GEOMARKETING IN PRACTICE:
HOSPITALITY

INTRODUCTION

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The hospitality industry is all about the on-site, real-life experience. The goal is to show customers the way and stand out from the competition. Highlighting locations, how to find them and why they are worth the visit makes all the difference: location-based marketing is a highly efficient solution for hotel, event and restaurant campaigns. This ebook takes a look at current hospitality trends and how location-based marketing can support your next campaign.

GET DIGITAL

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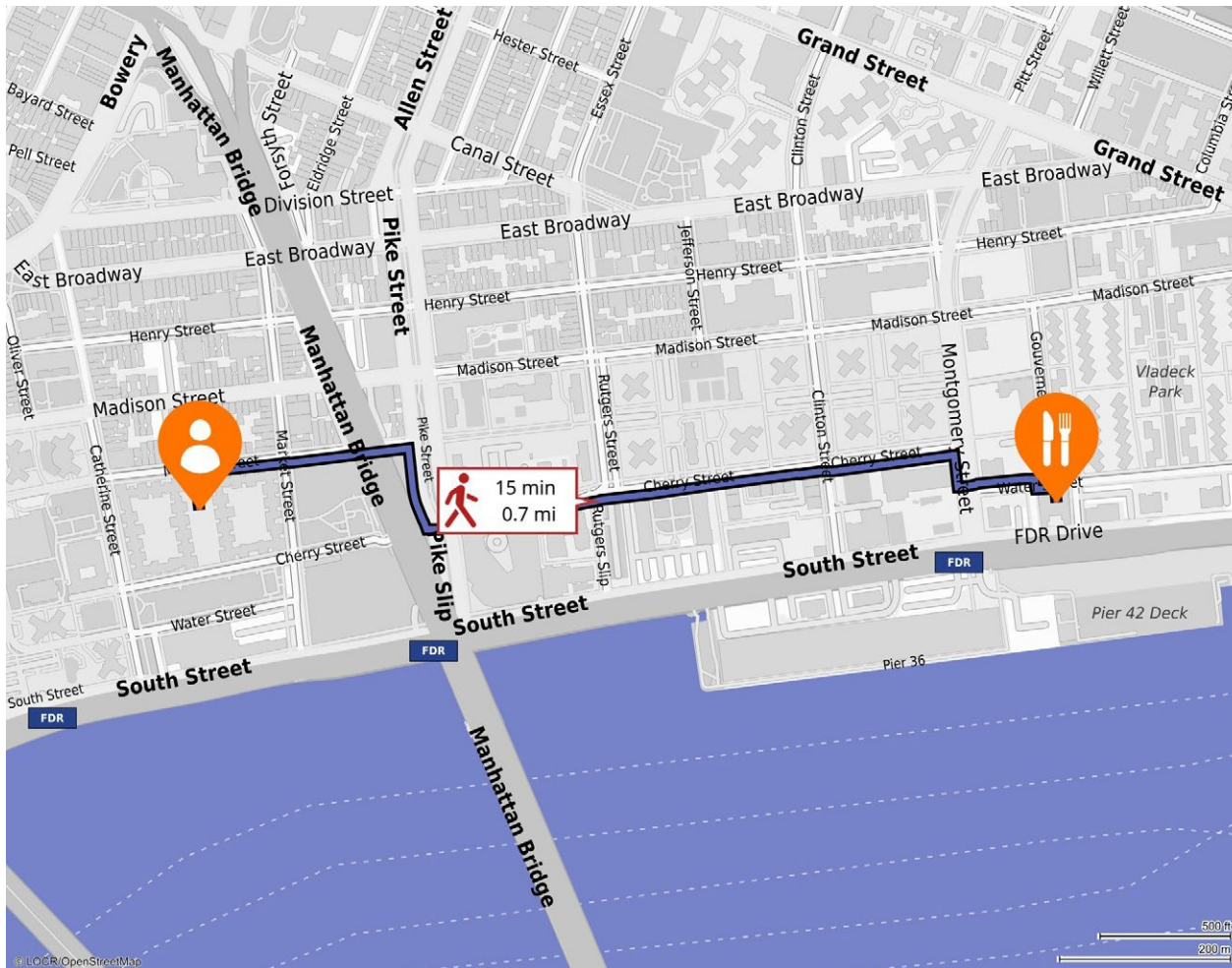
offer QR codes instead of printed menu cards, and some companies can only be found on their social media profiles instead of traditional websites. Instagram in particular is known for these and also encourages visitors to share their experiences on site. As a result, certain foods and locations are designed to be "instagrammable" and therefore very likely to be posted online. This strengthens brand loyalty and brings a wider reach.

Apps like **"Too Good To Go"**[1] are rising in popularity: Customers can purchase bags with leftover or overproduced foods online and then pick them up at the restaurant or hotel. This means saving money, avoiding food waste and connecting app usage with the on-site experience.

When your customers understand where you are, they will most likely come and respond to your offer. Seeing locations, distances and routes on a map instantly creates connections and is proven to have a positive impact on response rates.

Digitalization might not be a trend any more, but a normal part of everyday life, with a remarkable impact on the hospitality sector as well.
Online reservation and booking tools became essential. Some restaurants

GET DIGITAL

In addition to digital booking or purchasing options, hotels and restaurants also react to the increasing digitalization of other parts of their guests' everyday lives.

Hybrid or remote jobs are nothing new:

More and more people work from home, or even at holiday destinations or while travelling on the train or at the hotel. Many cafés or hotels offer workstations with good quality wi-fi or even separate coworking spaces.

This allows their guests to combine vacations and working, and to do their job from anywhere.

The term "workation" – work and vacation – means exactly this: taking advantage of hybrid or remote jobs and enjoying free time after work at holiday destinations. Special team building events combine fun activities with professional development and is especially marketed towards employees or businesses.

DENSITY RESTAURANTS: HIGH ▨ LOW

A HEATmap visualizes local hotspots
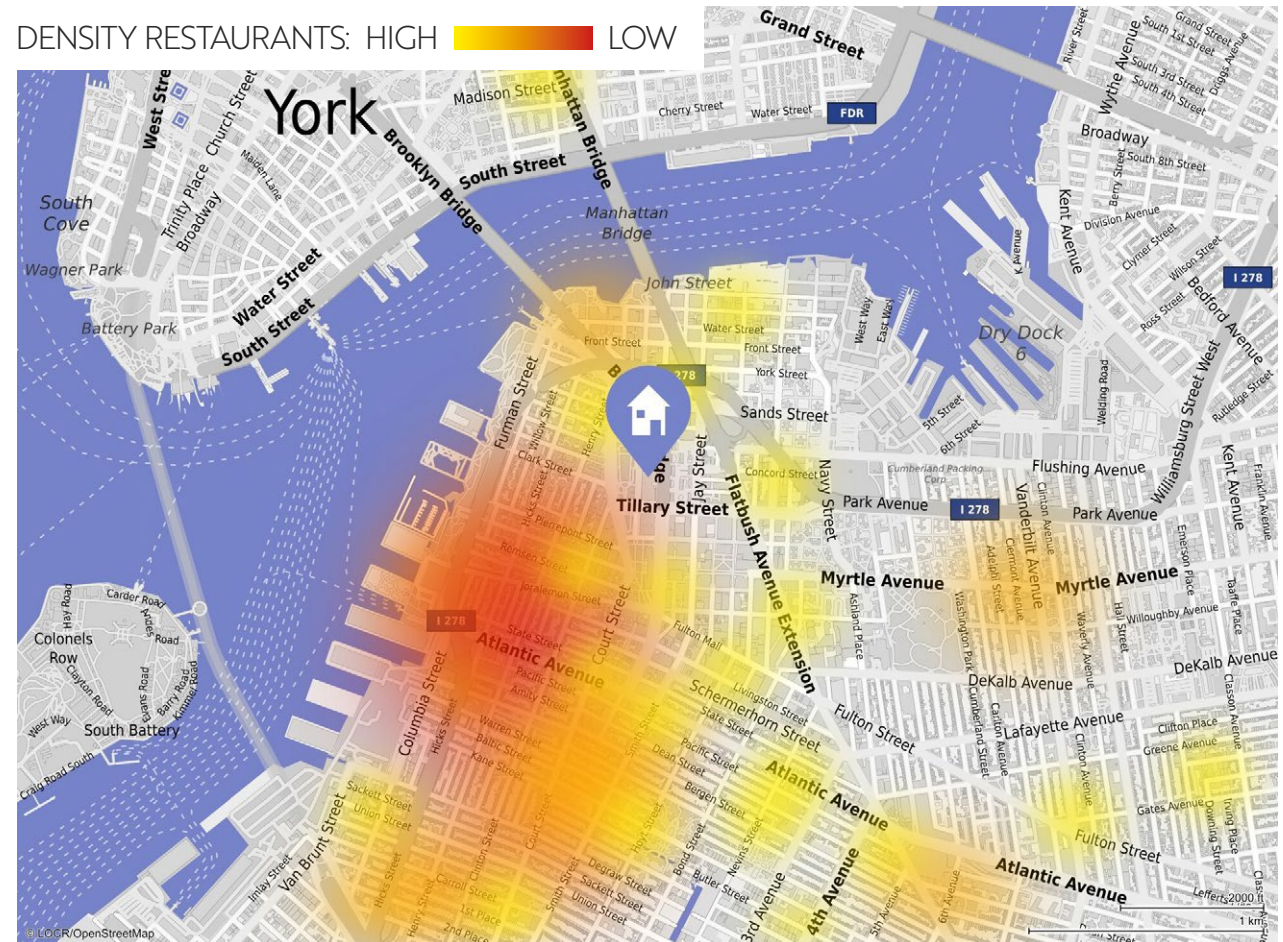
No matter if for work, vacation or both: location matters! Event invitations or travel guides get a lot more attractive and valuable with added location maps, personalized route maps or travel time and distances.

REGIONALITY

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> *"The shift toward localism was driven by a rise in conscious consumerism, as people sought to make ethical purchasing choices, desiring authentic, locally and sustainably made products that support local businesses."*[2]

While the early pandemic restrictions left no other choice, many people still appreciate short distances and buying products or services from local companies.

They pay attention to supply chains and transport conditions: shorter distances often mean less impact and better quality, especially for food. *"Locally grown"* food is often labeled as such, with good reason. Fresh produce from the local area can also be more nutritious: a healthy diet is another important aspect for many consumers. Vegan and vegetarian options or certain allergy conditions also became common categories on menus.

Personalized maps are perfect to highlight short routes and special offers near the customer's home location. Customers who recognize their familiar neighborhood and relevant company locations nearby feel directly addressed and gain a positive first impression of the brand.

Sustainability is still a highly relevant aspect for many customers, when making buying decisions and in many other ways.
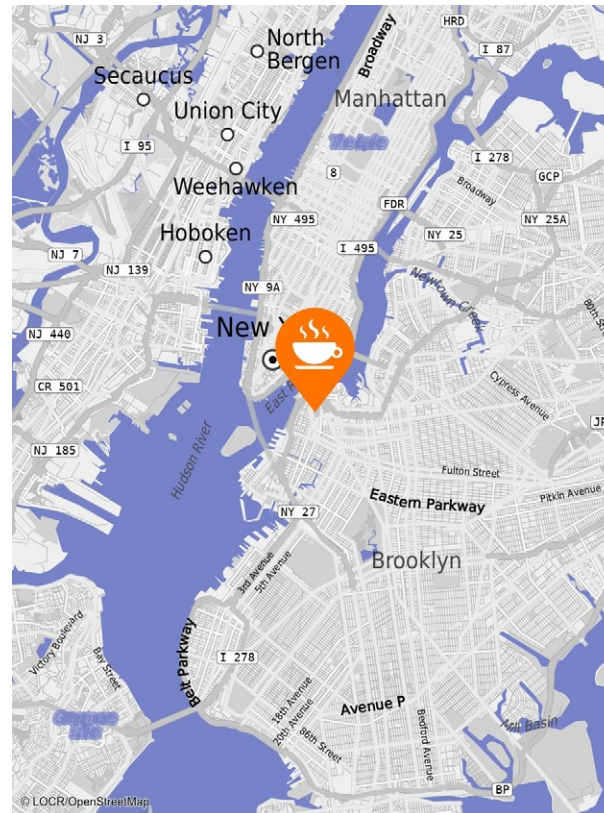
Many people consider the environmental impact when choosing a product and try to shop locally.
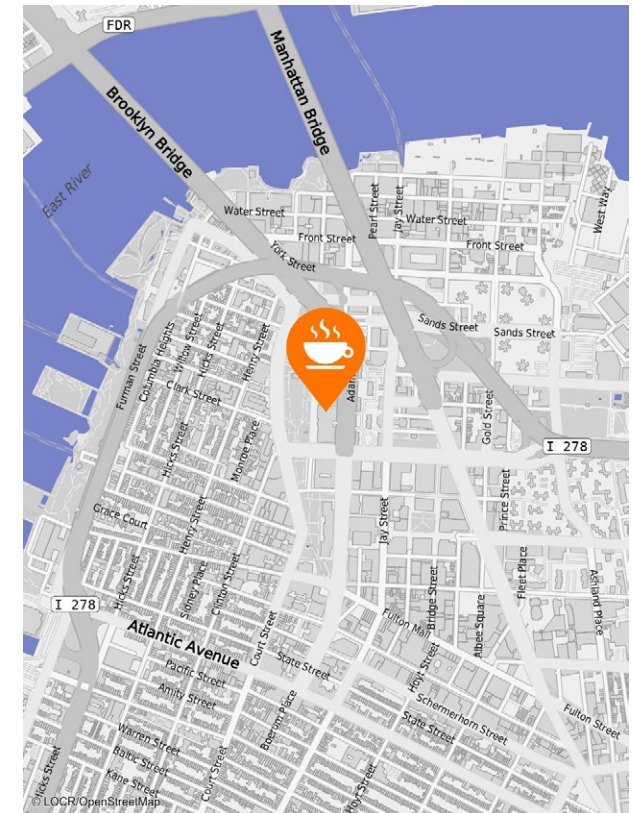
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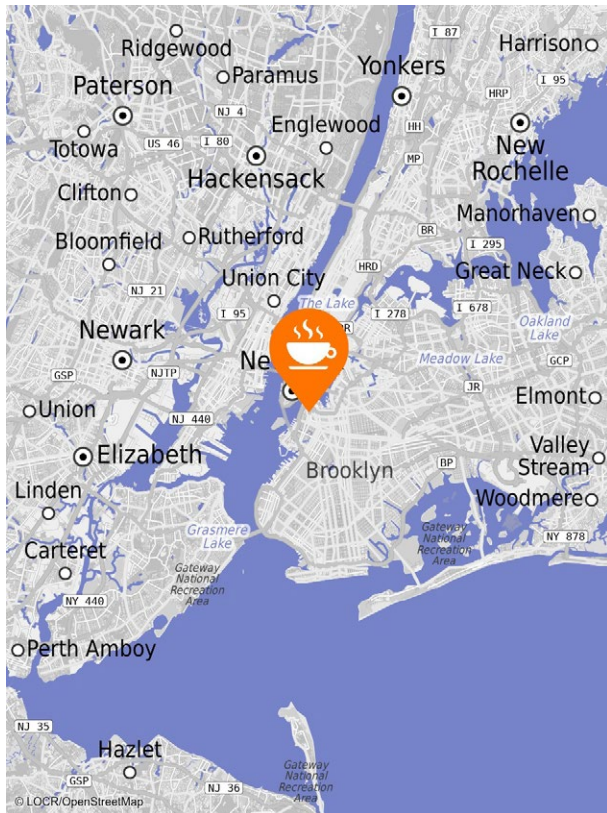
Travelling regionally was a huge topic during the pandemic. Especially in Germany the "9 euro ticket", which even made it to international news coverage, promoted the idea of holidays in the local area, and made public transport more affordable. The advantages of the familiar, well-known environment can also often be found in concepts of gastronomy businesses and holiday accommodations. Cafés are marketed as the "living room", and hotels or vacation apartments invite customers to feel "at home" while on vacation. Locations and environments hold special meaning for us. Especially when they are displayed visually, we gather information from them and make connections with places. City centers, trade show venue, national parks: location maps can be found everywhere and are usually the first thing we look for.

THE POWER OF MAPS

Maps have an even higher impact than regular images or graphics. They attract attention and generate interest, as we understand them intuitively and beyond language barriers.

All important information is provided immediately, and we feel personally addressed. Recognizing your own home address on a map creates a strong connection. Locations on a map evoke emotions and bring back memories.

Maps are highly efficient marketing tools that can be used in many creative ways. Personalized maps generate awareness and show your customers where your restaurant, hotel or event location is. They understand how accessible the location is and how to get there, which has a huge impact on response rates:

When we see the route to a destination visualized on a map, we are very likely to actually visit the location. Personalized maps are proven to increase the response rates and efficiency of marketing campaigns.

DRIVING TIME 🏠 : 🟢 2 MIN 🟠 4 MIN 🔴 6 MIN
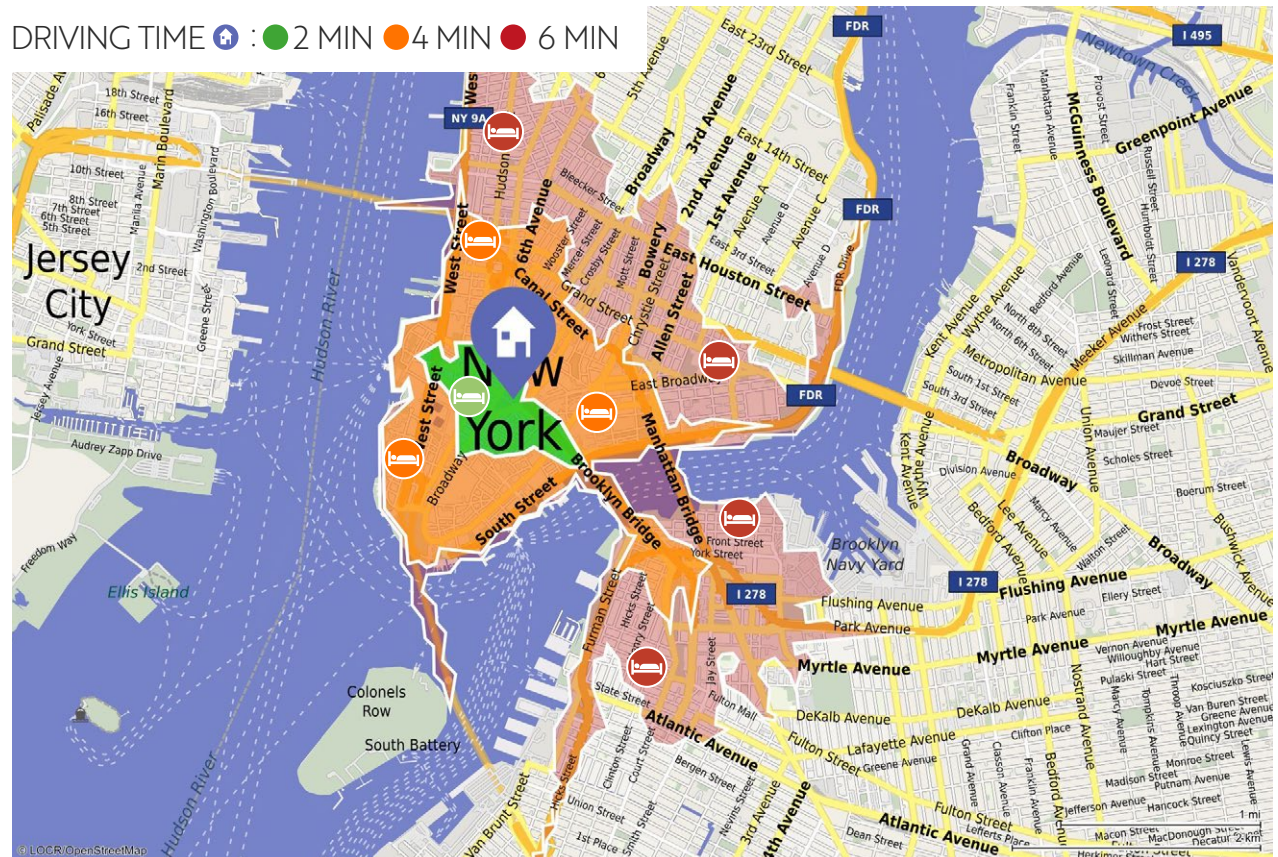
Location or route maps directly address the recipient and provide answers, even before they asked the questions:

"The new café is only a five-minute walk away," *"It takes less than an hour to drive to the hotel with remote workplaces,"* *"A new restaurant with vegetarian lunch options opened just around the corner."* Our maps are customized to your project, to meet your campaign goals and match your corporate design.

PRINT & CROSS MEDIA

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locr FINDER

Scan the QR-Code to find Hotels near you!
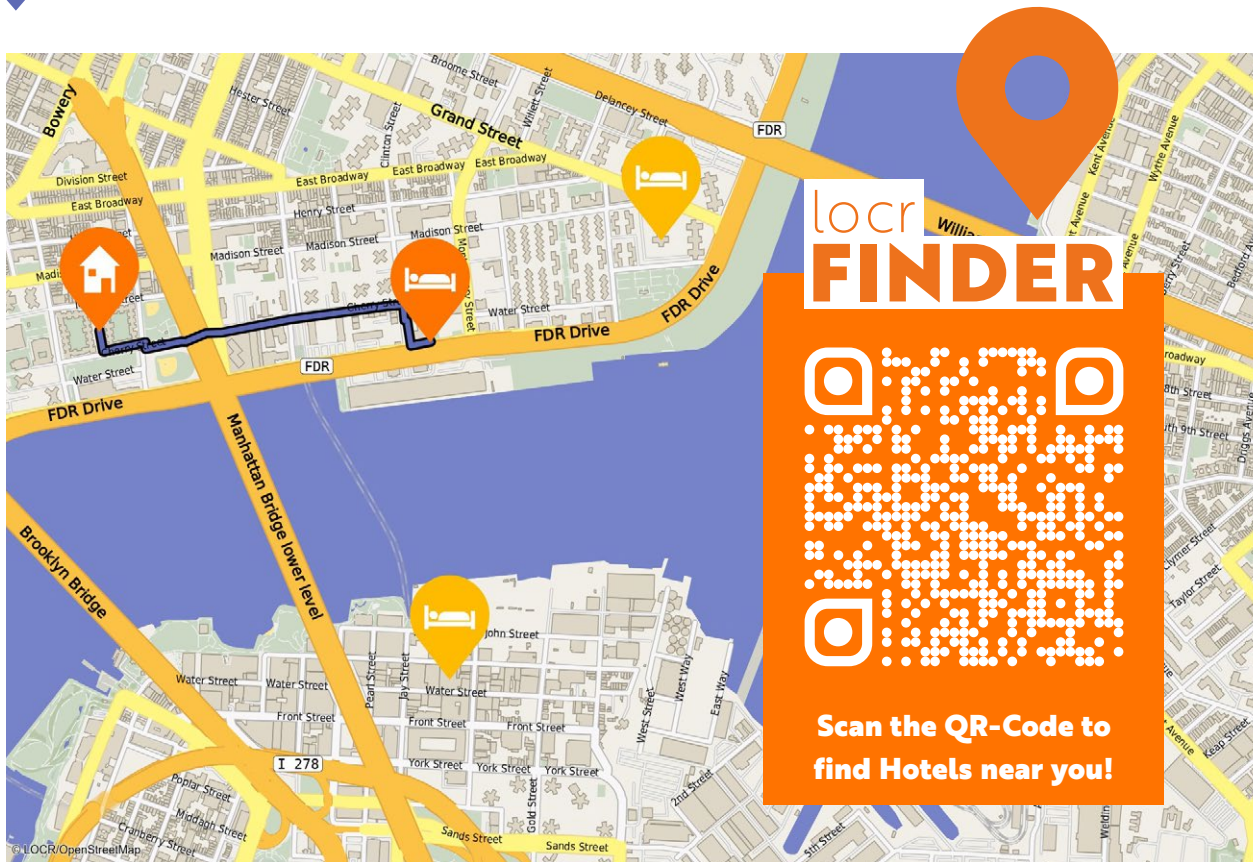
from their own home address on their mobile device. They simply scan a QR code and find all they need on their phone. This works based on the location information of the device, instead of personal data of the user. There are no personalized response elements needed, one QR code works for all, and therefore even offset printed products can now be combined with personalized cross media content, relevant to every single customer.

Just like our printed maps, the shown information, map style and design can be customized for the **locrFINDER** as well. It will provide exactly the locations and information relevant to the recipients. You can add one or multiple business locations, routes and travel time and distances, depending on your campaign goal.

In addition to the value for the recipients, you can get insights in opening rates of the **locrFINDER**: This way you can constantly improve your marketing activities and track results even for offset printed products without personalized response elements.

Location-based marketing is versatile and works for many different campaigns. Direct mail or magazine advertisements with personalized maps are eye-catching and provide relevant information. Personalized print marketing is highly successful and guaranteed not to end up in a spam folder.

There are other options to boost cross media campaigns with geomarketing elements, going from both personalized direct mail or non-personalized print products like packaging or EDDM. The **locrFINDER**, an online location finder, shows customers the location and route

LOCR CASE STUDY: McNELLIE'S RESTAURANTS

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CASE
STUDY

MCNELLIE'S
RESTAURANTS

LOCR CASE STUDY: MCNELLIE'S RESTAURANTS

OBJECTIVES

McNellie's, a restaurant chain based in Tulsa, Oklahoma, opened a second location. They wanted to generate awareness of the new restaurant and encourage people to visit it.

Ads in local papers were not as effective for the new location and it wasn't receiving enough business.

STRATEGY

They turned to **TPSi**, a local marketing service agency, for a direct mail campaign to create awareness of the new location and offer an incentive to visit.

TPSi bought a mailing list of 2,500 prospects in the area of the restaurant, and using addresses from the list, created personalized maps showing the route from the recipient's home to the restaurant.

The mailer included a $10 coupon which could be redeemed within two months.

RESULTS
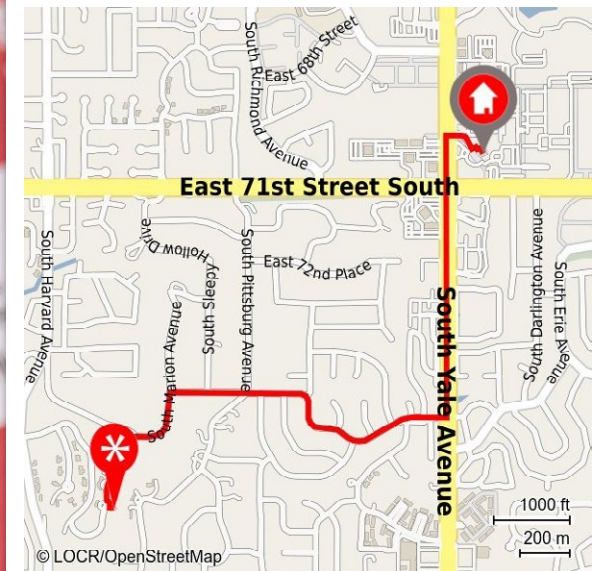
600 of the 2,500 coupons were redeemed – **a 24% response rate.**

LOCR CASE STUDY: MCNELLIE'S RESTAURANTS

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ROUNDUP

For restaurants like **McNellie's**, local marketing with direct mail and personalized maps is an effective way to increase awareness, drive traffic and build repeat business. If the restaurant is new, people may not be aware of it, even if it is in their neighborhood.

But a personalized map is instantly recognizable and shows how close and convenient it is.

TPSi turned this into geomarketing solution for the hospitality sector. Cofounder, **Fadel Iskander**, said:

"Once we had success with McNellie's, we knew other restaurants would also benefit from our services. We are confident of the value we bring ... and this gives us an advantage when selling our services."

DOWNLOAD

Download the full **McNellie's Restaurants Case Study** now:

https://maps.locr.com/en/blog/case-study/mcnellies-restaurants.html

LOCR GEOPACK

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The locr GEOpack is a practical guide on how to plan and implement your own direct mail campaign. It provides tips and inspiration for creating efficient direct mail that is guaranteed not to be overlooked.

Along with the ebook we offer a set of free, customizable design templates for you to get started right away – just send us an email to receive the templates!

Download the locr GEOpack:

https://maps.locr.com/en/blog/ebook/geopack.html

GEOPACK
GEOMARKETING IM PRINT

CONTACT

locr GEOservices & MAPS is a leading provider of geomarketing solutions. Our headquarters are in Braunschweig, Germany, and our US location is in New York. We work internationally with marketers, print service providers, and companies in virtually every industry. Marketers use our personalized maps and geo-data-based analytics to make better marketing decisions and more efficient campaigns. Our services are also used in photo books and cartographic projects.

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