

Château Laurier - Current VS Future Strategies

An average of 1 in 69 on google trends

Dead periods very pronounced

The "hotel québec" search put our hotel up at the 30th place
This explains the high variation in searches
We specifically have to look for the hotel's name to find it

Hotel gets the # 41 Best Value of 288 places to stay in Quebec City on the platform "TripAdvisor" and only marked as "good" on Booking.

The hotel has active accounts in Facebook, Twitter, Instagram and youtube. Number of posts and the quality are poor.

- Clearly missing something. We have to learn more about our customers.
- Who is staying in my hotel? What is the reason for their stay? Where do they come from ?
- --> Creation of mobile app.
- 20% discount on your first stay if you book through the mobile app.
- Sending them discount notifications in our establishment based on their live location.

- Highly fluctuating activity. Our strategy is too much focused on B2C model (families and couples)
- LinkedIn for B2B
- Focus on businesses instead of tourists in our off periods (agreements and partnerships with companies)

- Update of the content on the website
- Title and meta description tag optimization
- Use of inbound links, social network and paid ads

- Deal with comments — especially negative ones;
- Optimize with photos and a neat presentation;
- Effective and attractive description for facilities and activities;
- Offer "white-gloves" service to customers (attract more positive comments).

Suggesting that we focus on Facebook D at 14h and Instagram J at 17h to attract larger audience. Partner with local influencers-live sessions-launch a promotional campaign-asking guests to post reviews