



**Travel
Media**
GROUP



Pinterest for Hotels

**Help Travelers
Find Inspiration and
a New Favorite Hotel**

Fort Lauderdale Beach
Hotels | Reviews,
Photos & Maps



Leonardo Pereira
Fort Lauderdale

Table of Contents

Pinterest for Hotels

Help Travelers Find Inspiration
& a New Favorite Hotel

Pinterest for Hotels.....	2
Catch Up.....	3
Best Pinterest Boards for Hotels.....	4
Board 1: Restaurants.....	5
Board 2: Attractions.....	6
Board 3: Travel Tips.....	7
Board 4: Hotel Photos.....	8
Best Practices for Hotels on Pinterest.....	9
TMG Social Media Solutions.....	10





When planning a trip, Pinterest is a perfect resource to bookmark places to go, see, and eat. A Pin includes an image from a website and a short description. The image links back to the source so Pinners can always find their way back to ideas they love.

In order to build an effective Pinterest strategy, it is important to understand who your target audience is and how they interact with Pinterest. When it comes to travel, there are two different types of Pinners: the dreamers and the planners.

The dreamers Pin bucket list destinations including stunning photos from across the world.

The planners have a specific destination in mind that they will travel to in the near future and are cementing their plans.

We suggest leaving reaching the dreamers to big-budget websites like National Geographic and Travel + Leisure. Focus on the travelers who are interested in coming to your region and solidifying their plans. Here's how you can reach future guests on Pinterest.

This eBook is the third in our Pinterest best practices series. If you're new to using Pinterest to market your business, then we suggest reading our other eBooks first. Just click the titles below to directly access **Getting Started on Pinterest** and **Effective Pinterest Strategies**.

To learn how to use Pinterest for Business, download our **Getting Started on Pinterest** eBook. You'll learn how to create your business account, build your first boards, and start attracting followers to your profile.



Discover the keys to creating the most effective Pinterest presence in the eBook, **Effective Pinterest Strategies**. We'll teach you how to optimize your Pins, Boards, and profile to be found in search results on Pinterest.



All caught up? Let's dive into the best Boards that hotels should be using on Pinterest.

Best Pinterest Boards for Hotels

When you use Pinterest as a business, you'll want to use a mix of original content and re-Pin existing Pins. Pins need to link back to somewhere, so unless you have a robust blog strategy, you may not have the resources to have all of the pins on your profile be by you.

Although repinning will send traffic to other websites, not yours, providing helpful content is what will gain followers. Followers will see what you pin in their feed. You'll be seen both as a helpful resource and as a lodging option when the time comes to book.

Whether you have a blog that includes this information or you're re-Pinning existing Pins, here are some top-searched board topics to get started with:

- 1 Locally-owned restaurants
- 2 Area attractions and events
- 3 Travel tips and niche picks
- 4 Photos of your property

We'll combine some of the tactics from the Effective Pinterest Strategies eBook with more ideas to help you build a strong Pinterest profile.



How to Create Pins

You can create pins by clicking into a board on your profile and clicking the plus sign above "Save Pin." Then, upload a photo or paste the link to the website you want to Pin.

For quicker Pinning, install the Pinterest Save Button extension to Chrome, Firefox, Safari, or Internet Explorer. When you're on a webpage you want to save, just click the button and you'll be prompted to Pin with just two clicks.

Board 1: Restaurants

A city's food is a huge deciding factor when it comes to where to visit. Some people travel specifically to enjoy regional favorites, local seafood, or mouth-watering desserts. According to AAA, 75% of Americans feel that food and dining are an important part of their travel experience. Help travelers solidify their travel plans by sharing the best places they need to eat in your city.

Here are our suggestions to create a restaurant board. You can tweak to better fit your voice, hotel, and city. Keep in mind that Pinterest's search engine will find your pins and profile based on keywords you attach to pins.

Name your board: Restaurants in [City, State]

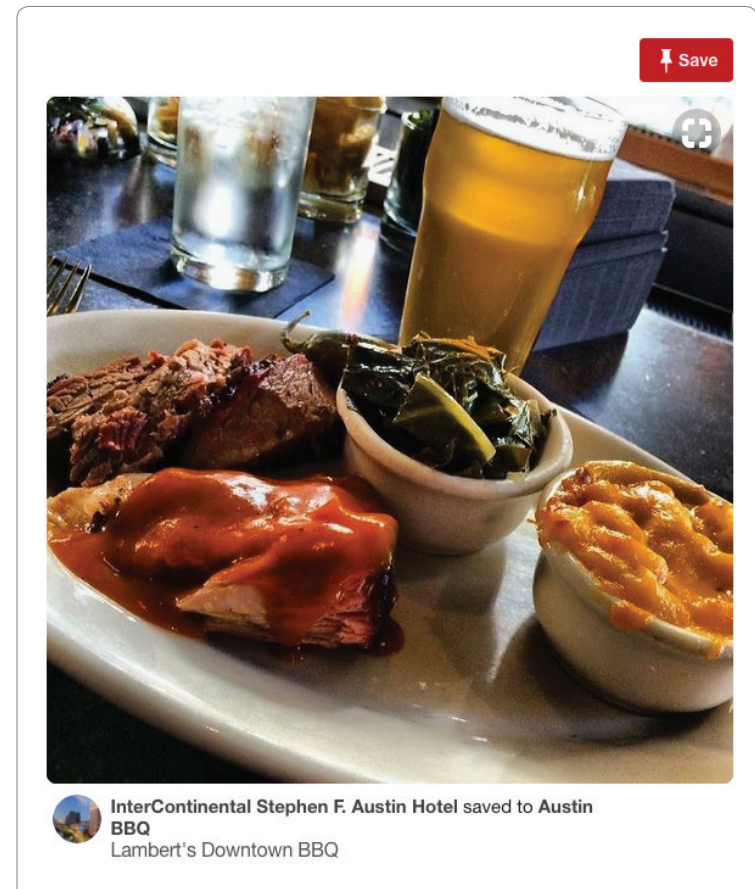
Description: Don't miss these [city] restaurants! Here are our favorite places to eat, drink, and meet in [city].

Pin restaurants that...

- are close to your hotel – note ones within walking distance
- offer delivery to your hotel or give coupons to your guests
- match your hotel's budget, plus some special occasion options
- prepare a local favorite food or regional specialty

In addition, search Pinterest for restaurants in your city. There will likely be bloggers sharing "must-eat" lists of restaurants – these are helpful to supplement your board.

Not all restaurants have websites that are conducive for pinning. If the website uses animation, Pinterest may not be able to find any photos. You can also find photos to Pin by searching for the restaurant on Yelp, Zomato, and TripAdvisor.



Board 2: Attractions

Become a local resource by sharing what makes your city or region great. If you're on the path to a theme park, historic site, or national park, share travel guides for visiting. Attractions like zoos and museums often have events throughout the year that you can pin from their website event calendar. Pin information about popular annual events, like Oktoberfests, regional food festivals, or winter holiday events.

There are plenty of online resources you can Pin attractions from. Aside from an attraction or event website, check out what areas are highlighted by your city or state CVB.

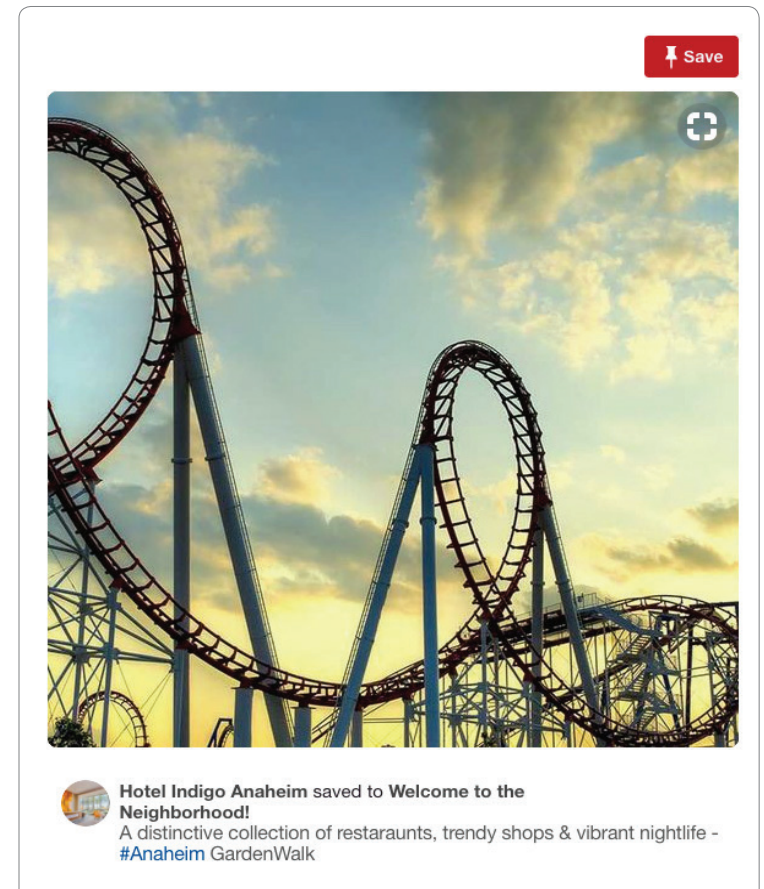
Name your board: [City, State] Attractions and Events

Description: You can't visit [city] without checking out these attractions. From [attraction] to [landmark], here are some ideas to start planning your [city] trip.

Pin attractions that...

- are easy to get to from your hotel or you offer shuttle service to
- would excite a broad range of ages and traveler types
- provide your guests with discounts or have free entry days
- are unique to the city, like art installations and murals

When it comes to natural sites, share a breadth of travel guides. Travelers are looking for many different things in a trip. Rather than just sharing an article about a park, try finding more specific topics, like how to best visit the attraction in winter, with kids, or on a budget. Today's travelers find unique inspiration to travel, and you can engage with their interests by sharing more niche topics.



Board 3: Travel Tips

Modern travelers want to experience new places like a local, not a tourist. While big attractions are on their to-see list, they also may be traveling specifically for a special interest. Some seek adventures with long hikes and the chance to see wildlife. Others want to visit all the local breweries and distilleries in a region. Most are looking for picture-perfect places to share with their friends online.

Try to be as descriptive as possible in your Pin so that it can be found in search. Think about how you would search for information online and include these terms in your Pin description.

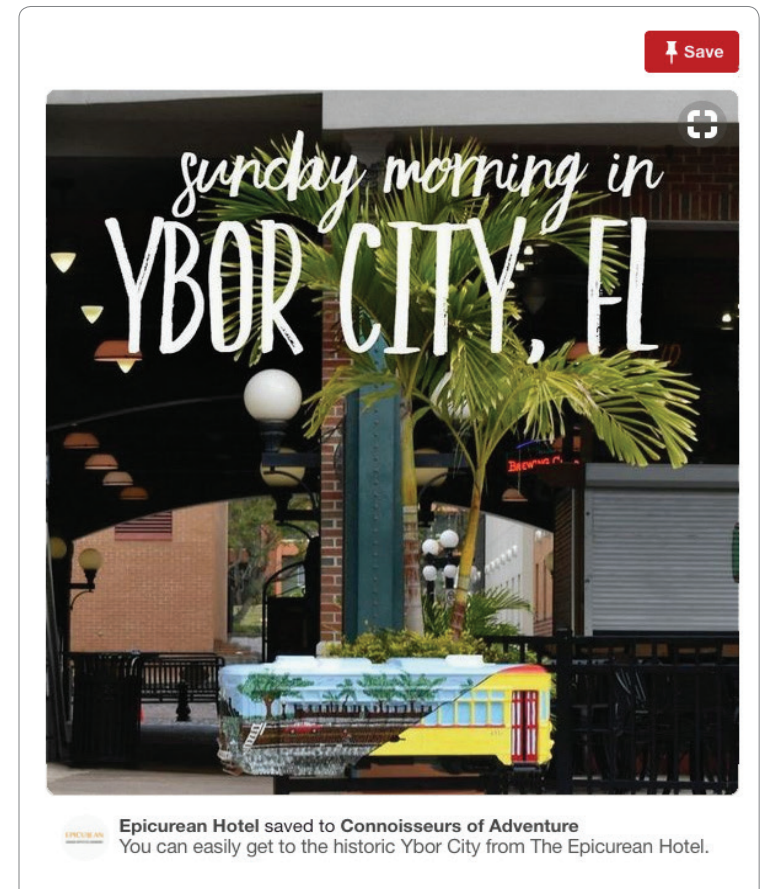
Name your board: Travel Tips for Visiting [City, State]

Description: Check out these resources to help you plan your trip to [City]. Don't forget to check our website for hotel specials when you're ready to book!

Pin tips that...

- inform different types of travelers, including family, business, outdoorsy, and foodie
- share lists of must-do, see, and eat in the city for each traveler type
- include logistical information, like how to use mass transit or where to park downtown
- help guests save money and get more value out of their trip

For travel tips, your local government website probably has a lot of the information that people need such as parking information, pedestrian and bike maps, and public event times. If you find that some Pins get a lot of engagement, you should write your own blog on the topic to Pin. That way you can get clicks to your hotel website.



Board 4: Hotel Photos

Most importantly, your Pinterest strategy is in place to drive travelers to your hotel website when they are ready to book. Pinning photos gives Pinterest users the ability to save your hotel as a resource for later.

Depending on your website photo gallery, you may need to manually upload photos to your profile and link them back to the hotel photo gallery webpage. Be sure to use keywords to help the photos get found in search - consider including terms in your descriptions like “pet friendly hotel in [City]” or “[Brand] hotel with heated pool in [City].”

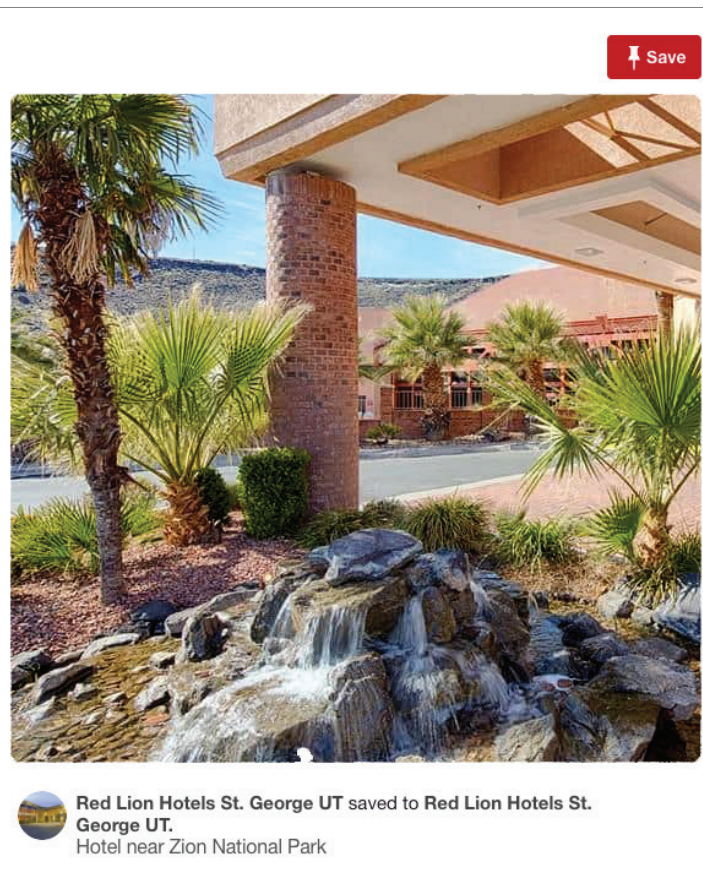
Name your board: Stay at [Hotel Name] in [City, State]

Description: After a busy day visiting [City, State], relax at the [Hotel Name]. Get the best rates by booking directly. We look forward to seeing you!

Pin photos that...

- Link to your hotel website
- Show off your amenities
- Are high quality and up-to-date

Because Pins live on Pinterest long after they are posted, it's best to avoid time-sensitive Pins like a short-term offer. If you do post a Pin with a special, make sure that the page it links to will always be active even after the special ends.



Social Media Solutions

Be Found. Get Chosen. Stay Connected.

Social Media with Travel Media Group takes the work out of social networking. Hotels using our turn-key solution receive posts directly to their hotel profiles by our experienced social media team. We'll use ads and sweepstakes to grow your following and improve your reach.

Save time and drive traffic with Travel Media Group. Our hotel Social Media solution includes:

- 4 posts per week on Facebook & Twitter
- 2 posts per week on Pinterest
- \$25 per month promoted post budget to grow followers
- 2 custom post requests per month
- DIY posting & scheduling dashboard with trending content
- 24/7 access to the TMG dashboard with in-depth reporting
- and more!



Speak with a Digital Marketing Specialist for more information on our Social Media Services info@travelmediagroup.com or visit trvl.media/pinterest



Travel Media Group

851 Trafalgar Court, Suite 400E
Maitland, FL 32751

888.855.2590

TravelMediaGroup.com