Imperial Leisure

POWER WORDS FOR HOTELS

01/ 2022

// IN BRIEF

Instagram power words
and hashtags for hotels

IMPORTANCE OF INSTAGRAM FOR HOTELS AND TRAVEL

Instagram connects us with previously unconsidered destinations and gives them a social seal of approval, with user-generated content a particularly powerful driver of bookings. Eighty per cent of travellers agree that viewing UGC increases confidence in making travel decisions.

The parallels between Instagram and travel are many: both are about escapism and excitement, seeing a version of the world at its best and stepping outside the realm of our immediate lives.

Steadily, the two have become symbiotic. #travel appears in almost 600 million posts and 48% of people choose their holiday destination based on Insta-inspiration.

Instagram is the new travel agent. And as an image-based platform, it uses visual appeal to transcend language barriers and shape the way billions of people find, perceive and experience tourist destinations.

This report provides an analysis of what has worked in the past. It's not intended to be a strategy document. It's intended to inspire you to think about why something may have worked in the past. To achieve success, it's important that you develop a strategy, which is right for your business.

Instagram is the new travel agent.

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MOST POPULAR WORDS

The most popular words in the top 10% of posts show how important it is to enable your guests to imagine themselves in the picture.

The word welcome featured frequently, appearing in nearly 1 in 10 of the top-performing posts. New was among the top 5 most popular words.

Guests are looking to Instagram for the discovery of new, previously unconsidered experiences. Invite your guests to stay with you through warm and positive language without coming across as desperate or overly keen.

TOP WORDS BY FREQUENCY →

Insight 1.

INVITE YOUR AUDIENCE

Best-performing posts invite guests with active words such as welcome, come, stay, visit, book and go.

friend join away forward reopen family tag christmas discover celebrate garden team take stay beach place city weekend open like photo pool share would little travel two follow start welcome today restaurant suite year hotel door view good thank tea let season link us go soon come one bio look happy resort find well day guest know offer get love make first week enjoy visit best book afternoon wait new time wish breakfast morning light room back see home may perfect beautiful world night private create life experience ready summer london bar every special call next need moment story

MOST ENGAGING WORDS

Some words are more likely to boost engagement of your Instagram posts. These are words that describe the experience your guests can look forward to. Words like chocolate, paradise, joy, traditional, chic, feature in the most engaging posts.

Clear and sincere captions that demonstrate why guests should stay with you will perform well. Make your audience feel cheerful and give them reasons to stay. Don't get bogged down in technical details and too much information.
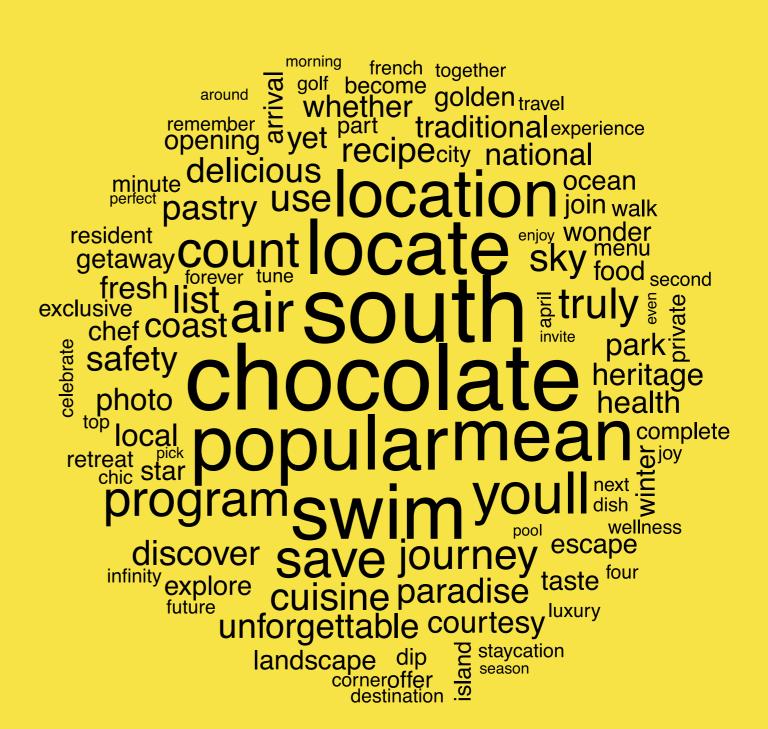
TOP WORDS
BY ENGAGEMENT →

morning french together
around arrival golf become travel
whether golden
remember part traditional experience
opening yet recipe city national
minute delicious ocean
perfect pastry use location join walk
resident count locate wonder
getaway sky menu
fresh forever tune food second
exclusive list air south truly even
chef coast april private
safety invite park
celebrate chocolate heritage
photo health
top popular mean complete
retreat local pick joy
chic star youll next winter
program swim dish
pool wellness
discover save journey escape
infinity explore cuisine paradise taste four
future unforgettable courtesy luxury
landscape dip staycation
corner offer island season
destination

Insight 2.
INSPIRE WITH AESTHETICS

Use words that will help your guests travel to the destination in their minds.

Insight 3.
DESCRIBE THE EXPERIENCE

Words such as pool, room, suite and experience along with adjectives such as unforgettable, escape, popular are likely to help boost engagement
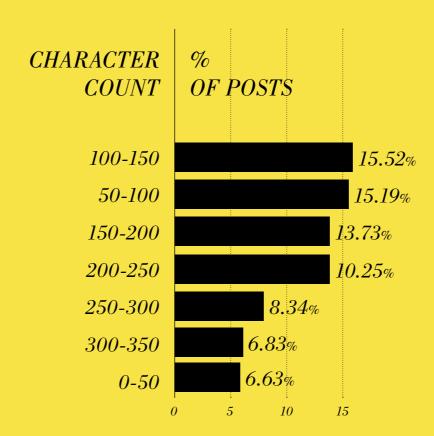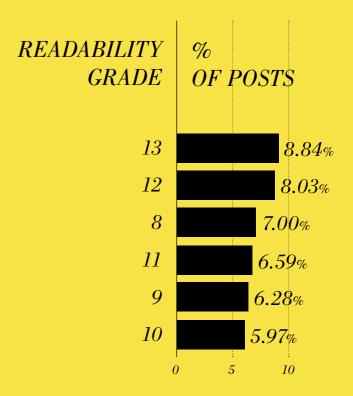
LENGTH OF POSTS

Keep your captions short and sweet. 61% of the best performing posts were composed of 250 characters or less.

Checking the readability grade of your copy will also help improve the performance of your posts.

Aim for a readability grade of 8 to 13. Think of grade 8 as a piece of text that can be read easily by a ten-year old, grade 8 student.

CHARACTER COUNT	% OF POSTS
100-150	15.52%
50-100	15.19%
150-200	13.73%
200-250	10.25%
250-300	8.34%
300-350	6.83%
0-50	6.63%

READABILITY GRADE	% OF POSTS
13	8.84%
12	8.03%
8	7.00%
11	6.59%
9	6.28%
10	5.97%

Insight 4.
KEEP IT SHORT

61% of the best performing posts were composed of 250 characters or less.

Insight 5.
READABILITY

The Flesch-Kincaid Index rates written content for ease of reading using three measures: total sentences, total words and total syllables. The principle is that shorter is better.

You can check the readability of your captions using Word or other free tools online.

HASHTAGS IN POSTS

Around a quarter of the posts that we analysed did not have hashtags in the main caption – some posted the hashtags in the first comment instead. 35% of the posts featured up to three hashtags.

The most engaging were hashtags such as #adventure and #discoverlocal. Hashtags featuring destinations also performed well.
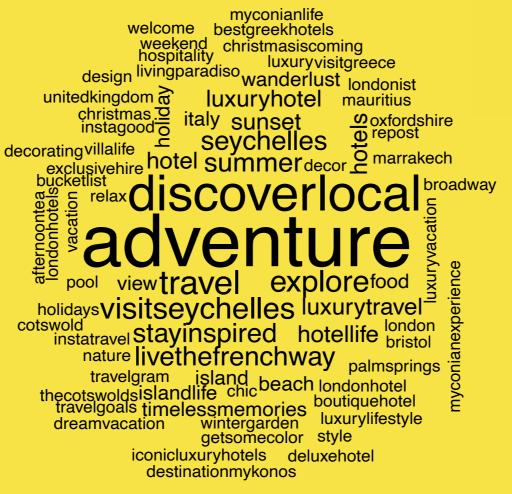
Instagram advises users to post up to five hashtags in the caption instead of the comments. Though in our experience, posting up to ten hashtags performs well.
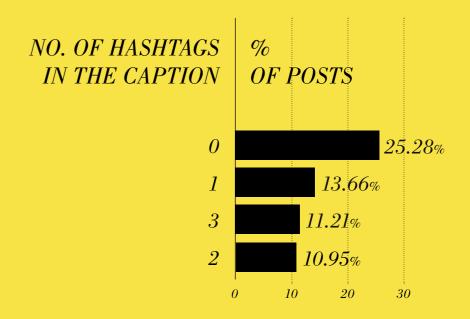
TOP HASHTAGS BY ENGAGEMENT →

myconianlife
welcome bestgreekhotels
weekend christmasiscoming
hospitality luxuryvisitgreece
design livingparadiso wanderlust londonist
unitedkingdom luxuryhotel mauritius
christmas italy sunset oxfordshire
instagood seychelles hotels repost
decorating villalife hotel summer decor marrakech
exclusivehire
bucketlist discoverlocal broadway
afternoontea relax adventure
londonhotels vacation luxuryvacation
pool view travel explore food
holidays visitseychelles luxurytravel
cotswold stayinspired hotellife london
instatravel bristol
nature livethefrenchway myconianexperience
travelgram island palmsprings
thecotswolds islandlife chic beach londonhotel
travelgoals timelessmemories boutiquehotel
dreamvacation wintergarden luxurylifestyle
getsomecolor style
iconicluxuryhotels deluxehotel
destinationmykonos

NO. OF HASHTAGS IN THE CAPTION | *% OF POSTS*

0	25.28%
1	13.66%
3	11.21%
2	10.95%

0   10   20   30

Insight 6.
POST # IN THE CAPTION

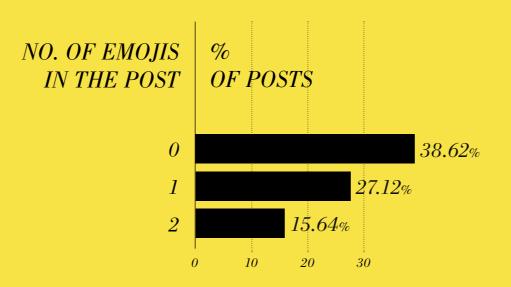Include hashtags in the caption, not in a comment.

EMOJIS IN POSTS

A whopping 38.62% of posts did not feature an emoji. This may be down to a number of reasons. Emojis are not very accessible for visually impaired users who rely on screen readers and some of the meta descriptions for emojis can be quite surprising.
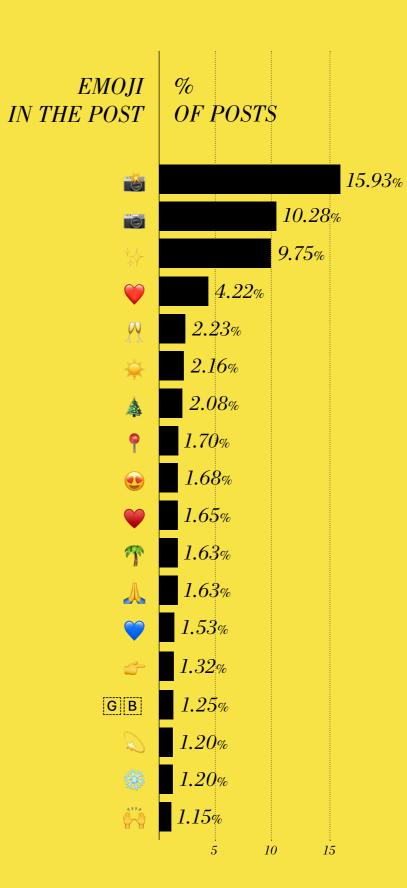
Nevertheless, emojis are fun and can lighten the tone of your caption. Use emojis – but use them sparingly – and put them at the end of your text to make your captions widely accessible.

The top two emojis, featuring the camera icon, show just how important user-generated content is for hospitality. The camera emojis are usually used by hotels to credit users for their photos.

EMOJI IN THE POST | % OF POSTS

📸 — 15.93%
📷 — 10.28%
✨ — 9.75%
❤️ — 4.22%
🥂 — 2.23%
☀️ — 2.16%
🎄 — 2.08%
📍 — 1.70%
😍 — 1.68%
❤️ — 1.65%
🌴 — 1.63%
🙏 — 1.63%
💙 — 1.53%
👉 — 1.32%
🆖 🅱 — 1.25%
🤸 — 1.20%
❄️ — 1.20%
🙌 — 1.15%

NO. OF EMOJIS IN THE POST | % OF POSTS

0 — 38.62%
1 — 27.12%
2 — 15.64%
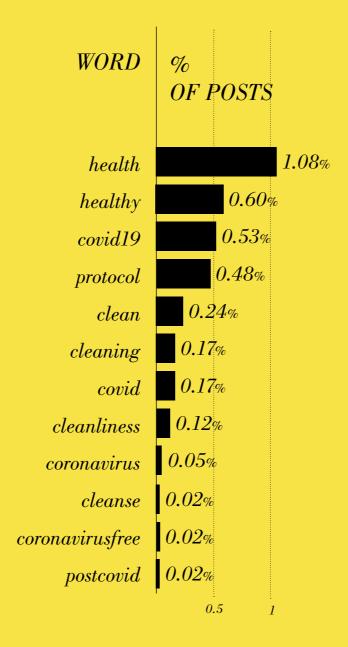
Insight 7.
EMBRACE EMOJIS, SPARINGLY

Emojis were used in 61% of the top-performing posts. The most popular emojis depict engaging words like love, sun, celebrate and Christmas. ❤️🥂🎄

COVID-19

Our analysis looked at more than 40,000 posts that were published before July 2021, coinciding with Covid-19. Pandemic-related terms like protocol and coronavirus did not feature very frequently in the best-performing posts.

The focus instead was on the positive aspects of the guest experience with words such as safe, health and wellbeing.

WORD	% OF POSTS
health	1.08%
healthy	0.60%
covid19	0.53%
protocol	0.48%
clean	0.24%
cleaning	0.17%
covid	0.17%
cleanliness	0.12%
coronavirus	0.05%
cleanse	0.02%
coronavirusfree	0.02%
postcovid	0.02%

Insight 7.
FOCUS ON WELLBEING

Your guests are more likely to respond to messages that promote wellbeing.

PLEASE PRACTICE SOCIAL DISTANCING
-Groups of 10 or less in one area
-Remain 6 feet apart
Thank You For Your Cooperation

POWER POST PILLARS

The words that appear most frequently in high-performing posts fall into the following four categories.

FACILITIES

What the property and location has to offer.

Pool, room, suite and bar demonstrate some of the most Instagrammable hotel amenities, while beach, city, local and park expand the experience to include the surrounding destination.

bedroom plaza lobby chef water golf breakfast corner detail garden course food city room local sea bed design palm bar pool oceantree resort spa service rooftop street beach park infinity space drink champagne suite tea restaurant dinner terrace

EXPERIENCE

Words that describe the experience.

For example, love, enjoy, happy and perfect convey the emotional value of travel. Beautiful, best and special highlight the quality of the experience. Other words such as breakfast, garden and summer capture specific moments for the audience to dream about.

stunning beauty delicious explore amazing comfort dream wish delight relax experience inspire memory special enjoy moment escape need summer happy love luxury want beautiful great festive best garden magical breakfast perfect feel treat discover paradise celebration wonderful warm adventure

SENSORY

Words that truly #takemethere.

Evoke the senses with words such as warm, feel, delicious, comfort and beauty. Trigger positive travel memories and make your hotel experience stick in your audience's minds before they've even arrived.

SEASONAL

Words specific to seasonal travel and festivities.

Timely, seasonal words including Christmas, summer and festive drive high engagement. Excite and uplift with related words like happy, celebrate and special.

TOP TAKEAWAYS

- *Use **evocative language** to help your audience imagine themselves there.*

- *Instagram is an extension of the hospitality experience – be **warm and welcoming**.*

- *Wanderlust is all about dreaming – convey the **joy and magic of travel**.*

- *Travelers want to know **everything** – just not all in one post.*

- *Timely, **seasonally relevant** content stands out.*

- *Keep copy **short, simple and searchable**.*

- *Embrace the **fun of travel** with a few emojis.*

HOW WE PRODUCED THIS REPORT

We analysed over 40,000 posts from 100 hotels to determine the top 10% of posts with the highest engagement. We measured engagement as (comments + likes) / followers. All of the posts were published before July 2021.

This method does mean that a small number of sponsored posts have crept into the top 10% as they have higher engagement than organic posts.

We then analysed each post by removing stop words (the, to, etc). We lemmatised the words so that verbs such as travels, traveling, traveled all become the verb travel, for example.

Finally, we analysed all of the posts to find the most frequently occurring words, n-grams, emojis and hashtags, and looked at other properties such as engagement, readability and character count.

GET IN TOUCH

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