

MAKE YOUR HOTEL 'INSTAGRAMMABLE' BEFORE IT'S TOO LATE...

BY NICK DALL

Because it's 100 percent visual, Instagram is the social media platform best suited to the sensory overload luxury hotels provide. Here's a round-up of who's doing what on the social media channel du jour...



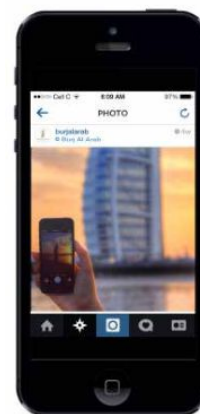
FOUR SEASONS HOTEL CAIRO AT NILE PLAZA
@fscaironp (2805 followers)

"Instagram is our fastest growing social network with around 400 percent increase in followers in less than a year. Our most engaging Instagram posts come from sharing live and real moments using relevant hashtags."
Christeen George - Digital Marketing Manager



GANSEVOORT HOTEL GROUP
@gansevoort (11k followers)

"Gansevoort Hotel Group carefully curates this space with thought-provoking and aspirational pictures of each property from a 360-degree perspective - that of the guest. Gansevoort Hotel Group offers a sneak peek look into the exclusive "Gansevoort Life." Stephanie Sprayregen - Digital Marketing Manager



BURJ AL ARAB
@burjalArab (66k followers)

"Our Instagram account became successful following two initiatives: the #MyDubai campaign and an Instameet we held back in July with Beautiful Destinations. The Instameet was attended by ten of the world's most influential social identities who shared a combined audience of more than 18 million."
Isabela Hamilton, Public Relations Manager



THOMPSON HOTELS
@thompsonhotels (11k followers)

A Vintage neon sign constitutes an Instagrammable icon. Couple it with a clever caption on a guest's gram and you can see why Thompson Hotels have been at the forefront of the Instagram revolution for quite some time.



ST PANCRAS RENAISSANCE HOTEL, LONDON
@stpancrasren (2372 followers)
@wheretheduck (215 followers)

In addition to their main feed, the hotel has the @wheretheduck account which encourages guests to post photos of the complimentary ducks they receive from the hotel. "The hotel ducks are getting out of their britts to explore #KingsCross and beyond. They invite you to join them using #wheretheduck."

MORGANS HOTEL GROUP (BELOW)
@mondrianldn (2164 followers)

"With the shift in Google's algorithm, it's become increasingly important for brands to actively engage their consumers in meaningful dialogue. From showcasing a guest's stay to embracing local culture and hotel events, Morgans Hotel Group allow its brands to tell a larger overarching story while distinguishing the qualities that make each property so unique."
Steven Rojas, Corporate Digital Director at Morgans Hotel Group



W HOTEL BANGKOK
@wbangkok (3719 followers)

"We encourage all guests who attend #WDOESBRUNCH to use the hashtag by putting it on our flyers, backpacks and floor plans. We've only had 8 brunches so far, but we've got a lot of exposure from it. People love letting the world see how awesome their lives are!"
Waraluck Wongwitdech - Marketing Communications Manager



WALDORF ASTORIA, NEW YORK
@waldorfnyrc (6153 followers)

"At the Waldorf Astoria New York, we utilize Instagram to showcase our hotel as an inspirational environment and celebrate the authentic moments created by our guests. Our goal is to foster a truly global reach through the use of high-quality images and guest-submitted content tagged with #waldorfnyrc."
Melissa Howard - Social Media Manager



1888 HOTEL, SYDNEY, AUSTRALIA
@8hotels (5851 followers)

The world's first "Instagram hotel" provides plenty of photo-ops for its guests. Screens at reception show a live-feed of photos uploaded with the #1888hotel hashtag, and guests are encouraged to use the gift-framed "selfie space". Instagram users with more than 10,000 followers get a free night's stay.



SHANGRI-LA HOTELS
@shangriлахotels (8914 followers)

Some hotels don't have to try very hard to be Instagrammable - fresh croissants with a view of the Eiffel Tower are hard to beat.
This image was from a guest who'd used the hashtag #ShangriLa.



CITIZEN M HOTELS
@citizenm (4937 followers)

Sometimes a funky chair is all it takes to be eminently Instagrammable, as this gram of a post tagged #CitizenMnyc shows.



MARINA BAY SANDS, SINGAPORE
@marinabaysands (4024 followers)

The hotel with the most famous swimming pool in the world encourages guests to share their images using the hashtag #SandsStyle.

