

More than any other industry, consumers' decisions regarding travel are influenced by the Web, and more specifically, social media. If a hotel property is not proactively managing its online presence, it does so at its own peril.

One of the biggest mistakes hotel operations make in this digital age is living in denial—that is, ignoring the impact that new communication channels have on their businesses. Bill Linehan, CMO for Richfield Hospitality and CMO and COO of its sister company Sceptre Hospitality Resources, said, “If you show me a property that’s ailing, that’s not meeting their fair market share, I can guarantee they have a lousy online presence.”

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