

THE POTENTIAL OF DIGITAL MARKETING FOR HOSTELS OWNERS

85%

Of travelers use internet for trip planning

70%

Of hostels bookings are made online

60%

Of hostels bookings are made from mobile devices.



↑ 20%

Hostels with an active social media presence increase in bookings, thanks to platforms like Instagram, TikTok and Facebook.

STEPS TO REACH NEW CLIENTS

SEO Optimization:



Improve your website's search ranking. Don't forget including a Google My Business account in your strategy!

Social media engagement:



Use format like Instagram Reels, TikTok video and YouTube shorts to connect with potential new customers.

Email marketing:



Keep your audience updated with promotions and news. Send them special itineraries to enjoy the city!

MAIN TOUCHPOINTS

Personal website

Wordpress or Wix

Reviews

Tripadvisor or Yelp

Maps position

Google my business

Social media

Instagram, Facebook and Tiktok

