



Hello ,

Welcome to the May Edit of the Aró Digital Strategy Newscast!

An overview of what's included:

- Trivago has enabled free booking links for select few markets
- Hotel Industry is changing and so should we!
- Email Marketing for Hoteliers
- Aró Tip of the Month

Hope you enjoy the read and if you have any questions about the topics covered in this email, please feel free to reply back and I will be happy to assist you.

Kind regards,
Lisa Leahy



Lisa Leahy
MARKETING DIRECTOR

Trivago has enabled free booking links for a select few markets..

Ireland is one!

Trivago has taken a significant step towards its goal of creating a more transparent and open marketplace model. With the recent introduction of free booking links for hotels, Trivago is enabling them to offer their rooms directly to customers without any commission fees paid to booking platforms like Trivago. The free booking links enable hotels to showcase their room rates and availability on Trivago's search results alongside other booking platforms, providing customers with more options to book directly with the hotel. This move is set to benefit smaller hotels and independent properties, allowing them to compete with larger hotel chains and online travel agencies. Trivago's initiative is in line with Google and TripAdvisor's similar features that have empowered hotels to connect with their customers directly, leading to better deals and greater transparency for consumers. These free ads will only be available to the direct channel and OTAs will not be able to participate in free booking links.

The feature is currently accessible by a select few markets like- **Ireland, France, Finland, Germany, Italy, Spain, Sweden and the UK**. While it is expected to expand, there is no definite timeline available for this at the moment.

At Aró Digital Strategy, we are committed to keeping you informed. We will be sharing more information in the upcoming weeks about the offering, and how your hotel can benefit from it as a leader in the industry.

Until then feel free to [contact us here](#) to learn how we can help you achieve Total Sales Success with your direct channel.



Hotel Industry is Changing Target a more diverse audience

The hospitality industry is constantly evolving, and with it comes new travel trends and terminologies such as bleisure (business plus leisure) and blended trips (increasing the length of your business stay to explore the location). To stay relevant and attract a diverse audience, hotels must adapt to this new mindset.

This means mixing different concepts to create unique offerings that cater to various guest needs. From luxury accommodations in remote settings to coworking spaces paired with long-term stay options, or even hip, hyper-local, design-forward accommodations in affordable hotels, the possibilities are endless.

Embracing this changing definition of a hotel is crucial for hotels to remain competitive and meet the evolving needs of guests. So, be open to new ideas, embrace change, and create memorable experiences for your guests!



Timing is Everything

Email Marketing for Hoteliers

Email marketing is a powerful tool for hotels to connect with their customers, increase brand loyalty, and drive revenue. However, to maximize the impact of an email marketing campaign, it is crucial to understand the optimal time to send emails.

While there are studies that provide some insight into the best days and times to send emails, the hotel industry is unique, catering to diverse customer preferences and needs. A deeper understanding of customer behavior is required to design an effective email marketing campaign.

The target audience's habits and preferences must be researched and understood to determine the best time to send emails. For example, busy executives may be more likely to engage with emails during evenings or weekends.

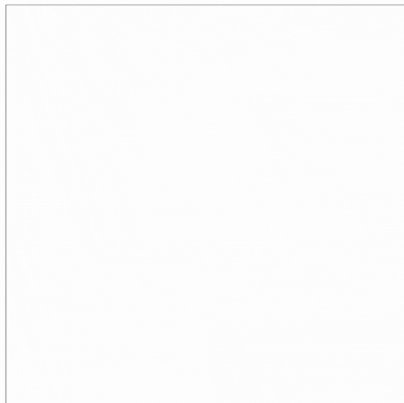
Studies suggest that open rates and click-through rates may be higher on weekdays, but the click-to-open ratios may be better on weekends, indicating less competition on those days. However, the best day and time to send emails may vary depending on the industry and the type of business.

To determine the optimal time to send emails, hotels must test different days and times and analyze data to identify what works best for their target audience and goals. It is also important to consider factors such as time zones, holidays, and special events.

Follow the link below to learn more about the optimal times to send marketing emails to your target audience.

[READ ARTICLE NOW](#)

Aró Tip of the Month



Google Analytics 4 Upgrade

We would like to remind you that Google Analytics Universal will be retiring in July 2023. This means that you will need to upgrade to Google Analytics 4 to continue tracking your hotel website data. It is important to make this transition in order to maintain accurate and up-to-date insights into your website's performance.

Thank you for taking the time to read my May edit of the Aró Digital Strategy Newscast. If any of your colleagues would like to receive monthly news updates from us, please feel free to sign them up [here](#).

To know more about our offerings please feel free to contact us at-
<https://www.arodigitalstrategy.com/contact-us>

I wish you a Majestic May and beautiful sunny summer ahead!



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