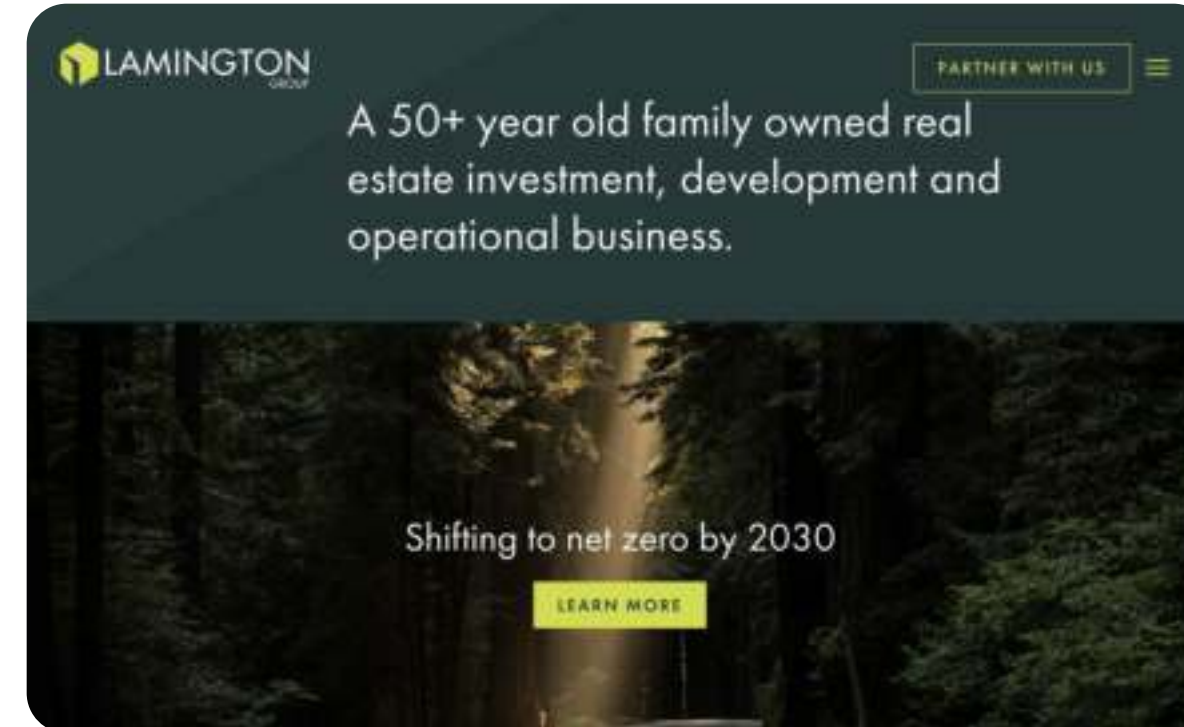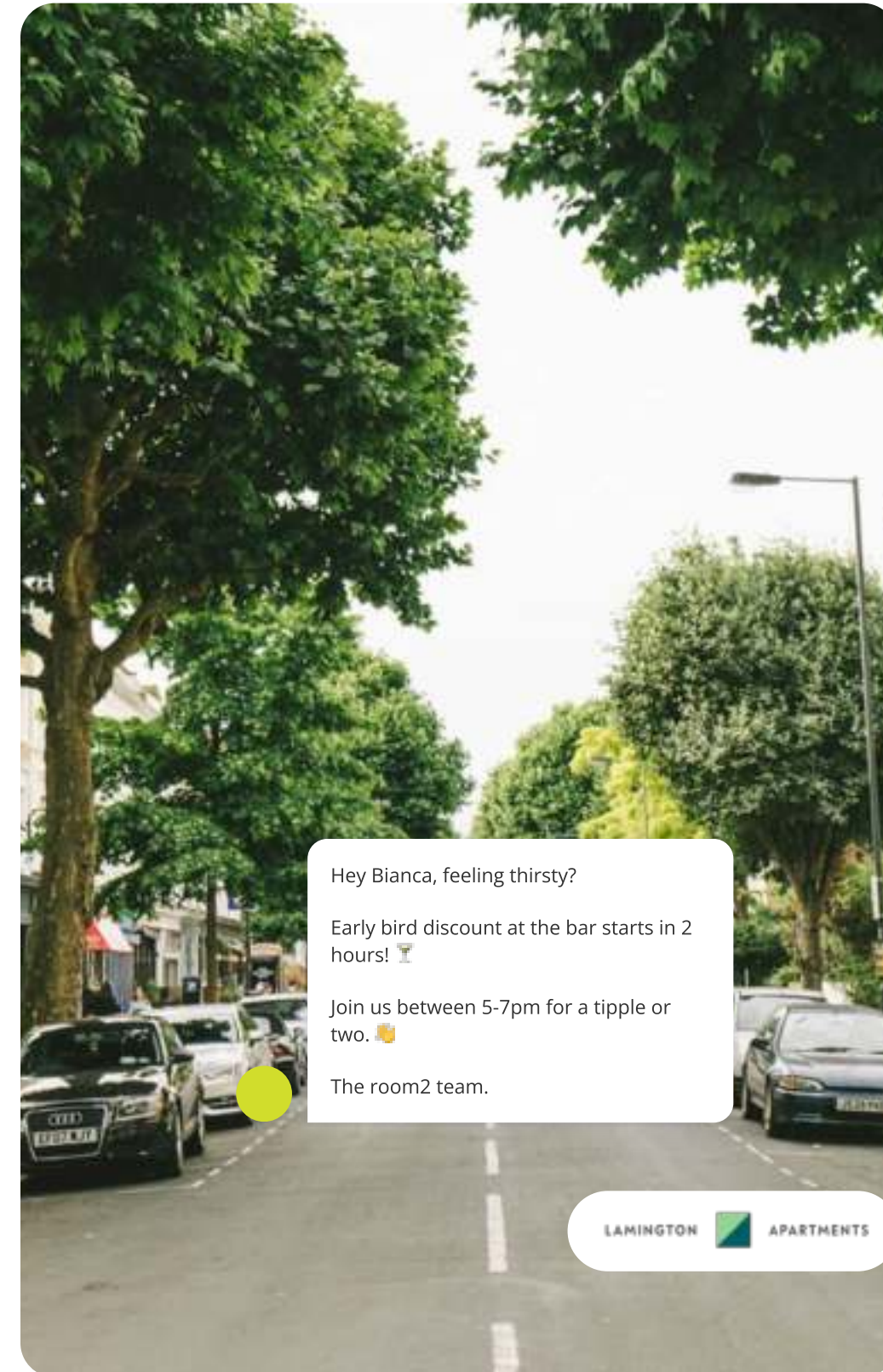

Read the full Success Story ↗

HiJiffy

Lamington Group

This case study illustrates the success Lamington Group had rolling out HiJiffy's solution across their **four room2 hometels**, as well as **serviced apartments**. The brand initially started with a hybrid model (partial automation) at one of their properties. With the team quickly gaining trust in the efficiency and accuracy of the conversational AI, they decided to switch to full automation and use the solution across all their properties.

Lamington Group's gradual rollout of conversational AI towards a **97% automation** and **87% CSAT score**

Hey Bianca, feeling thirsty?

Early bird discount at the bar starts in 2 hours! 🍸

Join us between 5-7pm for a tipple or two. 🤙

The room2 team.

9:41

room2 Belfast ✅
online

Today

Hi James! 👋

Looking forward to welcoming you tomorrow. Haven't checked-in online yet? There's still some time to do so here:
https://shorturl.at/check-in.
Don't remember your login details? Just click on the magic link 🪄

Learn more about the hometel here:
https://shorturl.at/hometel.

See you soon!
The room2 team.

"Within hospitality, you can never remove the guest element, the human touch. That's why we're often afraid of AI in hospitality, but we should look at it as an extension of your team, supporting it in areas that are very repetitive. It can take on such tasks and leave the team to do what they do best - to enhance guest experience."
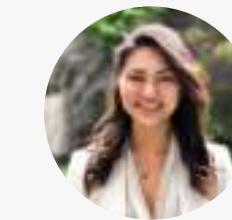
Alicia van Wyk
Marketing Project Manager at Lamington Group

The Client: Lamington Group

The Lamington Group is a family-owned business that manage a group of brands comprising room2, a collection of eco-friendly hometels - combining a home's comforts and flexibility with a hotel's security and services, Lamington Apartments, a portfolio of **serviced apartments** and Missionworks, **a coworking brand**. The group's commitment to environmentally sustainable practices is recognised as a B**-cert corporation.**

The Solutions

The Challenges

It also mattered for the brand to work with a solution that was specifically designed for hospitality and a company that understands the industry and is driven by innovation.

Enhance guest experience

Optimising communication channels beyond the website environment, as well as introducing an automated guide to their properties and services.

Automate guest communications

Looking for reliable and smooth automation, from answering pre-stay questions to driving more direct bookings and processing in-stay requests.

Improve online check-in and check-out

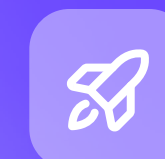Aiming to further improve the guest experience and reduce the workload for the team
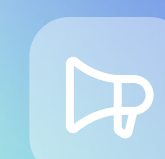
Answering FAQs

Online check-in campaigns on WhatsApp

Boosting loyalty programme subscriptions

Converting direct bookings

Increasing revenue from cross-selling

Sending check-out campaigns

The Results

93% Automation rate

87% Open rate

87% CSAT Score

Over **93% automation rate of conversations** In the initial months of rolling out the solution, **9.3% of direct bookings** on the website were facilitated by conversational AI in the webchat.

Efficient WhatsApp campaigns with 87% open rate

The Lamington Group noticed a positive impact of the automated WhatsApp campaigns on the number of online check-ins or loyalty programme sign-ups.

Relieving the team from repetitive tasks while achieving an 87% CSAT score

Having fed the AI the specific information about the services and amenities at the Lamington Group properties, the team switched from a hybrid to a fully automated solution model.

Read the full Success Story ↗
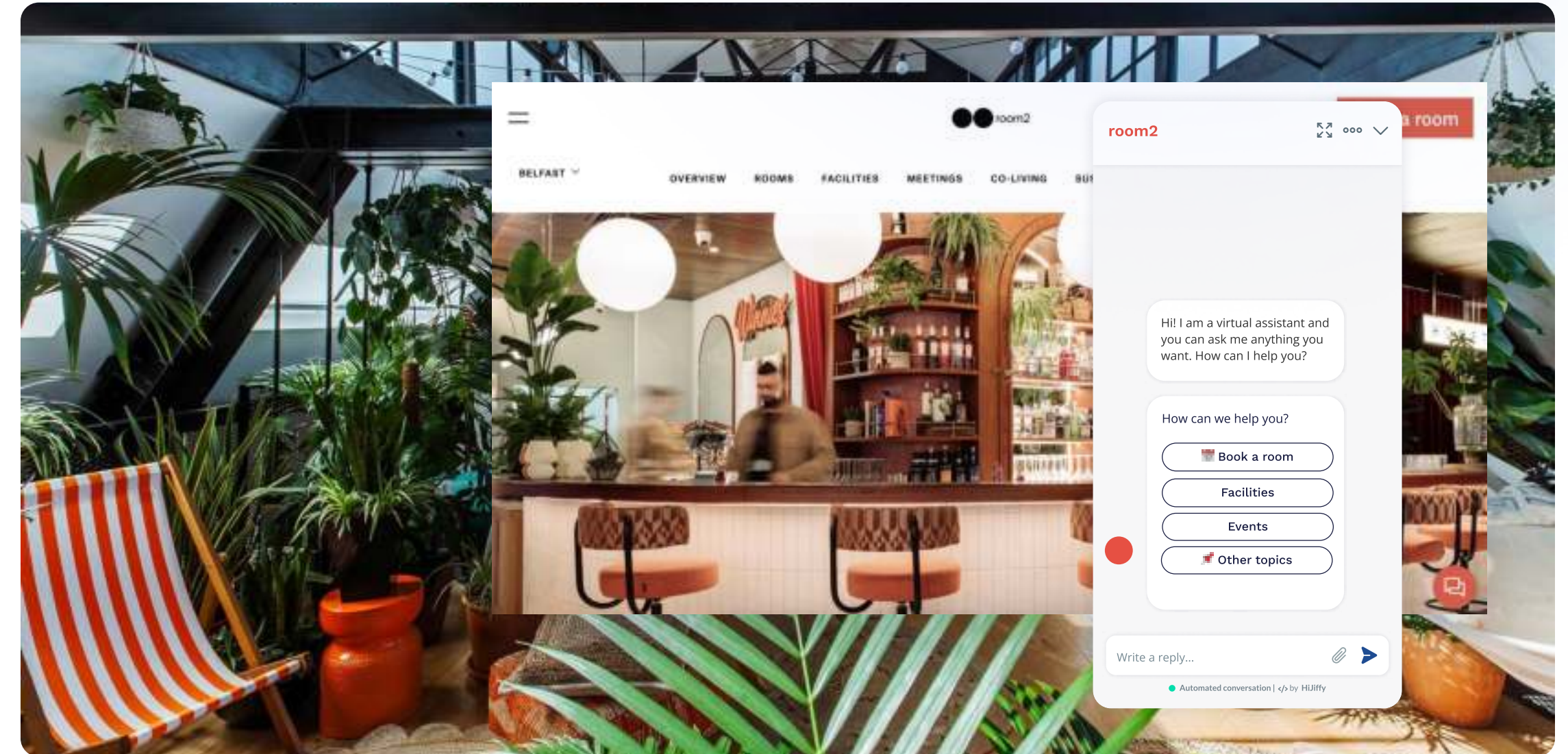
"We had a great implementation process. (...) We monitor the conversations as the chatbot only knows as much as we feed it correct answers to FAQs. It was an important process that contributed to the high CSAT score and also getting the team on board with the automated solution."
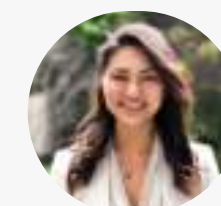
Alicia van Wyk
Marketing Project Manager at Lamington Group

"The tool has certainly depreciated the number of messages the teams would receive on a daily basis, as AI has made it easier for my teams to re-focus their efforts on shift; as the chatbot/AI does the work for them, it has additionally driven revenue for us that has been no extra work. (...) Overall, we are embracing this change and looking to the future."

Will Calter
Cluster General Manager

Preview

In recent years, artificial intelligence has had significant impacts, especially through process automation. While there is still skepticism, particularly regarding job losses, we can view AI in the hotel industry as an extremely useful tool. AI can help reduce the workload of staff and allow them to focus on more important tasks. Additionally, AI is a huge asset, especially in times of staff shortages. Learn more about how AI can enrich various areas in the hotel industry and specifically how it can support the back office and reservation team.

The role of AI in the hotel industry:
Strengthening rather than replacing your team

Read the full Article ↗

Staff shortages in the hospitality industry:
Using AI for bookings management

Read the full Article ↗

HiJiffy

The role of AI in the hotel industry: Strengthening rather than replacing your team

Have you ever feared that artificial intelligence (AI) could replace your job? Or heard your hotel teams raising such concerns? This article shows how AI can be used in hospitality as a tool to spend more time on the real purpose of your work and be better organised - not to replace humans.

Achieving greater efficiency with AI

Integrating AI into hotels introduces a complex dynamic that impacts work results and the employees' experience. By implementing such technology, certain tasks previously carried out by humans are automated, which not only has the potential to increase efficiency but also to improve **the quality of work output.**

The digital concierge: Use staff resources effectively

Using a digital concierge, such as a chatbot that processes guest enquiries autonomously around the clock, not only represents a better use of resources but **also increases guest satisfaction and loyalty** by responding quickly and accurately to their requests.

In the 2023 summer season (June to August), HiJiffy's AI processed 1,707,204 conversations. This enormous number of interactions would otherwise have been processed individually and manually by hotel staff, using up time and resources.

The Power of AI

Increase sales and improve the guest experience

Planning the perfect holiday can be a challenge, especially when potential guests are confronted with information overload. **Answering their questions quickly and in detail** can make the difference between a successful booking and a missed opportunity. Artificial Intelligence plays a crucial role in this context, not only by answering enquiries promptly but also by recognising and responding to individual needs. By providing a seamless <u>direct booking process</u> supported by AI, hotels not only improve their guest experience but **also significantly increase their revenue.**

In addition, the use of AI in the hotel industry opens up new opportunities for **personalised marketing campaigns**, which leads to greater guest loyalty. Automated welcome messages that contain targeted offers for upselling or cross-selling can increase the value of every booking. At the same time, integrating guests into loyalty programmes through AI enables greater loyalty and encourages repeat visits.

Data for personalisation: Foreseeing guests' needs and wishes

AI offers the opportunity to **process data faster and recognise patterns** that humans may overlook. It can help to analyse the behaviour and preferences of guests and offer tailored recommendations and services. Thanks to <u>storing considerable amounts of your guests' data</u>, you can create a more personalised guest journey and fulfil wishes that have not even been expressed yet. But ultimately **it is the staff who deliver these personalised experiences with warmth and personal attention**. In a <u>study by Oracle</u> which forecasts the hotel business up to 2025, 47% of consumers stated that AI-supported promotions based on previous purchases would improve their shopping experience.

A solution that supports you and your staff.

The strategic use of artificial intelligence to complement human skills enables close collaboration. The ethical and transparent use of AI can bring significant benefits to your hotel without replacing people. Instead, it aims to take over repetitive and monotonous tasks in order to give employees more room to be creative and offer more personal interaction.

Read the full Article ↗

HiJiffy's Guest Communications Hub perfectly embodies the philosophy of optimising the use of AI in the hotel industry. This tool was developed to **support hoteliers in coping with repetitive tasks** and offers various advantages **through the use of conversational AI.**

Staff shortages in the hospitality industry: using AI for bookings management

The Reservations Department or the Back Office is responsible for managing hotel booking requests. It plays a crucial role in maximising occupancy rates and generating revenue through direct bookings. Among other things, a suboptimal reservation service may result in:

01 Poor customer service

02 A loss of revenue

03 Work overload and lack of operational efficiency

In short, staff shortages in your hotel's booking service can have serious consequences, impacting the team's operational capacity, guests' satisfaction and your hotel's revenue.

How to resolve these challenges with AI?

Automate and optimise the booking process

One of the biggest challenges for bookings teams is managing requests in real-time, especially during peak periods. Implementing an **AI-based solution helps manage the influx of requests**, offering personalised customer support at all times. **HiJiffy's virtual assistant is not only available 24/7**, but it is able to automatically answer more than 85% of guests' common questions in more than 130 languages.

Avoid *overbooking* and mistakes

By integrating an AI-powered solution into bookings management, you will reduce the **risk of overbooking and duplicate bookings**. This translates into a smoother guest experience, a reduction in errors, and optimised revenue for your business.

Analyse customer data to offer guests a personalised service

For example, **AI can recommend rooms with specific features based on a guest's past preferences**, or even suggest complementary activities or services that suit their interests. This makes it possible improve guests' satisfaction, at the same time boosting your revenue with <u>upselling</u> opportunities.

Manage booking changes and cancellations efficiently

Being available 24 hours a day, an AI-powered virtual assistant can be used to manage requests to change bookings, providing fast and efficient support to guests to meet their needs.

Read the full Article ↗

Preview

Ready to transform your hotel's communication with AI, but feeling lost in the ocean of choices? Or wondering how to ensure seamless adoption by your team once you've found the perfect fit? Look no further! Dive into our check-list designed to steer you toward the **ideal AI solution tailored specifically to your hotel's needs**, and pave the way for **effortless and enthusiastic adoption** by your team with our step-by-step guide.

How to choose the optimal AI solution for your hotel?

Read the full Article ↗

A step-by-step guide to getting hotel teams on board with AI tools

Read the full Article ↗

HiJiffy

How to choose the optimal AI solution for your hotel?

The adoption of technology and artificial intelligence (AI) in the hotel industry is a growing trend, accelerated by the COVID-19 pandemic and the staff shortages that followed. According to the latest report on technology in the hotel industry, **70% of hotel managers are turning to technology** tools to automate some of their operations and improve employee efficiency.

70% Automate operations with technology

Determine your needs

Once you've analysed a potential solution, you can **compare your goals with the proposed functionalities**.

Check out the possibilities for integration

Once you've found a solution that meets your needs, evaluate its compatibility with your existing hotel software.

Take a look at the interface and test how intuitive it is:

It should be **intuitive, user-friendly** and improve overall guest satisfaction, while being easy to use for your teams.

Choose a solution that measures and analyses performance

Look for an AI-powered solution that provides actionable insights and metrics.

Make sure you have a dedicated, responsive Customer Success team at your disposal

It's important that your teams are well trained and supported throughout its use.

Ask for opinions and feedback from those around you

Finally, before making your final decision, consider collecting reviews from hotels that use the solution you're considering. Are they satisfied? Word of mouth is the best recommendation, so don't hesitate to discuss the solution(s) you plan to take with other hoteliers to understand if it's a good match. If available, consult official case studies and testimonials from real customers. You can also base your opinion on independent review platforms like Hotel Tech Report. Just as you check TripAdvisor or The Fork before booking a restaurant, why not do the same when choosing your next hotel software.

Read the full Article ↗

We believe HiJiffy meets all the criteria - let's explore how our solution can work specifically **for your hotel in a personalised demo call**.

A step-by-step guide to getting hotel teams on board with AI tools

Secure support from top management

Resources beyond the budget: Ensure the alignment with the management that necessary resources also include time for training and ongoing support.

Commitment to innovation: Understand the level of risk-taking and experimentation that the top management feels comfortable with to ensure you have their support.

Visible support: Ask for active championing of the solution.

Outline the new digital infrastructure

Draw on familiarity: Are any other AI-powered tools used in your hotel?

Replacing existing tools: Is the new tool replacing any existing ones?

Integrations: Verify how the new AI will integrate with existing systems (e.g. booking engines, PMS, CRM) and demonstrate it to the team.

Educate your team

An introduction session: Don't jump straight into the training mode. Start with a broader perspective and discuss the role of AI in hospitality.

Give the opportunity to ask questions: Providing a space for raising concerts and clarifying doubts will make your team feel more involved.

Provide sufficient training: Provide sufficient training: Make sure to address different roles and tech-saviness levels.

Share case studies: If such resources are available from the technology provider, present them to the team to illustrate the benefits of the new tool.

Are your teams hesitant to **incorporate one more technology into their workday?** Have you noticed their scepticism towards the application of AI in hospitality? This article offers a useful list of steps on the roadmap to a successful implementation of AI at your hotel.

Share the rollout strategy

Pilot programme: Is it better for you to start implementing AI on one property to collect feedback and make any adjustments before introducing it to more properties? Or would you prefer to launch the solution in all properties at once?

Active participation: Ensure the new tools are used actively by everyone from day one to really put it to the test and gather a good volume of feedback quickly.

Monitoring: Keep track of key metrics and key performance indicators (KPIs).

Learn continuously

Checkpoints with the technology provider: Establish the connection between your team and your customer success contact. Learn how to use new features and optimise your tool usage.

Ask your team for insights: Everyday users of the AI tool can give you the most valuable insights into improving your current use or identifying potential issues.

Acknowledge the effort

Reward and recognition: voice your appreciation of the team's effort invested in learning the new tool.

Read the full Article ↗

Preview

Once you have experienced all the benefits of AI and decide to integrate a solution into your hotel, all that remains is to choose the best software. The choice is not easy, but we are happy to help you review the main functionalities, prices, integrations and other categories of the most popular guest communication software. It may also be of interest to you if you are already using a solution but are unsure if it is right for you - learn the difference between specialised and generic solutions to provide the best guest journey.

Best guest communications software for hotels in 2024:
A comparison of specialised and generic solutions

Read the full Article ↗

Product Highlights:
HiJiffy's latest updates

Explore HiJiffy's features ↗

HiJiffy

Best guest communications software for hotels in 2024: A comparison of specialised and generic solutions

Find out why HiJiffy is the **best choice** for the hotel industry.

In this article, we take a close analytical look at five providers - **Zendesk, Salesforce, Intercom, Drift and HiJiffy** - taking into consideration their functionalities, integrations and pricing to see which one would be right for your priorities.

The Best AI Solution

Essential functions:
What are the solution's strengths?

Zendesk's products are divided into two different solutions, customer service and sales. Its main customer service functions are messaging, AI and automation, and the help centre.

Salesforce offers various cloud solutions, including Sales Cloud, Service Cloud, Marketing Cloud and more. Some of Salesforce's functions include contact and account management, also known as customer relationship management (CRM), which ensures access to customer data and interaction history.

Intercom offers a helpdesk, AI chatbot and proactive support. The helpdesk combines your inbox, tickets and the help centre in one place. The AI chatbot supports the team with accurate responses and transfers to real employees if necessary.

The Drift platform's core functions include live chat, chatbots, email marketing and meeting planning.

HiJiffy is known for its hotel chatbot for guest communications that can be personalised and the Console that serves as a digital concierge. The chatbot answers 9 out of 10 guest enquiries automatically without human assistance while maintaining the on-brand tone of voice of your hotel. It can also be integrated into social media and any other channels. The Guest Communications Hub offers personalised campaigns, dashboards, valuable reports, and even allows you to export contacts.

Integration: Can your other systems be integrated?

Zendesk	1,503
INTERCOM	305
DRIFT	150
HiJiffy	80+ (hotel specific)
salesforce	varies

There are 1,503 integrations available on the Zendesk Marketplace.
The exact number of integrations of Salesforce may vary as it is an open platform that allows organisations to develop customised integrations to meet specific requirements.

Intercom can be linked to over 350 powerful apps and integrations that allow you to tailor this platform to your business. Drift includes over 150 native integrations with marketing, sales and CRM tools such as Salesforce, Hubspot, or Marketo.

HiJiffy offers over 80 integrations with several hotel systems, including booking systems, property management systems, maintenance management systems, marketing platforms, CRMs, payment and financing gateways and service automation tools.

Support from other channels: Is it an omni-channel solution?

External subscription with Octopods

	HiJiffy	Zendesk	salesforce	INTERCOM	DRIFT
Website chat	✓	✓	✓	✓	✓
Email	✓	✓	✓	✓	✓
SMS	✓	✓	✓	✓	✓
Whatsapp	✓	✓	✓	Octopods	○
Facebook Messenger	✓	✓	✓	Octopods	✓
Instagram	✓	✓	○	Octopods	○
Google Business	✓	○	○	Octopods	○
WeChat	✓	✓	○	○	○
LINE	✓	✓	○	Octopods	○
Telegram	✓	○	○	Octopods	○
X (formerly Twitter)	○	✓	○	Octopods	○

The Best AI Solution

Prices and number of users:
Which plan fits your budget and requirements?

The following prices are assumed for a **team of five employees**:

HiJiffy	🛒	From €99 to €319
Zendesk	🛒 🛒	From €275 to €575
INTERCOM	🛒 🛒	From $195 to $659
salesforce	🛒 🛒 🛒	From €125 to €2500 (Sales packages)
DR⚡FT	🛒 🛒 🛒	From $2,500

Generative AI for the hotel industry: How smart is the AI?

Zendesk has integrated generative AI features into its offering to free up internal teams from repetitive requests. The AI's capabilities include generative responses to customer enquiries as well as summarising calls and rewriting content.

Salesforce includes AI for automation in all industry sectors, but the specific generative AI capabilities can be limited. The Einstein Solution must be added to the price and is not specialised or pre-trained for the hotel industry.

Intercom's AI chatbot promises to answer 50% of questions immediately using Natural Language Conversations but charges a fee of €0.99 per question answered.

Drift uses AI and machine learning to understand customers' intentions, have meaningful conversations with them and recommend the best answers.

HiJiffy's AI can automatically process enquiries, manage direct bookings and support guests throughout their stay. With over 200 FAQ topics specifically tailored to the hotel industry, your chatbot is perfectly trained. HiJiffy's conversational AI answers 85% of guest questions - an impressive figure, which is based on our expertise and a database with specific information.

HiJiffy's AI

+200 FAQ topics

Answers **85%** of guest questions

The Best AI Solution

This attribute is unique to HiJiffy, as both the hotel chatbot and the digital concierge are not charged and deployed per employee or team, but can be used across multiple hotels. Take a look here at how Hotel Gran Bilbao and Kora Living each manage two properties with our solution. This saves costs and allows you to generate as much revenue as possible from any number of hotel properties, send personalised campaigns or answer specific questions for each hotel. This means you can sit back, relax and give your full attention to the more important tasks.

Multi-Property:
managing several hotel properties

HiJiffy	✅
Zendesk	❌
salesforce	❌
INTERCOM	❌
DRIFT	❌

Languages: 你好

HiJiffy	130+
INTERCOM	45
Zendesk	20
salesforce	17
DRIFT	4

Zendesk's chatbot supports more than 20 languages, Salesforce offers support for over 17 languages for its Einstein bots, and Intercom's AI chatbot is available in 45 languages.

No specific number of supported languages for the chatbot is available for Drift. The available information mainly relates to language support for emails in English, German, Spanish and French.

HiJiffy's chatbot can reply in more than 130 languages. This dedicated language support makes it possible to reach and serve a wide range of users worldwide. You don't have to worry, as guests from all over the world feel they are in good hands.

Special needs of hotels require a special solution

Our analysis of various providers shows that while Zendesk, Salesforce, Intercom and Drift offer a wide range of solutions for different industry sectors, **HiJiffy understands the unique challenges of the sector** and offers customised features designed to optimise communication between hotels and their guests.

Read the full Article ↗

The Best AI Solution

Welcome to our Product Highlights section, where we showcase the latest advancements and noteworthy updates from HiJiffy. Our team of dedicated AI experts tirelessly works on enhancing our solution to ensure we deliver nothing short of excellence for your hotel needs.

Here, you'll uncover not just the cutting-edge features, but also gain a comprehensive understanding of the breadth and depth of capabilities that HiJiffy's solution offers.

Explore HiJiffy's features ↗

Search Product Highlights...

Sentiment Analysis
Uncovering guest emotions when evaluating feedback.

Read More

Widgets
Customize your users' interface.

Read More

Channels
Streamline all guest communications.

Read More

Campaigns
Take your marketing campaigns to the next level.

Read More
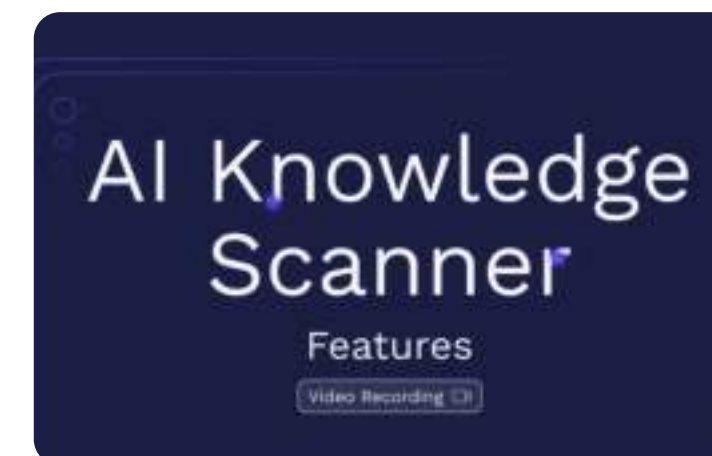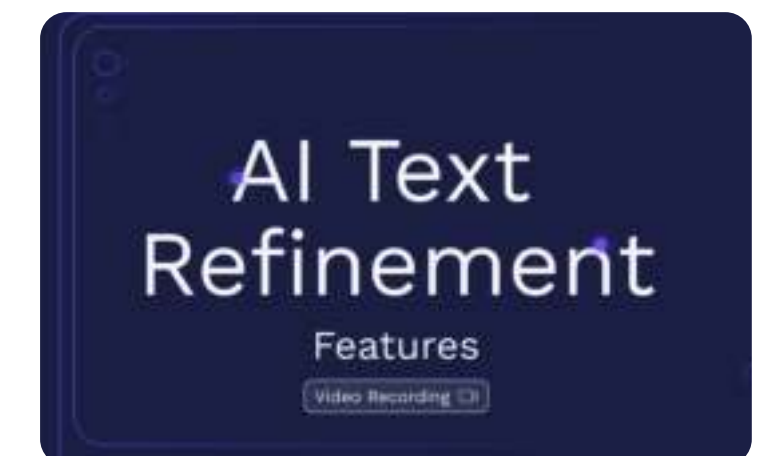
Reports
Actionable data insights.

Read More

Chatbots
Your customized configuration.

Read More

AI Knowledge Scanner
Setting up answers to your hotel FAQs in a few clicks.

Read More

AI Text Refinement
Adapt and improve your messages with AI to save time.

Read More

Preview

In today's cutthroat hotel industry, mastering social media is no longer optional—it's essential for any hotelier looking to shine. But harnessing social media's full potential to boost visibility and drive revenue can be daunting. Fear not! Our specialised guide for hoteliers is your roadmap to navigating the social media landscape, empowering you with expert insights and essential strategies to turn your hotel's online presence into a powerhouse of success.

Social Media Guide for Hospitality: from boosting your hotel's presence to generating revenue

Social Media Guide for Hospitality:
From boosting your hotel's presence to generating revenue

Read the full Article ↗

HiJiffy

Social Media Guide for Hospitality: from boosting your hotel's presence to generating revenue

This guide to social media, specialising in the hotel sector, takes you expertly through the essential steps to make the most of these platforms. Among other things, this publication will answer the following questions:

The impact of social media in the hospitality industry

In 2023, social media had 4.88 billion active users worldwide, representing 60.6% of the world's population (BDM, 2023). (...) For the hotel and tourism industry, social media are no longer just platforms for sharing photo memories; they are gradually, in their own right, **becoming search engines for travel planning.**

Having an active presence on social media is a major strategic advantage in the hotel sector, likely to significantly increase your hotel's appeal to travellers. However, simply being on social media is not enough.

What impact does social media have on the hotel industry?

How can you optimise your hotel's social media profiles?
(Facebook, Instagram and Google Business Profile)

How can you take advantage of your social media presence to boost your revenue?

How can you optimise your hotel's social media profiles?

Facebook

Facebook remains the main social networking platform. With 40 million monthly active users in France alone (Digimind 2023), your potential guests on Facebook are significant and require special attention.
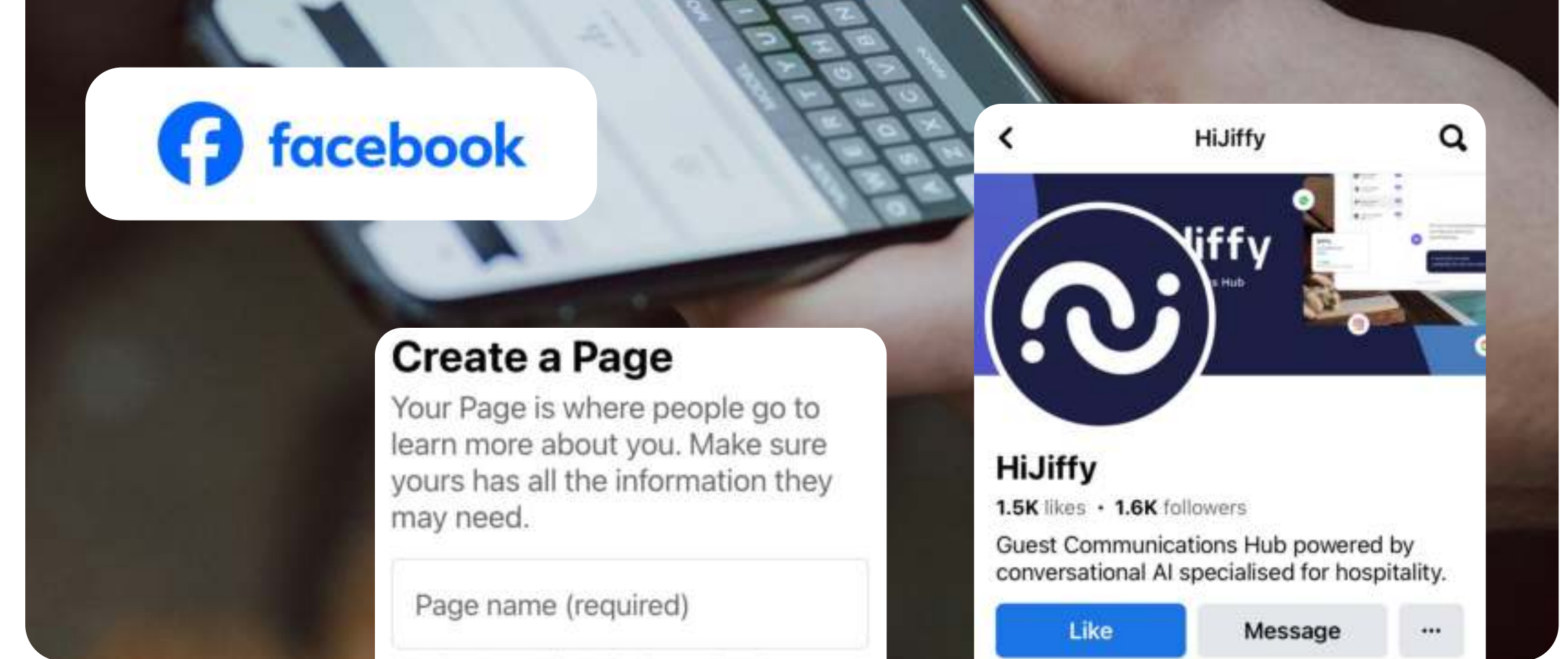
Publish attractive and engaging visual content regularly. Share quality photos and videos highlighting your hotel's unique features, such as its panoramic views, elegant rooms or the unique experiences it offers.

Use relevant hashtags and tag other pages to increase your visibility. Use hashtags to indicate keywords and reach people interested in the subject. You can also join **Facebook groups** and share your posts there. But be careful with the frequency to avoid being perceived as spam!

Diversify the content on offer. Don't limit yourself to posting photos and videos; explore the different features that Facebook offers, such as creating events, polls and live videos, to diversify your content and attract attention.

Interact with your audience. Be responsive to comments and direct messages. A rapid response strengthens the relationship with your potential guests and enhances the credibility of your business. To do this, you can use artificial intelligence **(AI) solutions to automate processing over 90% of your incoming messages**. Another way to increase audience interaction is to offer exclusive discounts or competitions. This will encourage engagement and encourage users to share your page.

Regularly update your page with relevant information on upcoming events, promotions and the various services you offer: restaurant, spa, workshops, etc.

Read the full Article ↗

Instagram

With 2 billion users worldwide, Instagram is the world's third most popular social network, behind Facebook and YouTube. For the hotel industry, Instagram is of strategic importance, emerging as the social network par excellence for getting followers to want to travel. According to the latest Kolsquare report, this platform accounts for 63% of engagement in the travel sector, and the #travel hashtag alone accounts for more than 674 million posts.

Focus on Reels. Short videos are essential in the travel sector, offering impactful storytelling with the highest rate of engagement: 3.4%, compared with 2% for a post (Kolsquare, 2023).

Encourage proximity with Stories. Create a direct link with your followers thanks to Stories, which are less viral than reels but are ideal for maintaining a close relationship with your audience. And remember to vary the formats to achieve the right balance between engagement and virality.

Always use hashtags. Posts containing a hashtag generate 12.6% more engagement than those without a hashtag (Sprout Social, 2023).

Use location tags. Increase your visibility by using location tags. Posts that include them are 79% more likely to be seen than posts that don't (Jemsu, 2023).

Create 'Instagrammable' spaces. Set up spaces in your hotel for selfies and group photos, encouraging spontaneous sharing by your guests.

Create a specific hashtag and encourage your guests to use it. This will enable you to find out how many people are talking about your hotel or sharing your content and, above all, to create a photo and video directory that can be easily accessed by people interested in your hotel.

Share your guests' posts. The content generated by your guests is free advertising for your business.

Analyse the statistics. Use the statistics in your professional profile to understand your audience and adapt your content accordingly.

Promote your best-performing posts. Identify and promote your best-performing posts directly from the mobile application to reach a wider audience.

Read the full Article ↗
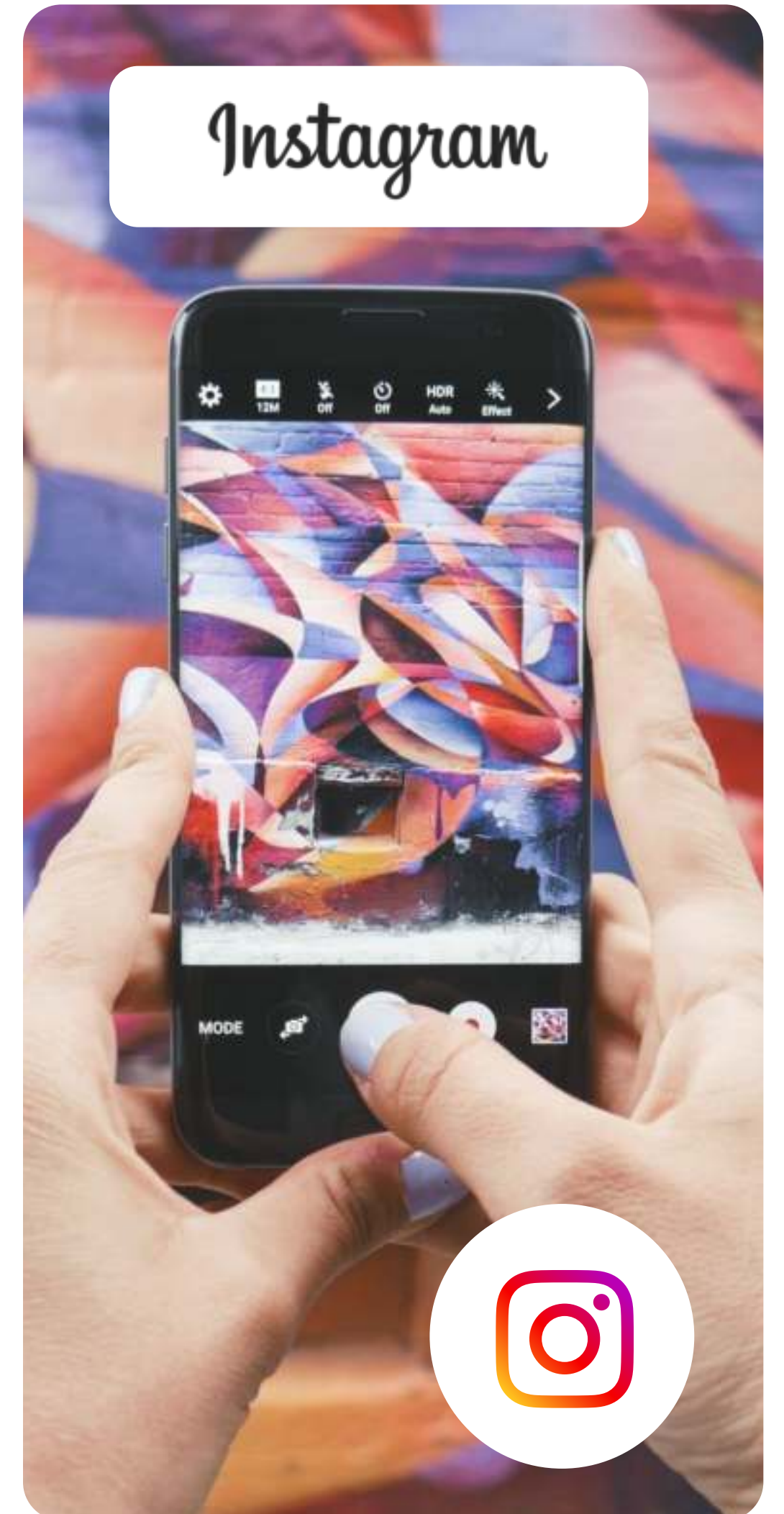
Google Business Profile (formerly Google My Business)

Google Business Profile (GBP), formerly Google My Business, is essential for hoteliers. It offers complete management of their online presence on Google platforms, particularly the search engine (including Google Ads) and Google Maps. Creating a GBP profile is a critical strategic lever, boosting your hotel's visibility and encouraging direct bookings. More than half of all interactions with the GBP profile generate visits to the website (The Media Captain 2023), and more than 5% of visits lead to conversions (Search Engine Journal, 2019).

Make sure that your hotel's GBP sheet includes all of the following:

Title. This is the name of your hotel.

Description. Add a concise description highlighting the strengths of your hotel.

Main category and secondary categories. Carefully define the main category of your establishment (hotel) as well as any secondary categories for a precise description of your business.

Opening times. Include your usual opening hours and those of public holidays. Google appreciates this.

Address. Check that your address is correct and up to date.

Services and service descriptions. Describe the services that your hotel offers in detail.

FAQ. Use the questions and answers section to anticipate the frequently asked questions of your future guests.

Messaging function. Activate the messaging function to facilitate communication with your potential guests.

Attributes. Specify any additional services, such as wheelchair accessibility, parking, and means of payment accepted in your establishment.

Photos or videos of your establishment. Add quality media to enhance your listing, building trust and increasing user engagement. Companies with photos on their listing receive 42% more itinerary requests and 35% more clicks than those without (Thrive, 2021).

Finally, here are two bonus recommendations to help you stand out from the competition:

Publish Google posts to announce special events, offers, discounts or other special services directly from Google.

Add links to your social media to establish a direct gateway to your content-sharing platforms, strengthening your online presence.

Read the full Article ↗
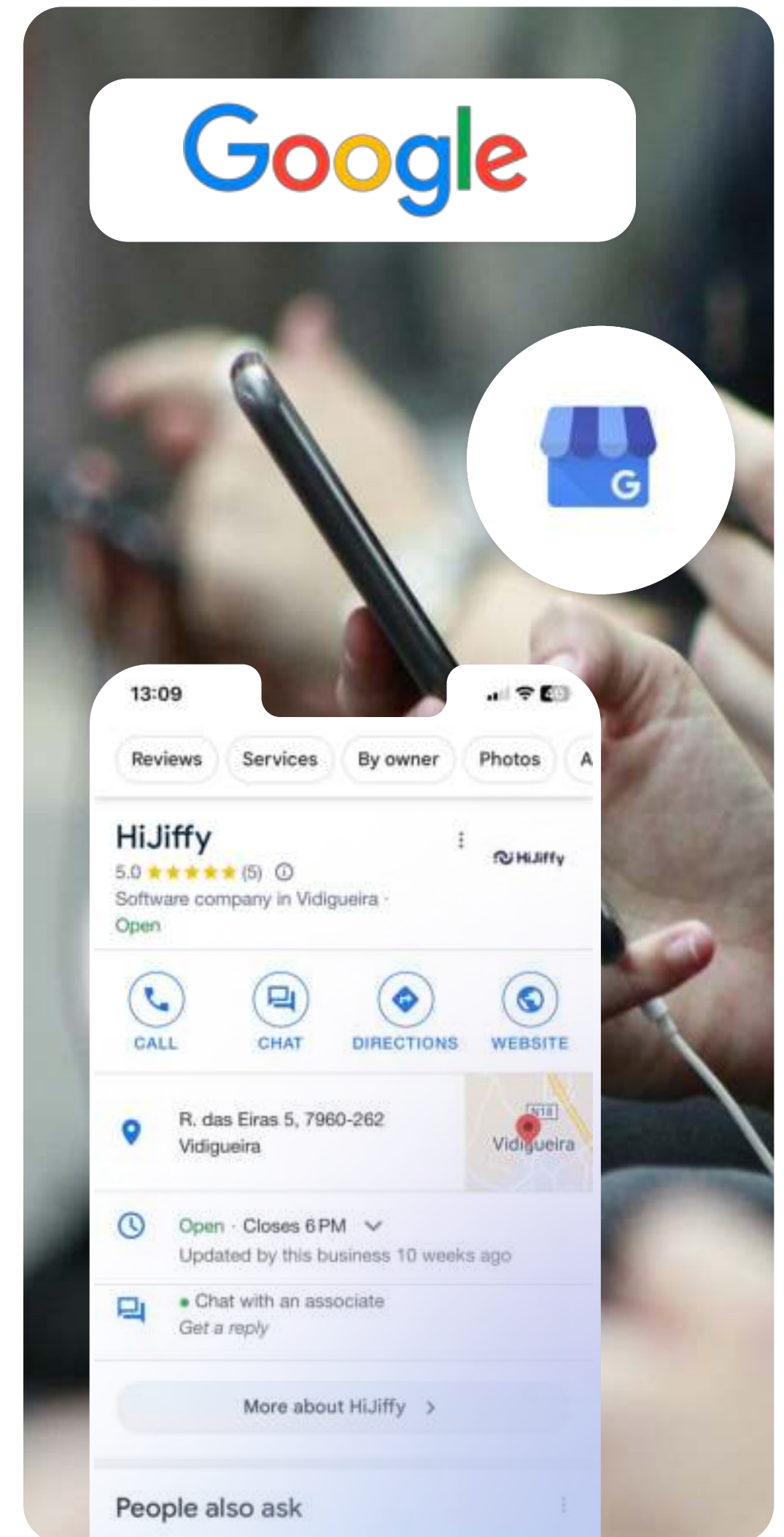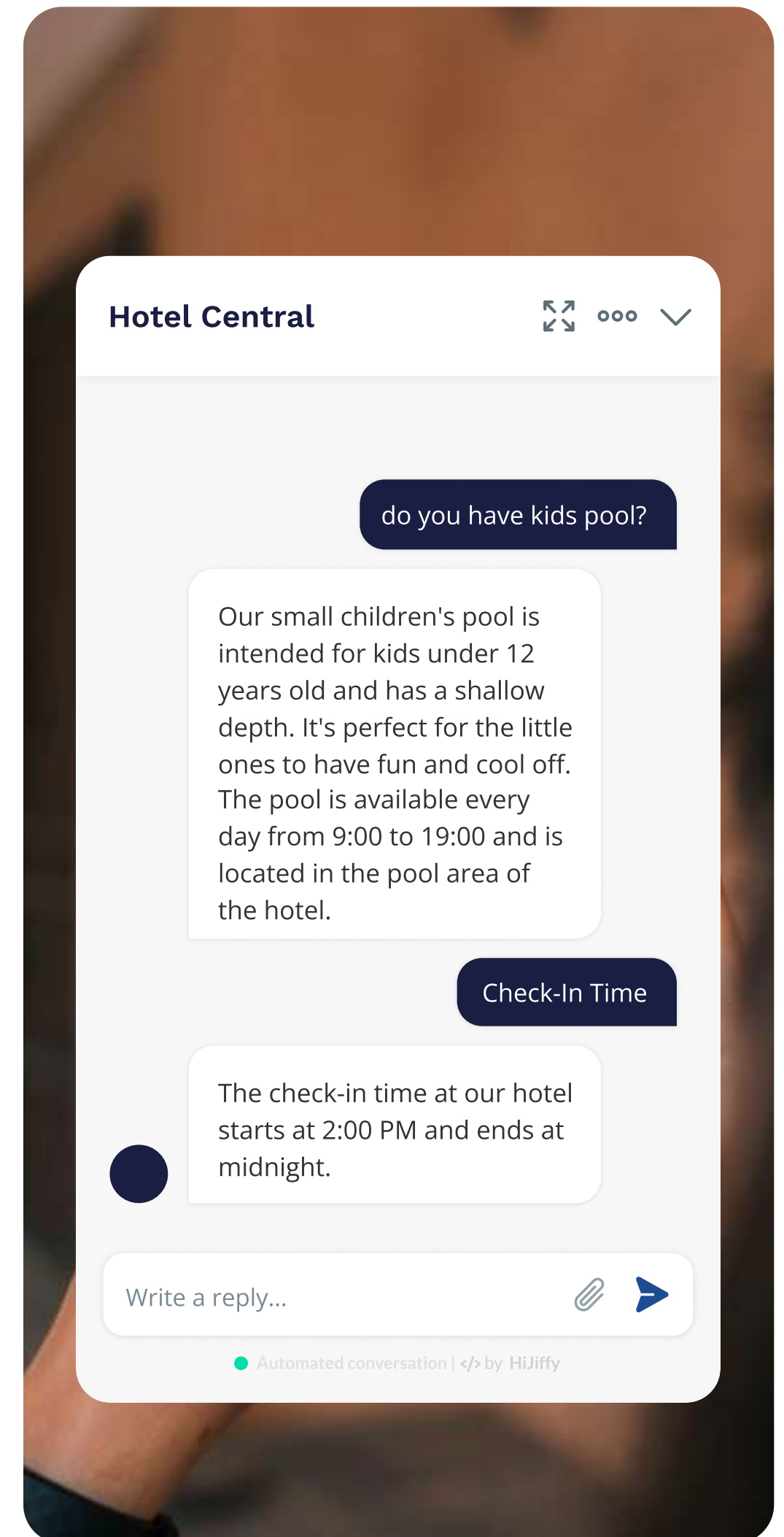
How can you use social media to boost revenue?

The application of AI in the hotel sector offers undeniable advantages for maximising your turnover. Here are two key points to consider if you want to turn your social media into real revenue drivers:

Instant, personalised interaction with your potential guests

Once your optimised and attractive social media have captured the attention of travellers, they will want to learn more about your hotel's facilities, policies and special services, as demonstrated by the HiJiffy study published in 2023 on the main questions asked by hotel guests. Integrating a chatbot is therefore essential for responding to more than 80% of guest requests autonomously, 24 hours a day, seven days a week. These powerful chatbots can be deployed not only on your hotel's website but also on its social media, such as Facebook Messenger, Instagram, Google Business Profile and other messaging platforms.

Chatbots also play a key role in **collecting guest data quickly and efficiently.** This functionality not only enables a proactive response to guests' needs but also to offer personalised recommendations based on their preferences. By keeping guests interested through relevant interactions, you considerably increase the chances of conversion to a reservation.

Choose a solution that **centralises all guest interactions in an omnichannel inbox**. This approach radically simplifies the process, eliminating the need to juggle different platforms to meet guests' requests. The result: a lighter workload for your staff, more efficient management of requests and rapid, consistent responses, all from a single platform.

Hotel Central

do you have kids pool?

Our small children's pool is intended for kids under 12 years old and has a shallow depth. It's perfect for the little ones to have fun and cool off. The pool is available every day from 9:00 to 19:00 and is located in the pool area of the hotel.

Check-In Time

The check-in time at our hotel starts at 2:00 PM and ends at midnight.

Write a reply...

Automated conversation | </> by HiJiffy

Simplify the booking process and increase conversion

Once you've answered all your future guests' questions, make the booking process easier for them by offering them the option of booking directly via the social media they use. According to <u>WebFX</u>, more than half of hotels have adopted a booking engine or widget on their Facebook page to simplify the booking process. This approach eliminates the need to go through other interfaces, such as your website, to finalise a booking, significantly improving your conversion rate and sales.

Ideally, you should get an AI-based solution that integrates easily with your booking engine and PMS. This will enable you to effectively display the availability and rates of your rooms. The HiJiffy omnichannel solution <u>integrates perfectly</u> with the main hotel software on the market, simplifying the process of using the chatbot on your social media.
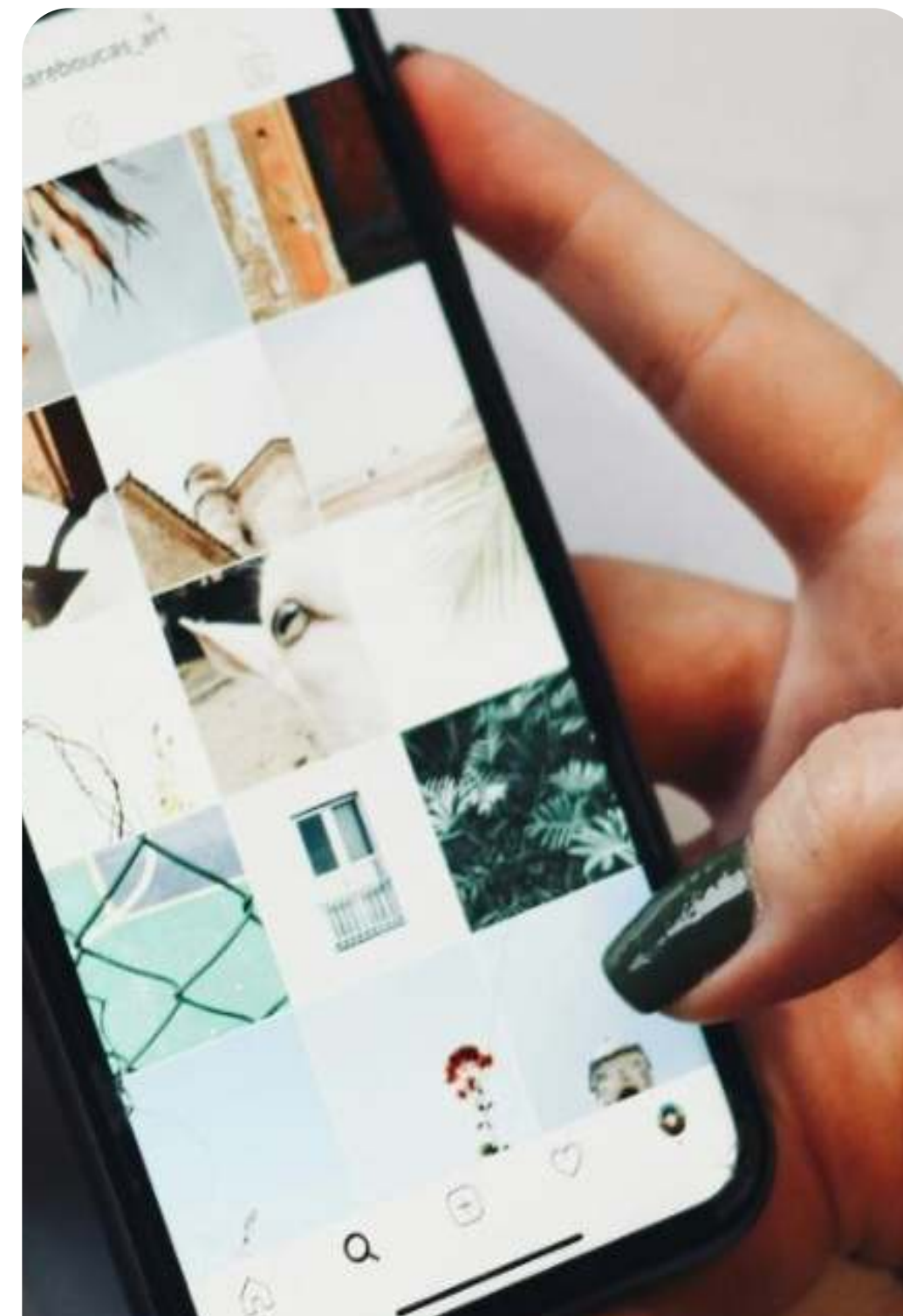
Summary of key ideas:

Creating social media for your hotel is essential for boosting your visibility and standing out from your competitors. But it's not enough to be present on these platforms: you have to optimise them to make them easily accessible and attractive.

AI is a powerful tool to help you boost your revenue on social media, facilitating instant, personalised interaction with your guests and simplifying the booking process.

Beyond their role as a shop window, social media represent a real opportunity to increase your revenue and boost your establishment's sales.

Integrating a chatbot using conversational AI that specialises in the hospitality industry allows you to effectively handle more than 80% of your future guests' questions directly on their favourite social media. Opt for a centralised solution, such as the HiJiffy Console, which gives you the flexibility to manage all messages coming in from various social media from a single platform.

See you next time for more **hospitality insights**

Book a demo ↗

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AI Hospitality
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