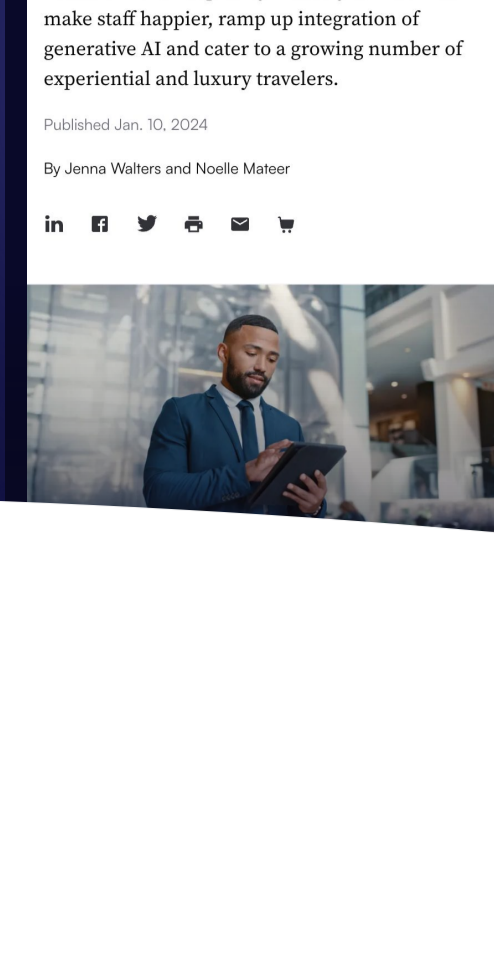


Established April 2023

Hotel Dive is a news publication designed specifically for hotel company executives & decision-makers. Across top brands, tech, workforce, operations, and more, our journalists cover the issues that impact the hotel industry.

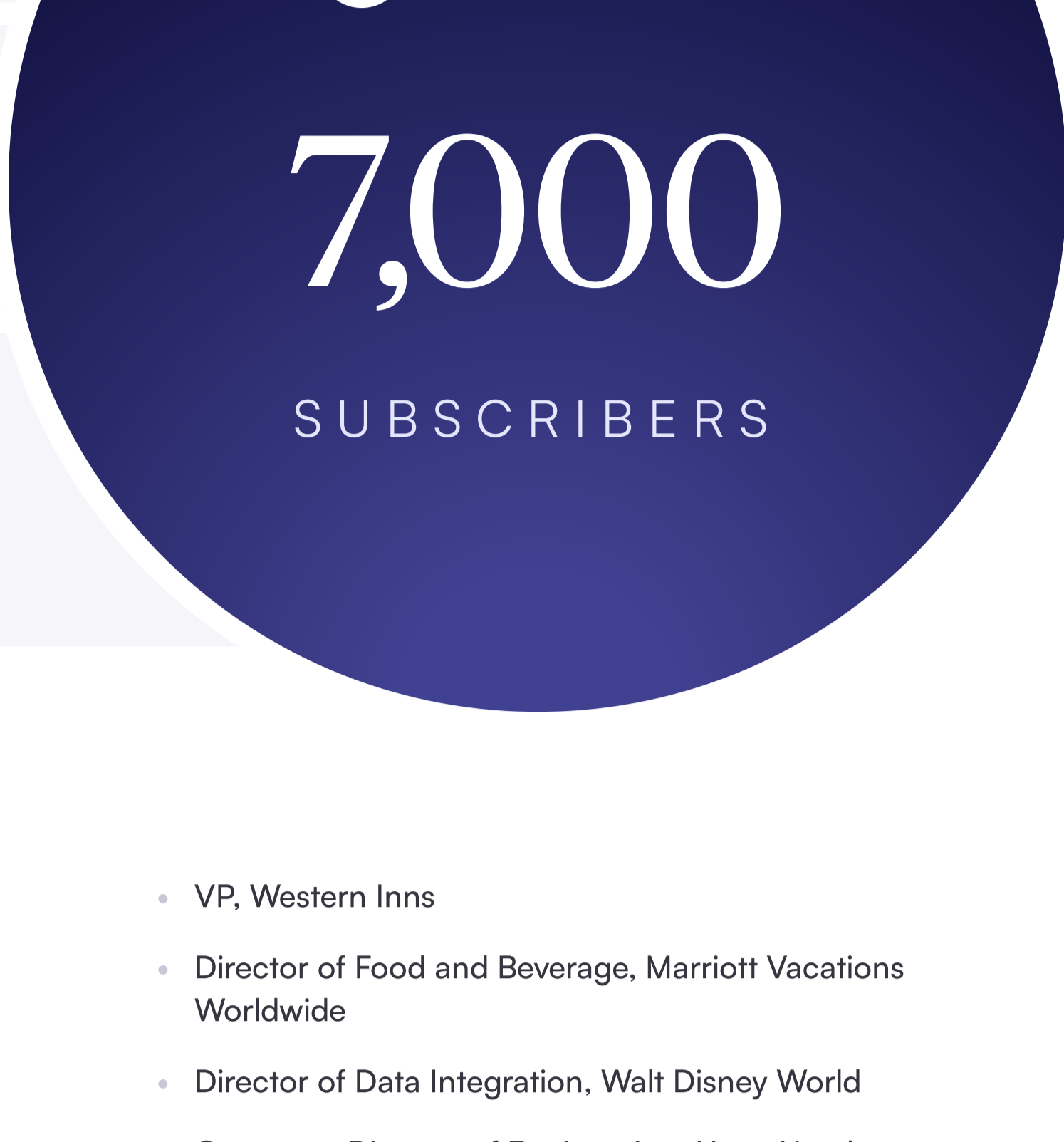


## 01 Audience

**27K**  
unique monthly visitors

**79%**  
of subscribers are manager-level or above

**84%**  
of Luxury Travel Intelligence's Best Luxury Hotel Brands read Hotel Dive



You'll find Hotel Dive's news and insights in the inbox of notable subscribers, like:

- VP, Western Inns
- Director of Food and Beverage, Marriott Vacations Worldwide
- Director of Data Integration, Walt Disney World
- Corporate Director of Engineering, Hyatt Hotels Corporation
- Director of Sales, Vail Resorts Management Company
- Director Global Merchant Services, IHG Hotels & Resorts
- Sr. Director Marketplace Strategy, Conde Nast
- Director of Sales and Marketing, YOTEL
- VP, Architecture & Construction, Hilton Worldwide
- CMO, Virgin Hotels

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## 02 Top-performing content

Hotel and hospitality leaders continue to deal with turbulence in the travel and events space. Hot topics like shifts in demand, sustainability concerns, facilities development, workforce management, and — of course — the rising role of AI implementation are swirling in this fast-paced industry. Let's take a look at what hotel leaders have been focused on most.

### Top 5 topics

- Brands
- Development
- Consumer trends
- Corporate/finance
- Technology

### Top 10 Hotel Dive stories

7 hotel industry trends to watch in 2024	Why Hilton might consider acquiring Graduate Hotels
US hotel openings to watch in 2024	Food and beverage trends that will shape the hotel industry in 2024
6 hotel executives share their 2024 development outlooks	Hilton Grand Vacations completes \$1.5B acquisition of Bluegreen Vacations
The wellness travel trends that will impact hotel amenities in 2024	Choice Hotels CMO talks the brand's largest marketing campaign to date
Hotel industry forecast 2024: development, F&B, technology and more	How changing travel demand will impact hotel performance, investment in 2024

### Keywords resonating right now

- mergers & acquisitions
- AI strategy
- smart hotels
- experience economy
- wellness tourism
- food & beverage trends
- sustainable hospitality
- construction financing

## 03 Trend analysis

### Responding to changes in consumer travel behavior

- Growth of the wellness industry spurs a new wave of amenities & offerings ("biohacking" treatments, food and beverage, sleep experience, hotel design, etc.)
- Collective move to cater to a growing number of experiential and luxury travelers
- Resurgence of corporate events fosters recovery of business travel

### Strategic spends & market activity

- Tight lending market sparks uptick in hotel conversions as a speedy, cost-effective way to scale portfolios
- Increased spending on technology to modernize (AI, IoT, EV charging stations, etc.)
- Positive outlook on new development with continued stabilization of supply chain and construction costs

### Optimizing day-to-day operations

- Implementation of AI to improve strategic management, operations, marketing, HR, etc.
- Flood of initiatives to attract and retain/hospitality talent amid strikes/walkouts
- Shift to transparent room rates and removal of hidden fees amid anti-junk fees legislation

Our readers spent nearly 2x as long on these stories than the average story:

- Choice Hotels-Wyndham merger: Everything we know so far
- Rio Hotel & Casino Las Vegas to join Hyatt brand after \$340M renovation

### Leveling up with AI

Hoteliers will use AI to enhance every part of their business, from improving operational efficiencies to generating marketing campaigns.

#### studioID tip

Help hotel leaders understand how to best use this technology. Between business operations, revenue management, loyalty programs, and personalized recommendations for activities and restaurants to enhance the customer experience, the possibilities are endless. Help hotel leaders determine where to begin with AI, with an emphasis on what will impact their bottom line the most.

### Adjusting to traveler needs

Business travel still isn't what it used to be, it's on the upswing. Navigating the steadily increasing demand from both corporate and leisure travelers will be a priority for industry leaders in 2024.

#### studioID tip

Luxury/experiential travel and corporate events represent two key areas of growth for the industry. Lean into data to keep hotel leaders apprised of potential guest demographics, changing preferences and expectations, and how to create and maintain meaningful loyalty programs.

### Recruiting and retaining top talent

Worker strikes and union talks made headlines in 2023. This year, hotel leaders are expected to prioritize employee satisfaction.

#### studioID tip

Support hotel execs in attracting and retaining talented staff. Owners and operators understand how essential good staff members are in maintaining their competitive edge, and are actively looking for ways to create engaging and rewarding working conditions to boost employee satisfaction.

## 04 Marketing insights

Deliver 5-star marketing to this audience by reflecting the content preferences of over 7,000 Hotel Dive subscribers in your strategy:

### Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

### Give the best data the spotlight

In a data-centric world, hotel leaders are drowning in a sea of data.

#### studioID tip

Help hotel leaders navigate the endless drive of statistics and insights to up-level the guest experience (including loyalty programs, perks, and personalized travel tips) and manage operations. Serve up only the most impactful, credible statistics and couple them with key action steps to help them apply these insights operationally.

### Help execs modernize amenities

Hotels are hyper-focused on sustainability and improving the guest experience.

#### studioID tip

Hotel guests' expectations are higher than ever before. From creating the perfect night's sleep, to offering the trendiest food & beverage options, to fulfilling the growing demand for features like EV charging stations, encourage hotels upgrade their facilities with a sustainable and forward-looking approach to amenities. Drive the point home with data on consumer demand and how these upgrades could benefit their bottom line.

### Highlight the importance of a happy workforce

In an industry with notoriously high turnover rates, keeping staff at work and happy is top of mind for today's hotel leaders.

#### studioID tip

Although hourly wages are higher than ever, the majority of hotels remain understaffed. Guide hotel owners and managers to lead their teams well, retain their top talent, and recruit the best in the industry. Show them what strategies and perks have worked best for major players in the hotel industry.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.



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