

Social media's influence on hotels set to increase

Social media is set to have a big influence on hoteliers with one in three (34.8%) pledging the biggest increase in their marketing spend in the area.

One in five (21%) plan the biggest increase in their marketing budget in GDS advertising and mobile with almost a fifth (18.8%) opting to put the largest increase of budget into search engine optimisation.

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Consultez la source sur Veille info tourisme: [Influence grandissante des medias sociaux dans lhôtellerie](#)