

An Effective Social Media Marketing Strategy for Hoteliers in Bangkok: A Framework Using Business Intelligence

Estelle Lefebvre^{1*} and Todsanai Chumwatana²

Abstract

With the Covid-19 pandemic came a massive disruption in the digital world. People are more connected on the network using social media as a tool in everyday life. While the covid-19 situation has pushed businesses to adapt their service and innovate, the hospitality industry has to go online, and connect with their potential guests worldwide. This research proposed the guidance framework for hoteliers for planning social media marketing strategy using Business Intelligence (BI). This proposed framework will provide the recommendation in many aspects such as who are the potential customers, when is the best period of the year to announce the campaign, which platform is the best for business target and what kind of content can generates more engagement. To answer above objectives, the research methodology was conducted in 5 stages: 1. collect the data from ministry of tourism and sports, Thailand, 2. analyze the social media platforms of three luxury hotels in Bangkok. 3. analyze the social media content of three luxury hotels in Bangkok 4. implement the business intelligence (BI) to reveal the information. 4. develop a guidance framework which be able to recommend the effective social media marketing strategy. The results showed that the business intelligence and framework provide the useful represented information and suggestion on many significant points to tourism industry. This will be the significant benefit for business to make the right decision on marketing strategy during lockdown and after opening country, in order to improve the performance and become the data driven organization.

Keywords: Business Intelligence, Marketing Strategy, Social Media Platform, Data Visualization

^{1*} MIDB, International College, Rangsit University, Pathumthani, Thailand¹

² ICT, International College, Rangsit University, Pathumthani, Thailand²

*Corresponding author: Todsanai.c@rsu.ac.th

Introduction

Online Marketing is the practice of analyzing the market needs and customer purchasing behavior in order to introduce, advertise and sale the right products or services to the targeted audience through the adequate online point of sales at a correct selling price. According from this recent statistic, as of January 2021, they were 4.66 billion people active internet users in the worlds, encompassing 59% of the global population (“Global digital population as of 2021”, 2021). Out of it, 91% of total internet user were access by a smart mobile (Peter & Dalla Vechia, 2021). Building a strong and effective online marketing strategies are nowadays mandatory for a successful business, in terms of visibility and sales. It has become a key investment for in-site and off-site shops, helping the organization to gain a cost and competitive advantage, (Özöglu & Topal, 2020). Online Marketing is an ever-changing industry, adapting from social, political and economic situations. Firstly used in 1993, online marketing has grown, particularly in the last decade with the development of Social Medias, at such extend that 91.9% of the companies in USA are using it to promote their business. However, SME find it difficult to allocate a certain amount of budget to marketing because of their limited resources and because most of owner-manager are lacking marketing and technical competency (Alford & Page, 2015). In the same way, Kidd Bodnar, CMO of HubSpot, when interviewed by Whitler (2019) for Forbes Magazine, declared that “for small companies, sometimes, marketers focus on too many channels and the execution is poor. This can be because it is hard to figure out which channel to focus on and where to allocate resources”

Social Media has changed the game of world advertisement. Thanks to social media targeting, companies, through the platforms, utilize users’ information to deliver highly relevant advertisement based on their search, interests, and overall interaction with the platforms. Social Media users are following a significant increase, with 3.78 billion users in 2021. A third of the worldwide population. Expecting to grow to 4.41 users by 2025. Social Media regroup 5 main platforms which are Facebook (2,910 million users in January 2022), YouTube (2,562 million users), Instagram (1,478 million users), TikTok (1,000 million) and Twitter (436 million). Since 2020 and the covid-19 pandemic, the number of users and time spent on social media has increased; on average, the global internet user spent 144 minutes per day. 144 minutes connected, scrolling down, chatting, watching videos while absorbing hundreds of advertising contents per day. Only on Facebook, a regular user is subject to see 36 ads per day, and click on about 10. Only during the pandemic, E-Commerce sales have grown by 50% (Goldberg, 2022).

Back in 2019, hotels investment in South-East Asia was one of the best performing markets. With around 30 to 40 million international travelers, Thailand was a leading destination in the worldwide travel industry. However, with the Covid-19 Pandemic, came health measure: closing of borders, lockdowns and respect of social distance. Businesses had to comply with health

measures and, as a result, almost half of the hotels in Thailand had to close their doors. To survive during this crisis and during 2 years, hoteliers focused on local tourists. In 2020, Thai government had set up financial support to help businesses survive during this period while boosting local economy. Therefore, hoteliers who, before, used to welcome thousands of international travelers every month by using Online Travel Agencies (OTAs), had to focus their marketing strategies on social media marketing. To such an extent that, according to Barreiro (2021), hoteliers are, since January 2021 counting social medias as the second most important Sales & Marketing priority (after hotel website). It gives them the opportunity to connect, personalize the offers and engage with potential customer worldwide. In addition, by posting regularly, update their status, share promotional videos (Rodgers, 2022), hoteliers have infinite opportunities to create a loyal community around their brand. It represents a huge potential audience and increased brand awareness as well as brand loyalty (Ku, 2021).

More than the connectivity disruption caused by the Covid-19 pandemic, demographic need to be taken into consideration. Millennial, Gen Z and Gen X tend to use social media to find their holiday accommodation. Indeed, according to Hertzfeld (2019) 73% of interviewees who are millennial, say they will check a hotel's social media feed before booking. 46% of Baby Boomers are also using social media while researching holiday destination, coupled with OTA research and online travel review sites such as Tripadvisor.

Considering the evolving digital behavior caused by the pandemic, as well as the demographic input, Social Media Marketing represents an important tool for hoteliers to attract international customers and increase their revenue.

This research understands that Social Media Marketing represents endless opportunities. Therefore, in this study, Business Intelligence were used to support developing a framework exposing the best social media marketing strategies for Thai hoteliers to adopt and increase their revenues.

Research Objectives

Social media marketing can offer infinite opportunities, strategies and ways to attract customers. This research has main objective to propose a framework (which is developed on the use of social media strategy: platform and content analysis) that will significantly benefit businesses to make the right decision on marketing strategy, in order to improve the performance and become a data driven organization (during the COVID 19 situation. We are particularly focusing on understanding what are the best social media strategies for hoteliers in the luxury sector to adopt in order to maximize their engagement. In order to do so, we will propose a framework, using Business Intelligence, that will bring more details and information about

- Who is the international market to target? We want to understand what countries are the most visiting Thailand and at what period of the year, in order for hoteliers to have a deep data understanding and adapt their offers.
- What social media platform and content generates the most engagement? By analyzing social media pages, we will define what is the good contents to be posted on each social media platform (Instagram and Facebook) in order to maximize the engagement rate.

Literature Review

As stated above, online marketing is taking a key position in individuals every day's life, as well as companies. For Ballou (2018), the most popular digital marketing channel for small business owners were, in order, through website (62% of advertisements), social media (61%), email marketing (39%) and content marketing. Part of the emergence of a relatively new trend, hiring influencers is now making a difference. According to Moran (2021), micro influencers (9-100k followers) have a significant impact on the Gen-Z and Millennials. The role of influencers marketing is to promote a property and influence the travelers' purchasing decision. 8 out 10 Millennials confirms the importance of the influencers in their buying process (Yee Kui Choi, 2020).

Another important aspect in social media marketing is the content marketing. Chaffey (2020) insist on the importance of content marketing, which brings authenticity and boost the brand awareness as well as credibility. While customers are hopping from channels to channels throughout their buying journey, not only hoteliers need to adapt their offer by adopting various digital touchpoints but also need to take in consideration content marketing as a key aspect of the communication to advertise to the right buyer persona, and offer a fast-buying journey to drive more conversion. Content marketing is indeed rebuilding the traditional marketing through the art of "storytelling" which is telling a story with the only goal to create an emotional connection between brand and consumer is, nowadays making the difference in the social media marketing scene (Mark Mitchell). Moreover, by advertising on social media, marketers need to take into consideration that, as of 2021, 73% of all e-commerce sales are done by a Smartphone (Goldberg, 2021). Advertising purpose videos published on social media therefore need to be mobile friendly.

As for Social Media Marketing in the Hospitality Industry, while hotel businesses couldn't be operative during the covid-19 pandemic, they changed their restaurant functionality to upgraded and new ways of delivery. To survive during this crisis, hotels had to innovate, reinforce their brand and used social media marketing to promote special events like Mandarin Oriental and Scarlet at Pulman G offered at-home delivery of fancy gourmet dinners.

To go deeper in service innovation, hoteliers have observed a decreased booking volume through Online Travel Agencies (Pongsakornrunsilp, Kumar & Maswongssa, 2021). And while OTAs were already taking over physical travel agencies, it is obvious that hotels have no choice but to go digital. Direct digital bookings is becoming a higher part of the overall booking volume and as the hospitality industry is playing in an high international competition context, innovating and investing a part of benefice in social media advertisement is now mandatory for the development of a hotel and generating new leads (potential customers).

According to Healy & Wilson's research (2015) among marketing executives who utilize regularly social media platform for marketing use, their finding was that social media increases engagement with hotel guests. They understood more about their wants and needs, adjusted their approach, and moreover, social media advertising allowed them to find new guests and leads using a very targeted approach. Rodley (2018) states the capabilities of paid advertisement in Facebook. For example, retargeting existing customers thanks to their pubic information (such as name, email and address) gathered through the platform and the hotel venue, marketers can upsell future visits. More than upselling visits to existing customers, having an established presence on social medias allows marketers to generate traffic on the website through ads targeting new potential guests (leads). These "lookalike audience" consist of potential customers who have similarities and common interests with existing guests, followers who have interacted with one of the social media pages of the hotel. This is one of a key determinant tool for hoteliers, to be able to grow their businesses, attract international customers and create a real loyal hotel-guest relationship.

For Hannan the best social media platforms for hoteliers to use and posts are Facebook and Instagram. As stated previously, Facebook is the social media the most used. With affordable advertisements and powerful algorithm, hoteliers can share events, create live streams content such as hotel tours, advertise for promotion, collect personal data and so on (Campbell, 2021). Instagram allows hoteliers to build a strong brand with high exposure and potential customers are of 34 years and younger.

While social media marketing represents a determinant tool to compete in the international context, there are different components to take into consideration for an effective social media strategy.

Taking into consideration the seasonality while establishing a social media marketing strategy as a hotelier is mandatory ("Social Media Marketing: Cheat Sheet for Hotels", 2021). Morch (2015) insist on staying ahead of seasonality is the opportunity to get creative, attract new customers and stay wealthy all year long. While Thailand is mostly defined by 2 seasons (hot or rainy), for Lunkam (2021) the flow of international tourist arrival remains practically the same with an average of 3 million entrance per trimester (before covid). Back in 2019,

the big majority of international tourists were from East Asia, and in particular China (closed to 11 million Chinese arrived in 2019), followed by ASEAN and European countries (according to this TAT research).

However, the type of tourism, generation and country of origin is different for each period. Lunkam has conducted a fundamental review about how Covid 19 has impacted the tourism in Thailand, as a demographical change. First, Gen Y and Z, environmental cautious who use social media as a fun way to find new adventures and experiences, are expected to travel with a shorten budget in non-traditional hotels and eco-lodge, and in festive destination. Same as for the Gen X, for who covid-19 don't represent a fear, they also focus on traveling for the experience. However, most of them travel with their families, are budget cautious and travel mostly during holidays season. Finally, Baby-Boomers who used to be the big spenders in Thailand before covid, are expected to be more health cautious and therefore limit their travels. They tend to stay in traditional hotels and travel as couple, with groups or their families.

In this post-covid, era using social media as a marketing strategy has become mandatory. Mentality has shifted, with the digitalization as the defining tool for hoteliers. People are more connected; as stated by Lakha (2021) the hospitality industry need to realize that people are becoming autonomous. Hotels have to create a direct online booking channel for impatient users, driven by the social media platforms which are used as a proof of quality to promote their brand and attract new guests. Developing the right social media strategy can be challenging, but with the right content, directed to the right person at the right time, hoteliers in Bangkok and around the world can develop their brand awareness, generate leads to increase their website traffic and direct bookings (Heaton,2021).

Considering that the hospitality and tourism sector is a highly competitive industry and that the success of businesses rely mostly on the user experience (Bustamante, Sebastia & Onaindia, 2021), making informed decision based on the preferences and behavior of tourists is a valuable asset. In this idea, Business Intelligence platforms such as BITOUR is a powerful tool for hoteliers, as it automatically collects data from online tourism behavior in order to process it and use data mining. According to Nyanga,Pansiri & Chatibura (2019), BI is a powerful tool for businesses in the tourism sector to remain competitive in a market as it allows them to make quality decisions through the analysis of the various stages of data collection. To Olszak & Ziembra (2007), the data collected is transformed into information, information into knowledge, and therefore a deeper understanding in the competition strategies, which leads to an improved data management process and therefore higher efficiency competitiveness. Moreover, according to Thanathorn Vajirakachorn (2021), BI is a powerful tool to understand tourism behavior as long

as the right objectives and goals are defined. After collecting data that are pertinent to the business and understanding it, creating a data analysis framework allows to turn this knowledge into actionable plans with the goal to increase the numbers of new and repeated visitors.

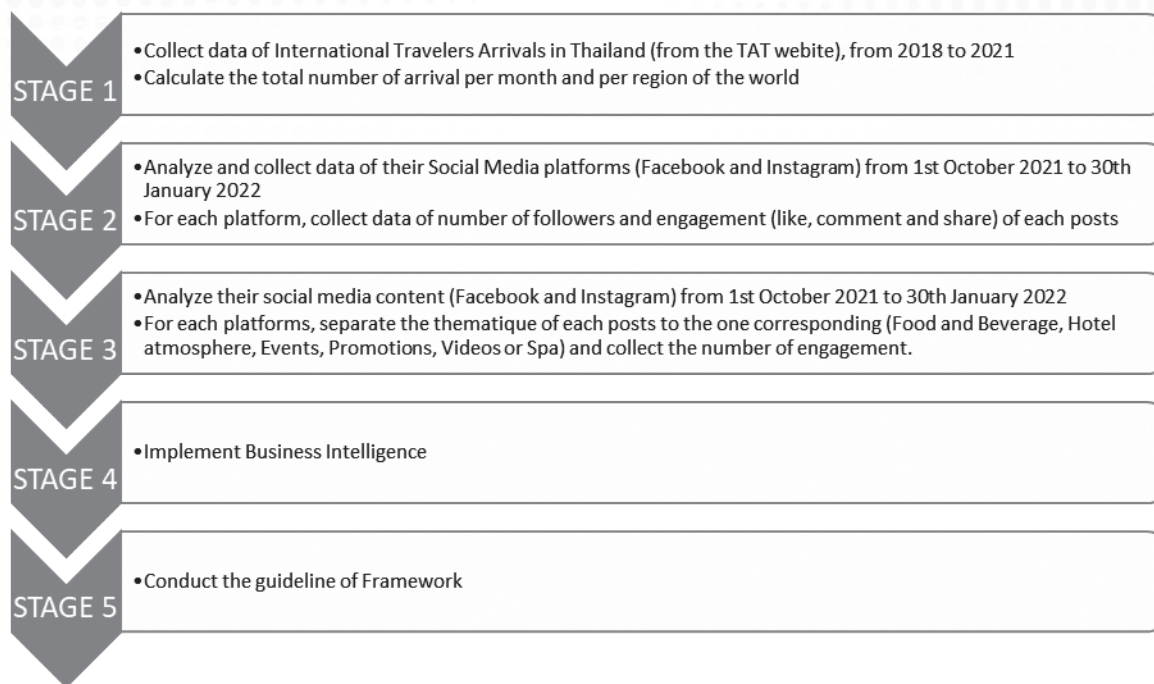
Research Methodology

Thailand is an internationally famous destination with Bangkok classified as one of the most visited capital of the world. The hospitality and tourism sector is one of the most profitable sector, with millions of visitors every year. However, it is very competitive; tourists have the choice among thousands of hotel rooms in Bangkok, and the social media marketing opportunities are limitless.

As stated above, Business Intelligence can be a powerful tool for hoteliers to stand out in this competitive industry, to attract new and repetitive visitors. Therefore, this research aims to help and guide hoteliers in developing their social media strategy. We will develop a guideline framework that answer the following questions 1. Who are the targeted market? 2. When advertising campaigns and promotions should be implemented? 3. Which social media platform should be used? 4. What kind of content will be able to engage the potential customers?

To develop a framework answering these questions, we analyzed the social media platforms of 3 luxury hotels (ranked 5 stars) in Bangkok. Mandarin Oriental and W Bangkok are established and well known for more than 10 years. During the pandemic, they used social media as a powerful tool to attract tourism by offering attractive packages. After 2 years of “new normal” activities hotels like Mandarin Oriental and W Bangkok need to redirect their social media marketing strategies. The third hotel used to analyze its social media is Capella Bangkok; this group brand is widely famous and this establishment opened during the pandemic. A risk taken while the hotel offered exclusive promotions and packages through social media. The aim of their social media analysis is to understand what kind of content posted on Facebook, Instagram and Twitter, have received more engagements (likes, comments, shares), at what time and from what generation.

In this research, the input data was collected from the social media platforms of three luxury hotels, and also the open data from the public information that the Tourism Authority in Thailand (TAT) shared on the number, period of traveling and country of origin of international travelers’ arrival. We used the data shared since 2018 (pre-covid), as the data from years 2020 and 2021 are distorted by the pandemic. For a better understanding, the workflow process of research methodology is expressed in the following.



Stage 1 : Collecting data of International Travelers in Thailand

To collect data and number of international travelers in Thailand, we analyzed the information shared by the Tourism Authority in Thailand (TAT). First of all, we collected the total number of arrivals in Thailand from August 2018 until December 2021. Because the years 2019 and 2020 are distorted due to the covid 19 pandemic and lockdowns measures, we calculated the total number of arrivals, per month and per country. We chose to categorize the arrivals by regions of the world as following:

- East Asia: countries part of ASEAN plus China, Hong Kong, Japan, Korea, Taiwan and others
- Europe: Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Russia, Spain, Sweden, Switzerland, United Kingdom, countries of Eastern Europe and others
- South Asia: Bangladesh, Nepal, Sri Lanka, Pakistan, India and others
- The Americas: Canada, USA, Brazil, Argentina and others
- Oceania: New Zealand, Australia and others
- Middle East: Egypt, Israel, Kuwait, Saudi Arabia, U.A.E and others
- Africa: South Africa and others.

The objective of this stage of research is to create a graph presenting the number of tourists arrival, per month and per region of the world as stated above. Once this information is collected, we will be able to determine which months attract the most travelers, from what regions they are from and therefore determine the best time to launch advertisement campaigns targeting to the right market.

Stage 2 : Determine which Social Media platform performs best in terms of engagement

The objective of this stage of the research is to define what social media, between Facebook and Instagram, generate the more engagement in order for hoteliers to have a better understand of social media use. Still basing our analysis on the 3 hotels previously mentioned, we will collect information about all the posts posted between October 1st 2021 to January 30th 2022 as following:

- The total number of engagement (like + comment + share)
- The total number of followers

Once these numbers are collected, we can create represent the percentage of engagement with the following equation: total number of engagement / total number of followers.

Stage 3: Social Media content analysis

In order to have a deeper understanding on the behavior of the social media users and followers, we need to analyze the social media posts of each 3 hotels, in both Instagram and Facebook. To do this, we will analyze the posts from October 1st 2021 to January 30th 2022 and collect engagement information depending on 6 different themes that hotels posts:

1. Food and Beverage (F&B): posts about restaurants and bars located within the hotel
2. Promotional content: all the posts that purpose to advertise a department through a promotion.
3. Event posts: posts that advertise a special event in the hotel, like New Year celebration or Songkran festival.
4. Spa content: information about Spa packages, photo of the spa itself or people using the utilities.
5. Only hotel related content: such as hotel rooms, reception, photos of staff. This kind of content mostly serve to connect with the users.
6. Videos: posts using video as content. Note: for Instagram, we use the number of video views.

Once this data is collected, we will calculate the sum of engagement per each theme (total number of like, comment and share per each theme) and per social media platform.

Stage 4 : Implement the Business Intelligence

After analyzing Instagram and Facebook pages of Mandarin Oriental, W Bangkok and Capella Bangkok, collect the data from international travelers' arrival, Business Intelligence will be implemented to reveal the fact information using the visualization technique to help hoteliers in Bangkok to get a deeper understanding on customer behavior, the social media use, engagement, number of international travelers with period of travel, in order to develop and establish an effective social media strategy for the hotels.

Stage 5 : Conduct the guideline framework using information on Business Intelligence

After Business Intelligence has been implemented in order to reveal the information about the number of international travelers who arrived Thailand, when they arrived Thailand, and the information from social media both Facebook and Instagram, the guideline framework will be conducted as the recommendation for hotelier to make the quality decision. This proposed guideline framework will be the guidance to set the effective social media marketing strategy. For instance, hotelier can identify the potential target to promote the campaign during the country lockdown and after opening the country. The best time for promoting the hotel to different country will be suggested. The appropriate type of content and social media channel will be recommended from the guideline framework. This is for helping hotelier to plan ahead on marketing strategy during lockdown and after open the country.

Results

By analyzing the Social Medias pages (Facebook and Instagram) and travelling data from the Ministry of Tourism and Sports in Thailand (https://www.mots.go.th/more_news_new.php?cid=593&page=1) , a number of finding emerges from this research have been revealed. The results are shown as figure (1) number of international tourists' arrival in Thailand, per month and per region of the world, (2), the rate of social media engagement between Facebook and Instagram, (3), percent of Facebook engagement posts and (4) percent of Instagram engagement post classified by the theme of content explained on the stage 4 of the research methodology.

Section 1, as for this experiment, collection of data from International Tourists Arrival in Thailand, per month and per region of the world is collected from the website of Ministry of Tourism and Sports (appendices 1 and 2) and are presented under a graph in order to understand and visualize at what period of the year tourists visit the most, and the least,

Thailand, and from what part of the world they are from. The total number of tourists arrival is calculated from August 2018 to December 2021. From this visualization, we can elaborate the framework and recommend when hoteliers can put efforts in social media advertisement, and who can they target for a higher revenue.

	January	February	March	April	May	June	July	August	September	October	November	December
East Asia	1568484	1108481	880613	729802	678138	750910	791118	1225938	1025584	987755	1054339	1235004
Europe	602296	547927	357860	173233	95512	99720	148923	214745	153433	233677	351452	468234
Americas	113122	85172	66009	45572	38965	40965	41416	49526	46413	60228	86560	96854
South Asia	130906	85654	73659	65930	64271	75834	65682	94326	85601	86849	95055	112709
Oceania	50274	35292	28251	28724	22887	25379	28797	35327	38890	40200	35187	42521
Middel East	38436	21369	19938	19218	6849	20619	33813	49037	28898	24786	25394	31548
Africa	8599	6566	6754	5366	4331	5901	5336	8749	8952	8445	7991	13972

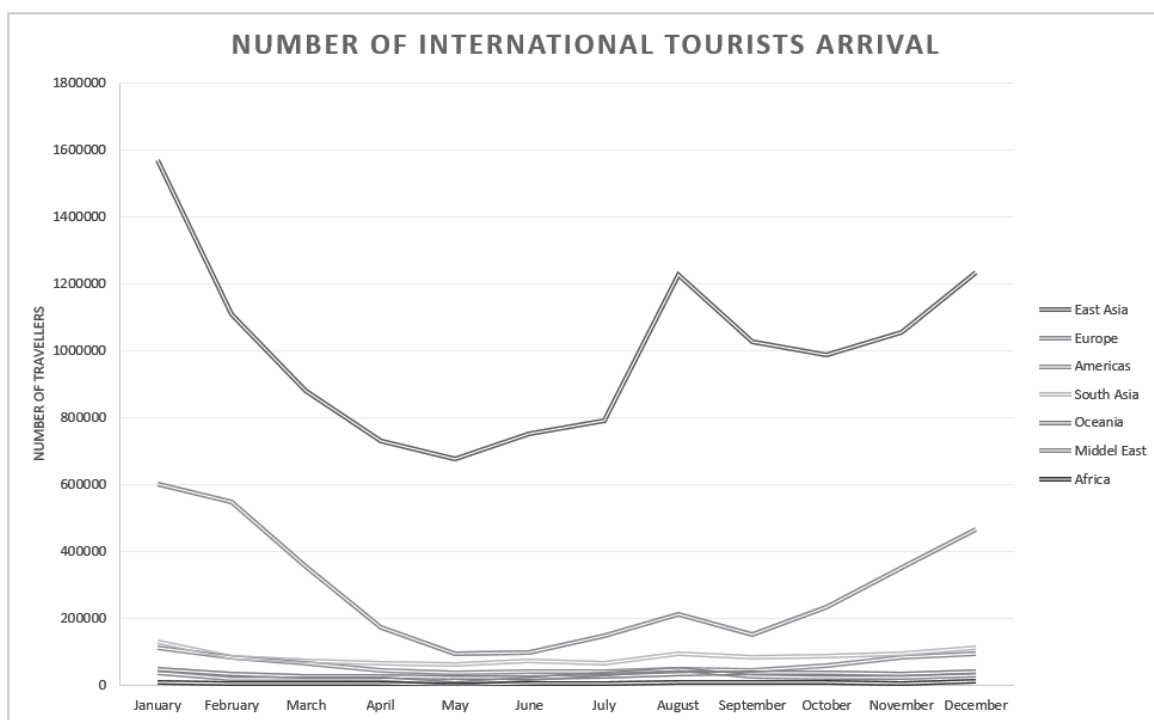


Figure 1: Total number of international tourists' arrival in Thailand from August 2018 to December 2021, per region of the world and per month

	January	February	March	April	May	June	July	August	September	October	November	December
South Asia	130906	85654	73659	65930	64271	75834	65682	94326	85601	86849	95055	112709
Oceania	50274	35292	28251	28724	22887	25379	28797	35327	38890	40200	35187	42521
Middel East	38436	21369	19938	19218	6849	20619	33813	49037	28898	24786	25394	31548
Africa	8599	6566	6754	5366	4331	5901	5336	8749	8952	8445	7991	13972

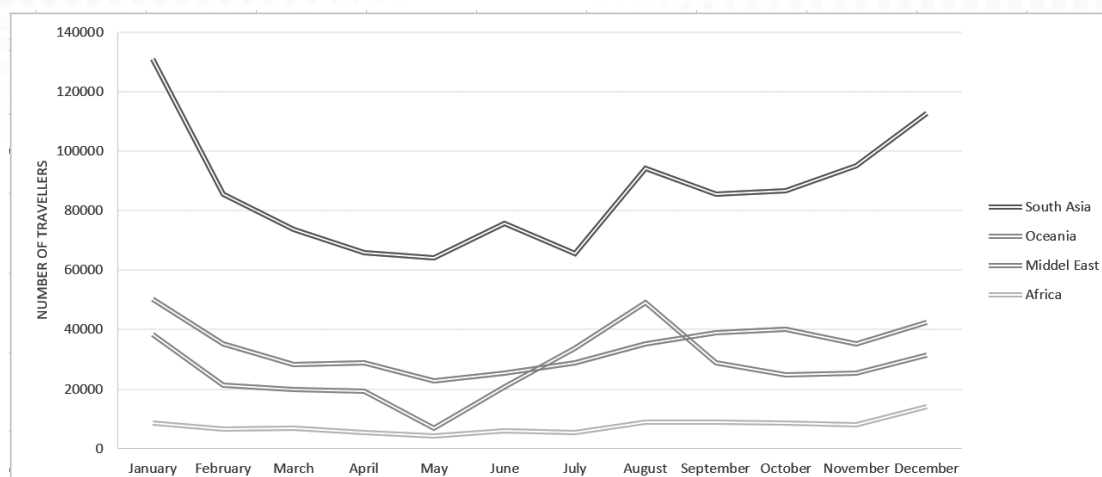


Figure 2 : Total number of international tourists' arrival in Thailand from August 2018 to December 2021, per region of the world and per month (focus on South Asia, Oceania, Middle East and Africa)

As figure 1 and 2 show, period of the year and origin countries of international travelers impact differently the number of international travelers. Without reasonably doubts, tourists from Eastern Asian countries represents, all year long, the highest number of international tourists, with its highest peak of 1568484 arrivals in January. August also seen a relatively high number of tourists with 1225938 Eastern Asian tourists. Europe undeniably occupies the second position in terms of tourism arrivals with a raising trend from October to February (a peak at 602296 European tourists in January), and again a lower but still important raise in August with 214745 arrivals. Both regions of the world see their lowest numbers in May with respectively 678138 and 95512 tourists. Meanwhile, Southern Asian countries observe the same trend; a higher peak in January with the growth beginning in October while May records the lowest number of arrivals. August and June also seen an increase of arrivals (+143% between July and August). The trend observed in Oceanian, Middle East and African countries are different than the 3 previous regions of the world. While Oceanians have the highest number of arrivals recorded in January, December, October also represents high number of arrivals. The growth remains constant from May, which still record a lowest number of arrival (22887).

The number of Middle East tourists have a highest peak is in August (49037 arrivals) with a constant growth since May which is the month with lowest arrival recorded (6849). For the rest of the year, the number of arrivals remains constant, between 20000 to 40000 arrivals. Number of arrivals from African countries have an average of 7000 for the whole year, except for December when the higher number of arrivals is recorder with 13972.

Therefore, according to the number of international tourists' arrivals and trends observed in the graph 1, we can confirm the following:

- International tourists are noticeably more visiting Thailand from November to February and from July to September. The lowest number of arrivals are from April to June.
- Eastern Asia and European tourists represent, all year long, the higher number of tourist arrival.
- For Middle East travelers, the arrival number tends to increase from May until August.
- While the numbers of Oceanians travelers are higher at the end of the year, the period from June to October are also in constant growth.
- The number of African tourists remain stable all year long with a light increase at the end of the year (December-January)

Section 2 : Determine which social media platform perform best in terms of engagement. By analyzing the total number of followers for each social media platform (shown in appendices 3) and the total engagement of each post from October 1st 2021 to January 30th 2022, we are able to confirm and understand which what social media performs best in terms of engagement. Hoteliers can therefore adapt their social media strategies corresponding to the aimed goal.

Social Media	Likes	Comment	Share	Total
Facebook	12590	551	1953	15094
Instagram	91589	638		92227

Followers	MO	Capella	W	Total
Facebook	153408	17189	107575	278172
Instagram	74200	14200	33200	121600

Social media engagement

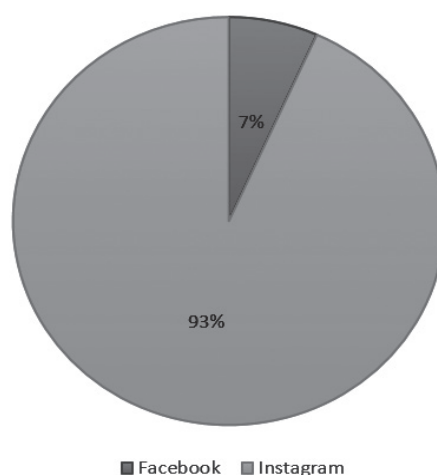


Figure 3 : Social Media Engagement

Section 3 : Understand what type of content performs best on each social media platform.

By analyzing the social media content of each platform, we can define what content generates the more engagement, and therefore understand what type of content interest more the followers. The goal of this part of the research is to develop a framework and guide hoteliers to post the right content on the right platform in order for them to maximize their efforts and advertisement investment.

Facebook

F&B	Promotionnal	Events	Spa	Vidéos	Hotel
Likes	Likes	Likes	Likes	Likes	Likes
21	74	56	126	17	87
Comments	Comments	Comments	Comments	Comments	Comments
8	0	0	0	0	2
Shares	Shares	Shares	Shares	Shares	Shares
16	16	4	10	2	1
Total	Total	Total	TOTAL	TOTAL	TOTAL
15	30	20	45	6	30

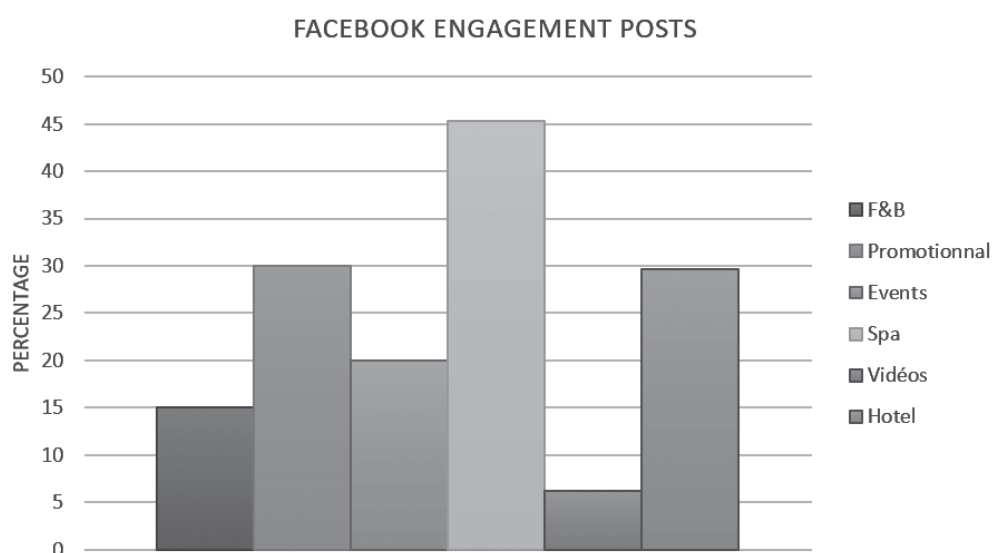


Figure 4 : Repartition of total Facebook Post Engagement, per theme.

Intragram

F& B	Promos	Events	Spa	Vidéos	Hotel
Likes	Likes	Likes	Likes	Likes	Likes
280	236	93	3044	3944	151
Comments	Comments	Comments	Comments	Comments	Comments
6	3	1	20	11	7
TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL
96	80	31	1021	1318	52

INSTAGRAM ENGAGEMENT POST

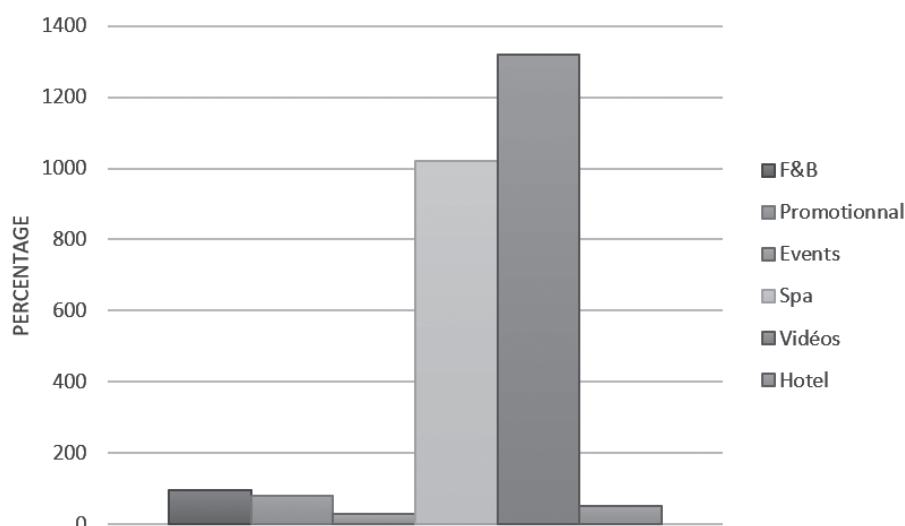


Figure 5 : Repartition of total Instagram Post Engagement, per theme.

Source: Instagram pages of Mandarin Oriental Bangkok, W Bangkok, Capella Bangkok

As figures 4 and 5 show, Facebook and Instagram generate different interests and engagement depending on the type of content posted.

- The engagements rates on Facebook show a relatively neutral interest in posts about Spa (31%), Promotions (21%) and Hotel related posts (20%). Followed by Events posts (14%), F&B (10%) and the Videos (4%).
- In contradiction, posts Instagram about Spa (39%) and in a video format (51%) are the contents that generate the most engagement, followed by F&B (4%), promotional content (3%), hotel related posts (2%) and events (1%).

We can therefore affirm that Facebook and Instagram are two different social media platforms that engage differently with users. Facebook posts about spa, promotion and the hotel in general see a higher engagement rate and therefore boost the Facebook social media page of the hotel concerned. Concerning Instagram, people tend to engage more with videos and spa related posts.

Discussion

From the data, graphs and information collected, analyzed and revealed above, the dashboard can be implemented by using BI and data visualization technique. The dashboard is one of the powerful tools for representing the information summary and help the management team to make a quality decision as shown below.

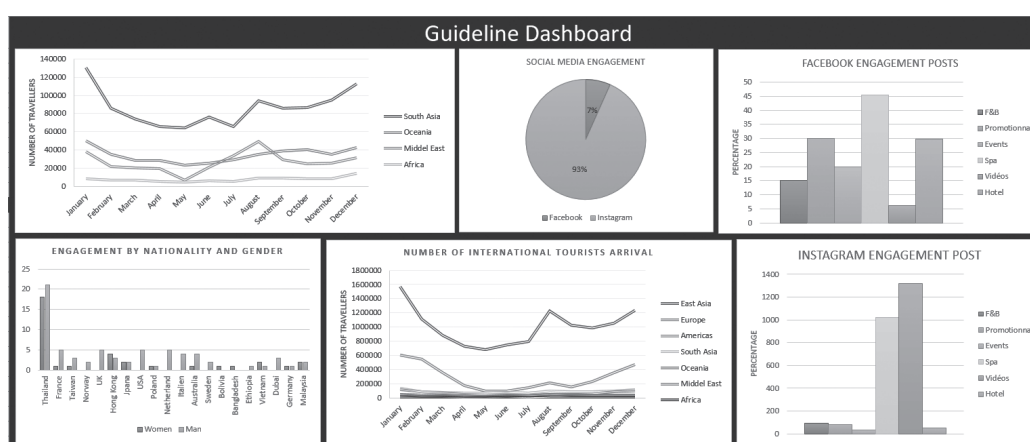


Figure 6 : Dashboard representing the information summary

From the dashboard shown in figure 6, we can develop and recommend a guideline framework of different scenarios for hoteliers to identifies their objectives and therefore take an action as following.

Table 1 The ranking of potential region

Potential Target Ranking	Region	Best time to Promote Campaign for Peak Season	Low Season
1	East Asia	July to August and October to February	March to June
2	Europe	October to February	April to June and September
3	South Asia	May to June and November to January	March and July
4	Americas	May to June and November to January	March and July
5	Oceania	July to August and December	March to July
6	Middle East	May to July and October	April to May and September to October
7	Africa	N/A	N/A

According to table 1, the guideline framework can represent the following scenario:

Scenario 1 : Hotelier wants to launch a campaign to attract guests during the high season.

To attract guests during the high season, hoteliers should plan advertising campaign as following:

- Campaigns targeting potential guests from East Asia for stays between July to August and October to February
- Europe: October to February
- South Asia: May to June and November to January
- America: May to June and November to January
- Oceania: July to August and December
- Middle East: May to July and October
- Africa: the number of travelers from these countries remains relatively low all year

Scenario 2 : Hotelier wants to find the best time to launch a discount campaign to attract guests during low season period, hoteliers can launch advertising campaigns to fulfill their rooms as following:

- Discount campaigns for hotel stays between March to June should target users and potential guests from East Asia.
- Europe: April to June and September
- South Asia: March and July
- America: March and July
- Oceania: March to July
- Middle East: April to May and September to October
- Africa: the number of travelers from these countries remains relatively low all year except for December to January

Table 2 The potential social media channel with appropriate content

Social Media / Content	Food & Beverage	Hotel facilities and atmosphere	Spa	Promotions	Events	Videos
Facebook	✓	✓	✓	✓	✓	
Instagram	✓		✓			✓

According to table 2, the guideline framework can represent the following scenario:

Scenario 3 : Hotelier wants to increase hotel awareness. To increase brand awareness, hoteliers should post mainly on Instagram video and spa related posts for users from 18 to 35 are particularly active. Promotional, Events and Spa content on Facebook should also generates engagement, for users from 30 to 65+.

Scenario 4 : Hotelier wants to increase the website traffic. Posting regularly organic content on Facebook (Spa, Hotel rooms and overall atmosphere, Promotions and Food & Beverage) and Instagram (Videos and Spa content mostly) will slowly grow the social community and increase website traffic. But in order to notice a meaningful increase in website traffic, hotelier can launch advertising campaign with promotional content during the period of the year when tourists are traveling less often, which is overall from March to June.

Scenario 5 : Hotelier wants to promote his restaurant and bar services. To promote restaurant and bar services hotelier can post related content on Facebook, mostly targeting Thai potential guests, but also international tourists, following the same recommended period as scenario 4.

Scenario 6 : Hotelier wants to prove the quality of his products and services. Hotelier can post videos on Instagram as well as general hotel atmosphere, pictures of rooms and all facilities on Facebook, as a proof a quality.

Scenario 7 : Hotelier wants to promote a special event taking place in the hotel. To promote a special event, it is recommended that the hotelier use Facebook as the main organic platform to post. For advertisement campaign, he can use both platform with higher investment on Instagram as the engagement will be higher. In addition to Thai nationals, hotelier can use the graphs (figure 3 and 4) to target the right nationalities at the right moment of the event. For example, if the hotelier wants to promote a special event taking place in his hotel for Loy Krathong in November, he should target people from Eastern and Southern Asia as well as European.

Scenario 8 : Hotelier wants to promote the spa of his hotel. Both Instagram and Facebook have proved having a good engagement rate on this theme. Hoteliers can however put more efforts and investment on Instagram as it is the platform with an higher engagement.

Conclusion

The importance of adopting an effective social media marketing strategy for hoteliers in Bangkok have increased for the past years, while we observed a massive disruption in the digital world cause by the Covid-19. More than ever, hoteliers need to go online to connect with users and potential guests across the world. As above, this research proposed the guidance framework for hoteliers in Bangkok for planning social media marketing strategy using Business Intelligence (BI) and data visualization technique, in order to make the right decision during lockdown and once opening the country. The proposed framework will provide the recommendation in many aspects such as 1. Who are the targeted market? 2. When advertising campaigns and promotions should be implemented? 3. Which social media platform should be used? 4. What kind of content will be able to engage the potential customers?. The research methodology was conducted in 5 stages: 1. collect the data from ministry of tourism and sports, Thailand, 2. analyze the social media platforms of three luxury hotels in Bangkok. 3. analyze the social media content of three luxury hotels in Bangkok 4. implement the business intelligence (BI) to reveal the information. 4. develop a guidance framework which be able to recommend the effective social media marketing strategy. The data used in this research came from the social media pages of three five stars hotels in Bangkok and statistics of foreign tourists from Thailand's ministry of Tourism and Sports. The results showed that the business intelligent and guideline framework provide the useful represented information and suggestion on many significant points to tourism industry such as the best time for Hotelier to launch a campaign to attract guests during the high season and low season, which country would be the potential target to launch campaign to in the different time of the year, which social media platform is the best communication channel and the kind of content can approach the customer. The dashboard will be used to guide the hotelier to post the right content on the right social media platform to the right person which consequently impact the engagement rate. Especially, Facebook and Instagram are both powerful advertising tools that, well used, can impact and influence users worldwide to become potential hotel guests. The information and suggestions developed in this framework will significantly benefit the hotel businesses to make the right decision on marketing strategy in order to improve the performance and become the data driven organization in digital business world.

References

- Alford & Page (2015) “Marketing technology for adoption by small business”, **The Service Industries Journal**, pp.655-669. Retrieved from <https://www.tandfonline.com/doi/full/10.1080/02642069.2015.1062884>.
- Ballou. (2018). **How Small Businesses Invest in Digital Marketing in 2018**. Retrieved from <https://clutch.co/agencies/digital/resources/small-business-digital-marketing-survey-2018>.
- Barreiros. (2021). **Social Media for Hotels - Is it worth it?**. Retrieved from <https://www.hospitalitynet.org/opinion/4103770.html>.
- Bustamante, Sebastia & Onaindia. (2020). “BITOUR : A Business Intelligence Platform for Tourism Analysis”, **Social Computing for Geographic Information Science**, Vol.11. Retrieved from <https://www.mdpi.com/2220-9964/9/11/671>.
- Campbell. (2021). **The Complete Guide to Successful Facebook Marketing for Hotels**. Retrieved from <https://www.cvent.com/en/blog/hospitality/facebook-marketing-for-hotels>.
- Chaffey. (2013). **Dave Chaffey : plan to succeed in content marketing**. Retrieved from <https://www.i-scoop.eu/dave-chaffey-plan-succeed-content-marketing/>.
- “Global digital population as of January 2021”. 2021. Retrieved from <https://www.statista.com/statistics/617136/digital-population-worldwide/>.
- Goldberg. (2022). **E-Commerce Sales Grew 50% to \$870 Billion during The Pandemic**. Retrieved from <https://www.forbes.com/sites/jasongoldberg/2022/02/18/e-commerce-sales-grew-50-to-870-billion-during-the-pandemic/?sh=50543ab34e83>.
- Hannan. (2021). **Best Social Media Platforms for Hotel Marketing**. Retrieved from <https://socialhospitality.com/2020/12/best-social-media-platforms-for-hotel-marketing/>.
- Healy & Wilson. (2015). “Social Media Marketing in the Hospitality Industry: is it worth the effort?”, The 14th International Research Symposium on Service Excellence Management. Retrieved from <https://strathprints.strath.ac.uk/57263/>.
- Heaton. (2021). **7 ways hotels can benefit from Social Networks**. Retrieved from <https://webcoursesbangkok.com/social-media-for-hotels/>.
- Hertzfeld. (2019). **Millenials choosing hotels based on social media, technology**. Retrieved from <https://www.hotelmanagement.net/tech/millennials-are-choosing-hotels-based-social-media-tech>.
- “International Tourist Arrival”, Ministry of Tourism and Sports, Thailand. Retrieved from https://www.mots.go.th/mots_en/more_news_new.php?cid=330.

- Ku. (2021). **The importance of social media marketing in 2022**. Retrieved from <https://www.postbeyond.com/blog/social-media-marketing-importance/>.
- Lakha. (2021). “Role of Social Media Networks in Promoting Hotel Industry” **International Journal of Scientific Research in Science and Technology**, Vol. 8. Retrieved from <https://www.krungsri.com/en/research/research-intelligence/ri-future-of-tourism-21>.
- Lunkam. (2021). **Tourism & Hotel Industry in the post-COVID world**. Retrieved from <https://www.krungsri.com/en/research/research-intelligence/ri-future-of-tourism-21>.
- “Mandarin Oriental Gourmet Service Delivery ». 2020. Retrieved from <https://megatix.in.th/events/mandarin-oriental-gourmet-delivery-service>.
- Moran. (2021). **What’s fashionable in influencer marketing right now**. Retrieved from <https://www.warc.com/newsandopinion/opinion/whats-fashionable-in-influencer-marketing-right-now/5539>.
- Morch. (2015, February 26). **3 Seasonal Marketing Strategies for Hotels to Drive Traffic**. Retrieved from <https://aremorch.com/3-seasonal-marketing-strategies-for-hotels-to-drive-traffic/>.
- Mitchell. (2016). **What is content marketing?**. Retrieved from <https://www.smartinsights.com/content-management/content-marketing-creative-and-formats/what-is-content-marketing/>.
- Norcross. (2019). **Social Media Trends 2019: Part 4 – Thailand Leads the world in time spent online**. Retrieved from <https://lexiconthai.com/blog/thailand-leads-the-world-in-time-spent-online/>.
- 2 “**Number of social network users worldwide from 2017 to 2025**”. (2022). Retrieved from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>.
- Nyanga, Pansiri & Chatibura. (2020). “Enhancing competitiveness in the tourism industry through the use of business intelligence: a literature review”, **Journal of tourism futures**, Vol.6 No.2. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/JTF-11-2018-0069/full/html>.
- Olszak, & Ziemia. (2007). “Approach to building and implementing business intelligence systems”, **Interdisciplinary Journal of Information, Knowledge, and Management**, Vol. 2 No. 1. Retrieved from https://www.researchgate.net/publication/255612097_Approach_to_Building_and_Implementing_Business_Intelligence_Systems.
- Ozoglu & Topal (2020) “Digital marketing Strategies and Business Trends in Emerging Industries”, **Digital Business Strategies in Blockchain Ecosystems**. Retrieved from https://www.researchgate.net/publication/337154791_Digital_Marketing_Strategies_and_Business_Trends_in_Emerging_Industries.

- Peter & Dalla Vechia. (2021). “The Digital Marketing Toolkit: A literature review for the Identification of Digital Marketing Channels and Platforms”, **New trends in Business Information Systems and Technology**, Vol.294. Retrieved from https://link.springer.com/chapter/10.1007/978-3-030-48332-6_17.
- Pongsakornrungsrip, Kumar & Maswongssa. (2021). “The Art of Survival: Tourism Businesses in Thailand Recovering from COVID-19 through Brand Management”. **Thailand : Sustainability vs Uncontrability: COVID-19 and Crisis Impact on the Hospitality and Tourism Community**, Vol.13. Retrieved from <https://www.mdpi.com/2071-1050/13/12/6690>
- Rodgers. (2015). **Using social media to compete with OTA’s**. Retrieved from <https://www.e-marketingassociates.com/blog/using-social-media-to-compete-with-otas>.
- Rodley. (2018). **How Facebook is Adapting to be More Competitive for Hotels**. Retrieved from <https://lodgingmagazine.com/how-facebook-is-adapting-to-be-more-competitive-for-hotels/>.
- “Social Media Marketing : Cheat Sheet for Hotels”, 2021. Retrieved from <https://www.hospitalitynet.org/news/4107757.html>.
- Thanapotivirat, Pornnapa, Jithpakdeepornrat & Tharnupat. (2021). “Adapation Strategies for Thailand Hotel Business during the Coronavirus Disease (COVID-19) Pandemic”, **Academy of Strategic Management Journal**; Vol. 2. Retrieved from <https://www.abacademies.org/articles/Adaptation-strategies-for-Thailand-hotel-business-during-the-coronavirus-disease-covid-19-pandemic-1939-6104-20-5-856.pdf>.
- Vajirakachorn & Chongwatpol. (2017). “Application of business intelligence in the tourism industry: A case study of a local food festival in Thailand”, **Tourism Management Perspectives**, Vol.23. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S2211973617300429>.
- Whitler. (2019). **3 Marketing Mistakes that Small and Medium-Sized Companies Make**. Retrived from <https://www.forbes.com/sites/kimberlywhitler/2019/07/07/the-3-marketing-mistakes-that-small-and-medium-sized-companies-make-and-how-to-prevent-them/>.
- Yee Kui Choi. (2020). **Using influencer marketing to promote your property**. Retrieved from <https://hotello.com/en/influencer-marketing/> “42% of Baby Boomers picking holiday destinations based on social media”, 2018. Retrieved from <https://www.findyourinfluencer.co.uk/blog/2018/5/8/42-of-baby-boomers-picking-holiday-destinations-based-on-social-media>.

Appendices

The screenshot shows the official website of the Ministry of Tourism & Sports of Thailand. The page is titled "Statistics of foreign tourists entering Thailand (International Tourist Arrivals to Thailand)". It lists monthly statistics for December 2020, November 2020, October 2020, September 2020, and August 2020, all marked as preliminary information. Each entry includes the date of the report and the number of views.

Home / tourist statistics / Tourism Statistics 2020 / Statistics of foreign tourists entering Thailand (International Tourist Arrivals to Thailand)

Statistics of foreign tourists entering Thailand (International Tourist Arrivals to Thailand)

Dec 2020 Statistics of foreign tourists entering Thailand in December 2020 (preliminary information)
January 25, 2021 11134 views

Nov 2020 Statistics of foreign tourists entering Thailand November 2020 (preliminary information)
December 28, 2020 4696 views

Oct 2020 Statistics of foreign tourists entering Thailand in October 2020 (preliminary information)
November 24, 2020 4907 views

Sep 2020 Statistics of foreign tourists entering Thailand in September 2020 (preliminary information)
October 22, 2020 5132 views

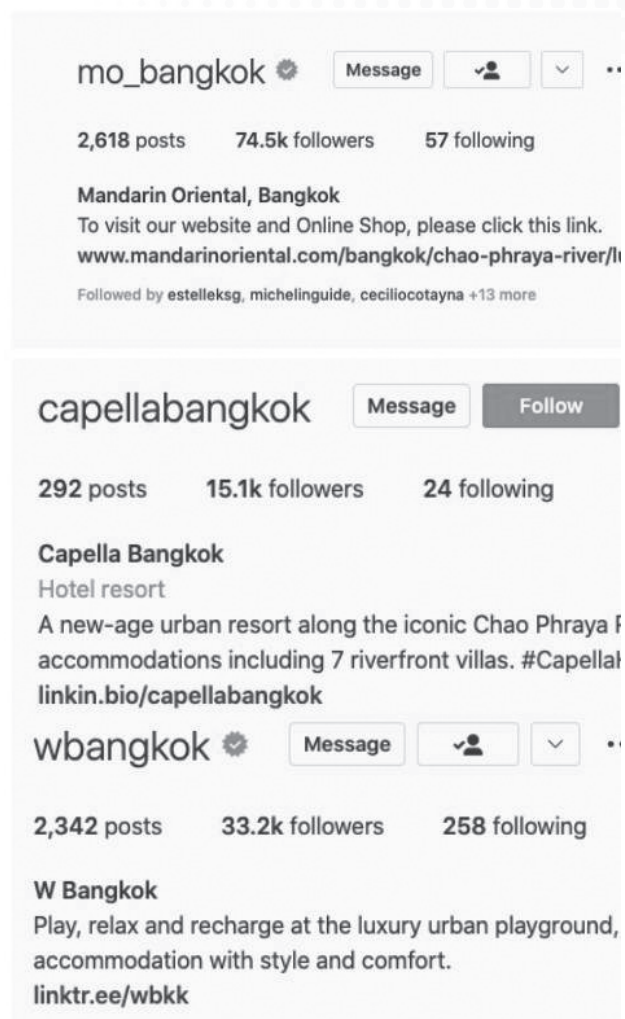
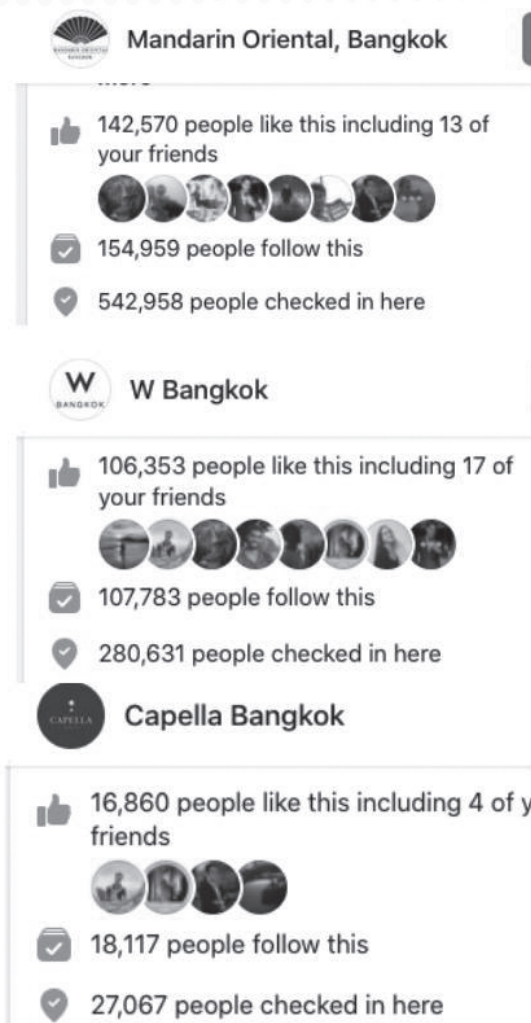
Aug 2020 Statistics of foreign tourists entering Thailand in August 2020 (preliminary information)
September 22, 2020 5475 views

Appendices 1: screenshot of the website of Thailand's ministry of Tourism and Sports

	A	B	C	D
1	Number of Tourists in December 2020P			
2				
3	Country of	Number		%Change*
4	Nationality	2020P	2019	2020/19
5	East Asia	1 929	2 489 973	-99,92
6	ASEAN	385	1 119 026	-99,97
7	Brunei	2	2 254	-99,91
8	Cambodia	211	88 648	-99,76
9	Indonesia	5	64 661	-99,99
10	Laos	10	163 209	-99,99
11	Malaysia	35	516 765	-99,99
12	Myanmar	3	37 324	-99,99
13	Philippines	28	44 954	-99,94
14	Singapore	65	134 028	-99,95
15	Vietnam	26	67 183	-99,96
16	China	961	854 036	-99,89
17	Hong Kong	72	92 540	-99,92
18	Japan	111	163 972	-99,93
19	Korea	314	184 839	-99,83
20	Taiwan	76	63 536	-99,88
21	Others	10	12 024	-99,92
22	Europe	3 288	874 685	-99,62
23	Austria	110	15 377	-99,28
24	Belgium	54	12 484	-99,57
25	Denmark	84	19 201	-99,56
26	Finland	137	25 230	-99,46
27	France	185	71 208	-99,74
28	Germany	907	99 435	-98,99
29	Italy	149	37 403	-99,71
30	Netherlands	133	23 233	-99,43
31	Norway	68	19 505	-99,65
32	Russia	163	222 606	-99,93
33	Spain	18	14 390	-99,87
34	Sweden	173	63 603	-99,73
35	Switzerland	226	26 880	-99,16
36	United Kingdom	567	109 388	-99,48
37	East Europe	182	84 847	-99,79
38	Others	71	29 895	-99,76
39	The Americas	651	184 344	-99,65
40	Argentina	2	3 271	-99,94
41	Brazil	11	10 767	-99,90
42	Canada	186	29 763	-99,38
43	USA	437	131 844	-99,67
44	Others	15	8 699	-99,83

Appendices 2: Example of data collection concerning the number of tourists per country.

Source: Ministry of Tourism and Sports in Thailand



Appendices 3: Number of Social Media followers

Sources: Facebook and Instagram pages of Mandarin Oriental Bangkok, W Bangkok, Capella Bangkok