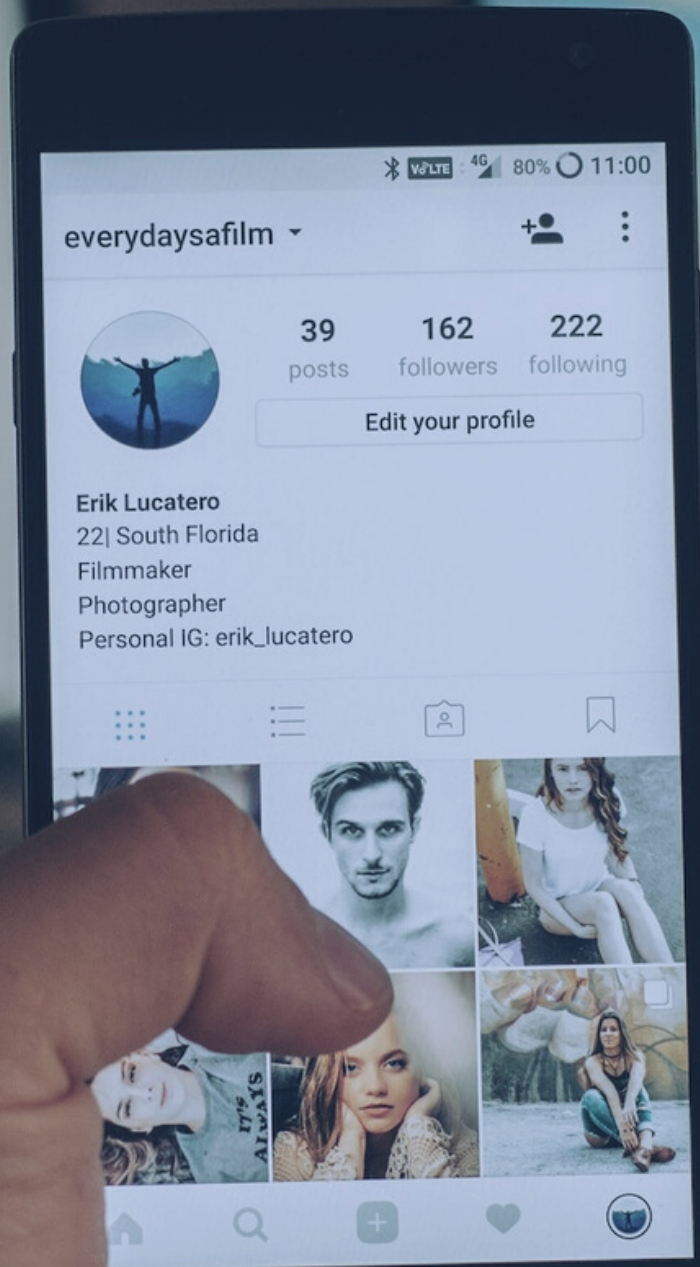


Social Media for Hospitality During COVID19

Storytelling for the New Normal
presented with Shoot My Travel



Speakers



MARIA ELENA
VELARDI

CMO Wayaj



VALERIE LOPEZ

CEO Shoot My Travel

Social Media & Travel

- Storytelling
- Storytelling during COVID19
- Storytelling about sustainability
- Working with master storytellers
- Best practices of visual storytelling



36.5%
Use social media
for travel
inspiration


+60%
Share their
travel photos on
social media

Storytelling

Situation -> problem -> solution

Variations:

- Before - After - Bridge
- Wow - Chain - Hook
- Problem - Escalate - Solve
- Character - Adversity - Happy ending

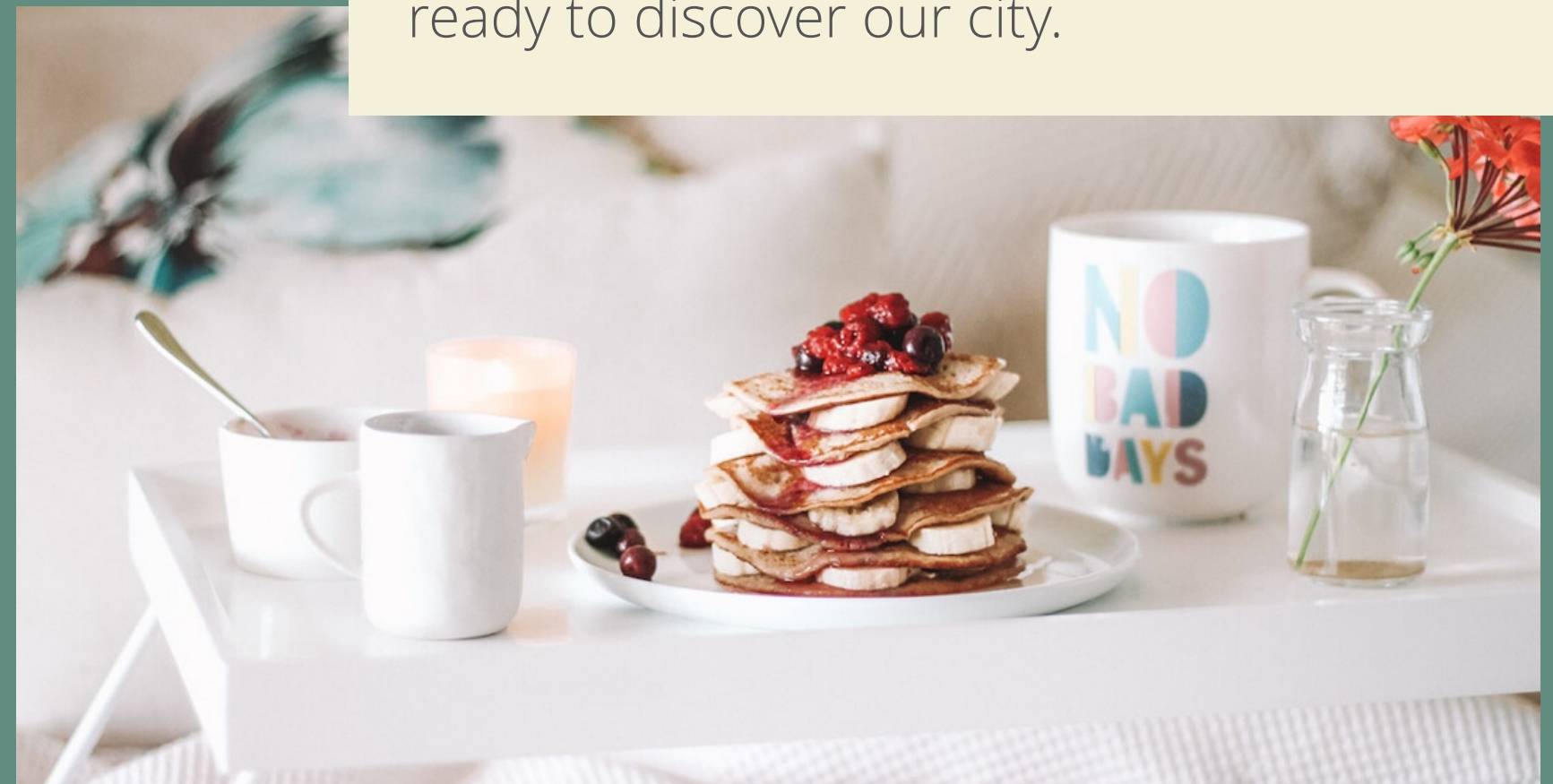
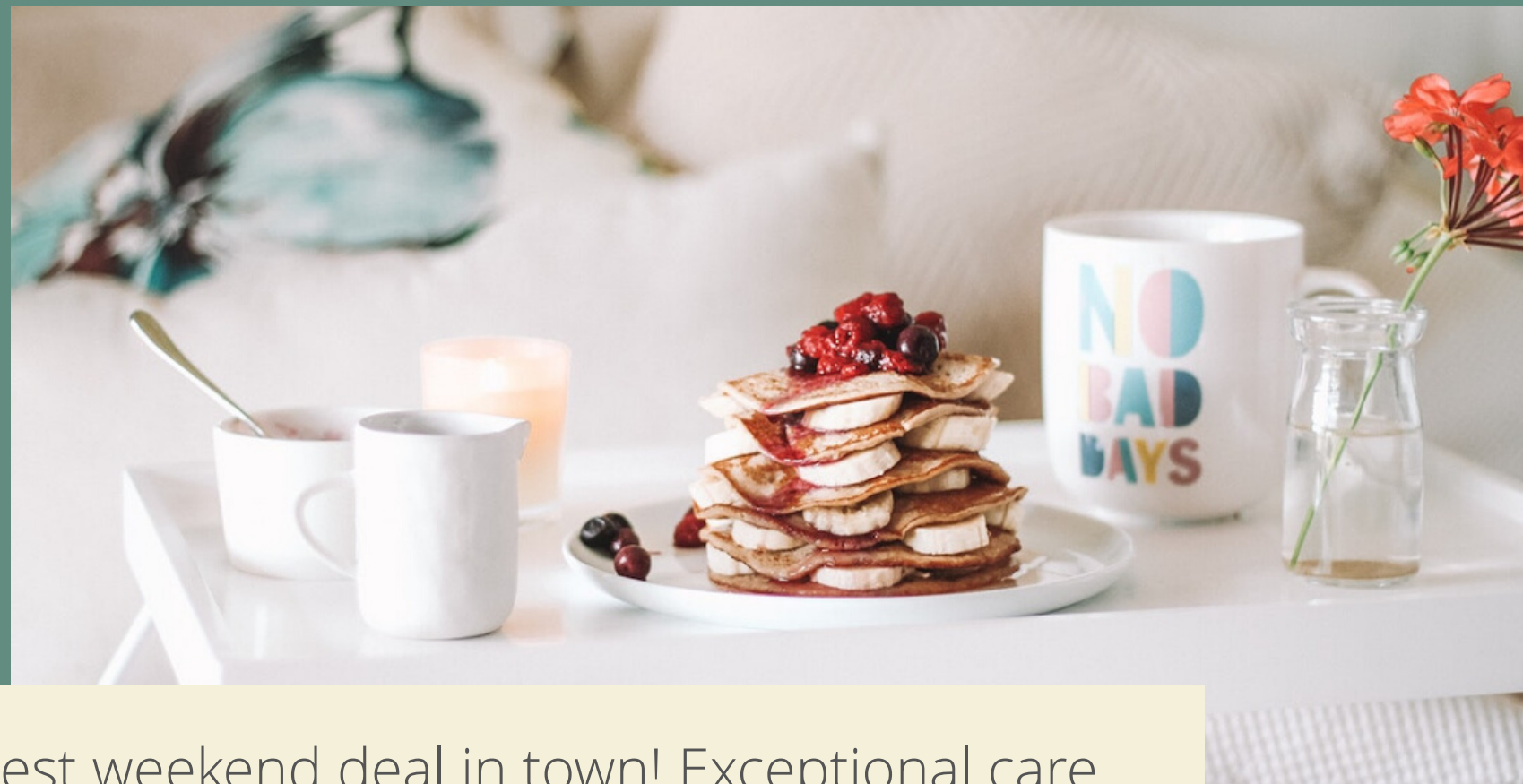


“PEOPLE WILL FORGET
WHAT YOU SAID, PEOPLE
WILL FORGET WHAT YOU
DID, BUT PEOPLE WILL
NEVER FORGET HOW YOU
MADE THEM FEEL.”

MAYA ANGELOU

Make It Personal (and Current)

Stressed out by endless Zoom meetings? Take a break and pamper yourself with a weekend away from it all. Rest between our Egyptian cotton sheets with 24 hr room service. Our free breakfast will wake you up refreshed and ready to discover our city.



Best weekend deal in town! Exceptional care to detail and exclusive free breakfast offer. Located near the center of our city.

SOCIAL MEDIA DURING COVID19

Fostering a sense of community during difficult times

Silver lining

Increased presence in customers' lives could mean positive relationship beyond the short-term.



Closed hotel

- **Tutorials:** fitness, cooking, cocktails, crafts, DIY spa, sustainability hacks ...
- **Local attractions:** virtual tours, local wildlife, garden tour, birdwatching
- **Behind the scenes:** getting ready to reopen, employees stories
- **UGC** Invite past guests to share photos and stories, launch viral challenges
- **Kid activities:** coloring pages and treasure hunt
- **Solidarity:** supporting essential workers, employees & community



Reopening hotel

New demographics

- Intergenerational travel to visit relatives
 - Local friends reunions
 - Hotel room as office
- 
- **Staycations:** focus on local travelers
 - Bundle up with other local business to offer **enhanced experiences** to local (driving) travelers
 - Reach out to **loyal customers** with unique offers
 - **Reassure:** hygiene and easy cancellation policies

Topics

No

- Spa treatments
- Restaurant location
- Indoor attractions

Yes

- Outdoor activities
 - Small private party venue
 - Solidarity (1 room for 1 room)
 - Cleanliness
 - Wellness tips
- Room service/deliveries



Sustainability and COVID19

Sustainability and its socio-environmental concerns are at the top of the travelers' checklist together with cleanliness.

Customers are available to pay more for them.

Make sure your website page on sustainability is available and updated.



Tell a Great Story!



Why: Why the property chose to be sustainable (mission)



How : How the property fulfills its Why (people, project progress)



What: What the property does to fulfill its Why (facilities and policies)

ENVIRONMENT

Wildlife (animal/plant facts)
People (Rangers stories)
Results (Benefits)

FACILITIES

Architecture (upcycling, local)
Water preservation
Renewable energy

FOOD

Products
Recipes
People

WASTE

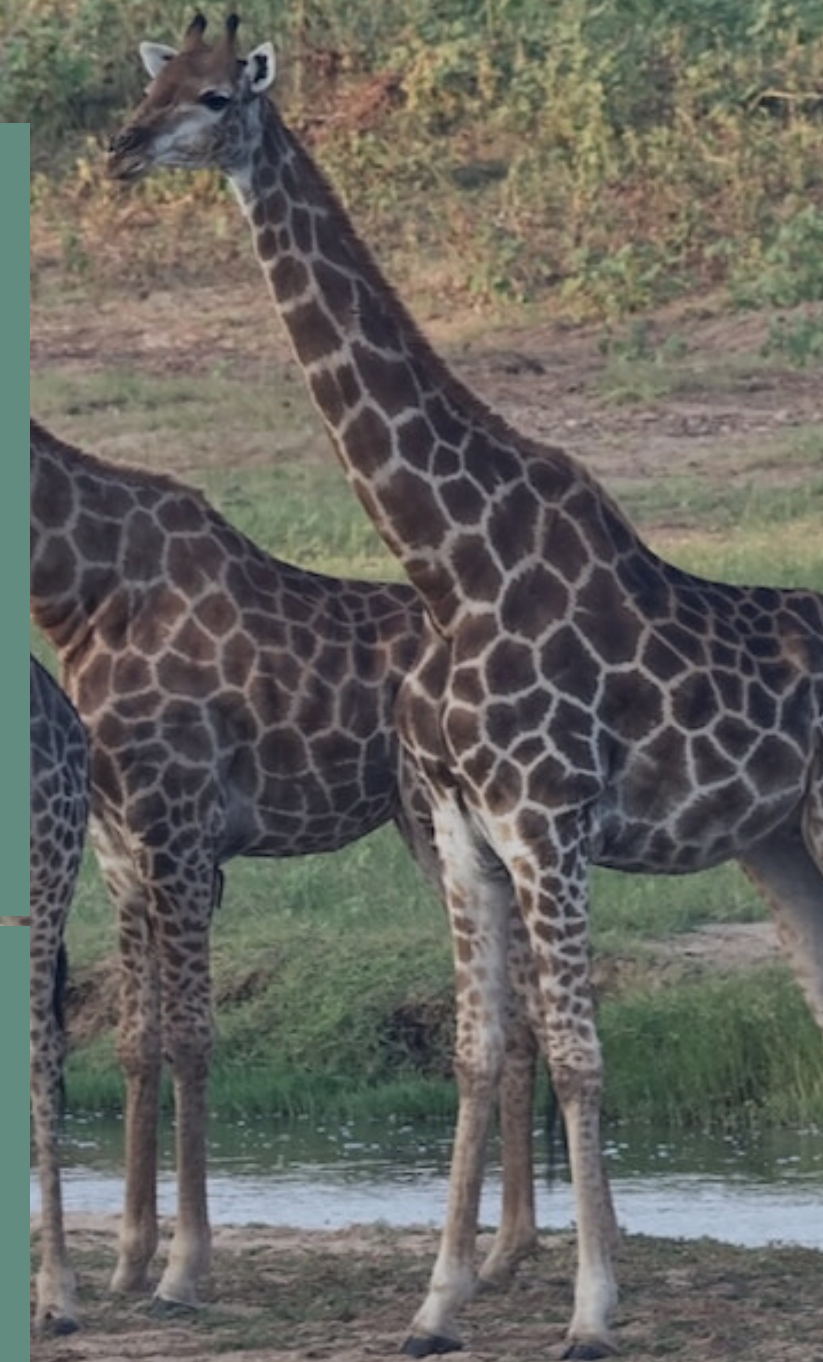
Composting for food
Recycling for crafts
Recycling for community use

MOVING AROUND

Bikes, electric cars & horses
Public transportation: best
deals for visitors, safety

INDOORS & HEALTH

Health & safety policies
Green alternatives to single-
use plastics and chemicals





Influencer Marketing

THE POWER OF CREATORS

Authenticity -> credibility
Attractive content -> appeal



START MICRO (20K-100K FOLLOWERS)



VOICE AND STYLE



ENGAGEMENT VS FOLLOWERS



MEDIA KITS & PROPOSALS

THANK YOU!

Let's continue the conversation

Join the **Sustainable Hospitality in Progress** group on LinkedIn
<https://www.linkedin.com/groups/12382944/>



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Maria Elena Velardi: [linkedin.com/in/mariaelenav](https://www.linkedin.com/in/mariaelenav)
To list your hotel or your sustainable products/services
on Wayaj contact: hotels@wayaj.com



GET THE BADGE
FOR YOUR
WEBSITE!



Save the date!

Wednesday
July 22nd,
2020,
11 a.m. EDT

SUSTAINABILITY MAVENS – Ep. 1

Showcasing the best sustainable
practices in hospitality



Wayaj
Earth Friendly Travel