

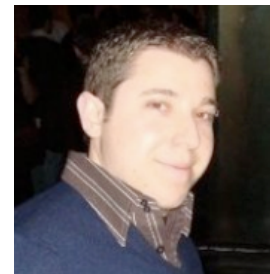
Location-Based Services for Hotels

A Best Practices Webinar

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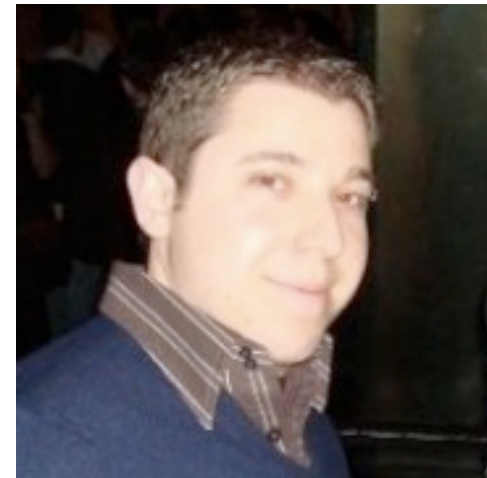
Housekeeping

- You are on mute
- Ask questions in the 'question' section
- Need a demo or more info? Email info@revinate.com
- Slides and recording will be posted. We will email you with details or you can go to blog.revinate.com tomorrow



Guest: Benji Greenberg

- President and Founder of BCV
- BCV specializes in managing social media platforms for hotels
- Speaks and blogs regularly on topics of online reputation management and social media engagement
- Joint clients with Revinatate include One&Only, InterContinental and The Peninsula Hotels



Agenda

- Overview of location-based services
- Breakdown of the leading providers
- How hoteliers can get started
- Best practices for hoteliers
- The future of location-based services
- Revinate integration demo



What are location-based services

- Location-based services (LBS) are information and entertainment services
 - accessed through mobile devices
 - utilize the geographical positioning function of the mobile device
- Consumers use their smartphones to “check-in” at various businesses and then broadcast to their online friends



Why should hoteliers care?

- A check-in is an endorsement
- Presents hotels with a great opportunity to surprise and delight since guest is on site
- Allows you to provide relevant and timely offers
- As of May 2011, 12% of all smartphone owners use a geo-social service such as Foursquare or Gowalla to “check-in” at a location or share their location with friends – *according to a Pew Internet study conducted in April/May 2011*



State of the market



facebook



foursquare



scvngr



Google
places



yelp



Gowalla

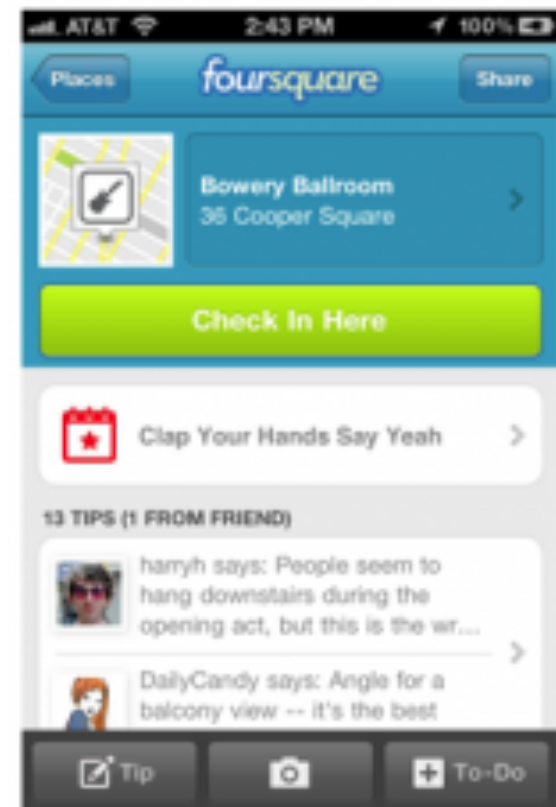


twitter

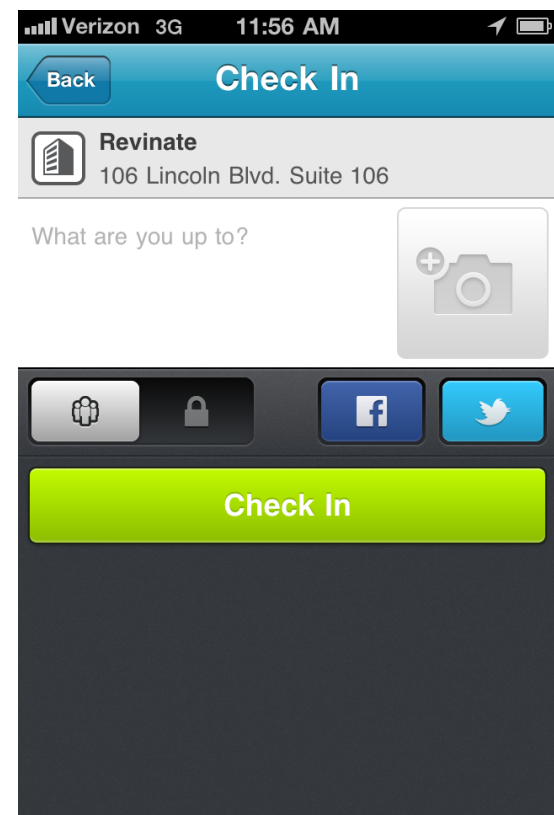
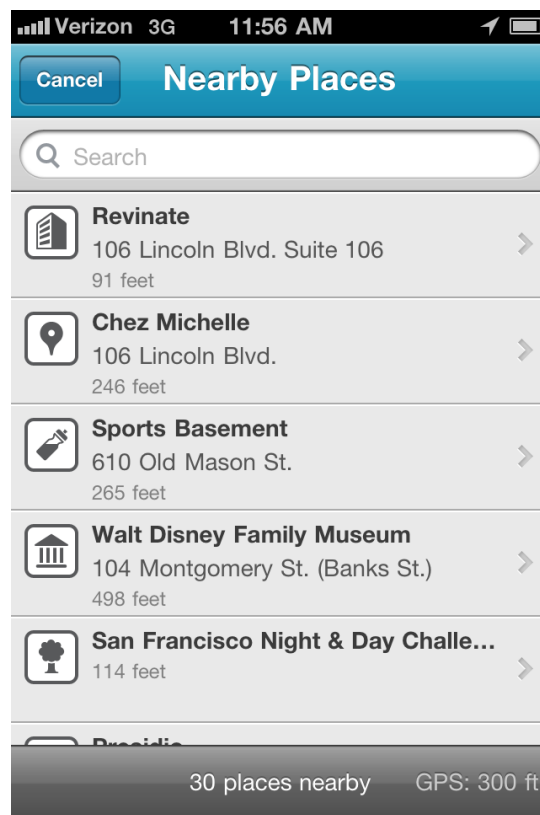
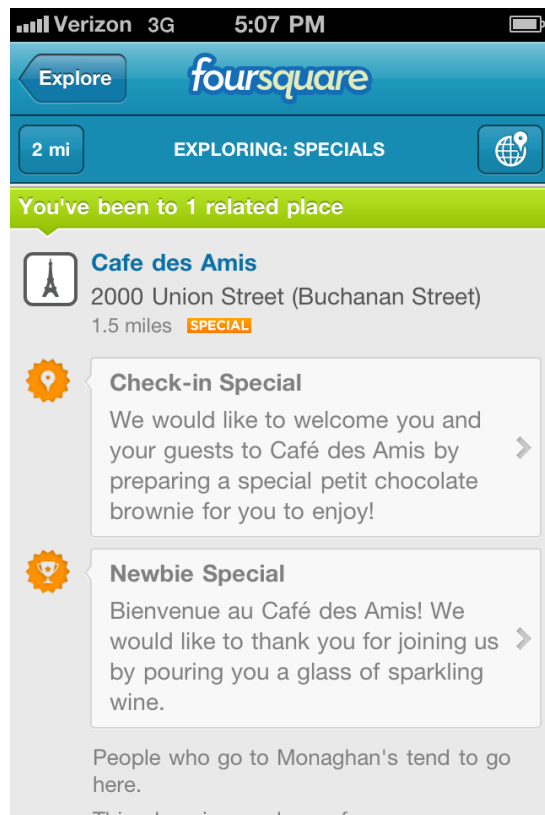


Foursquare


- Game-based service
- Reach
 - community has grown from under 1 million to over 10 million users in the last year
 - over half a million merchants
- Market share grew 3,400% in 2010



Foursquare



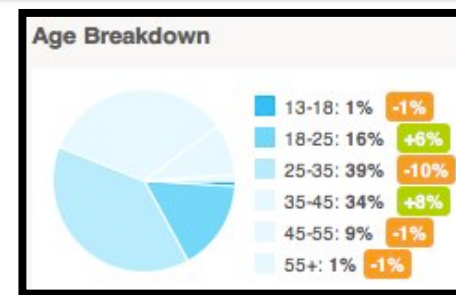
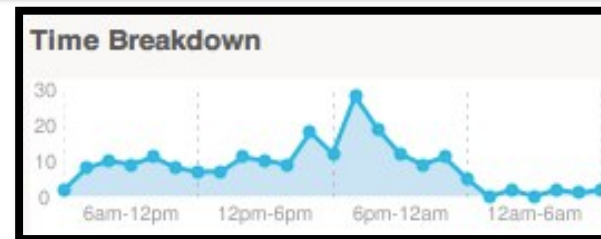
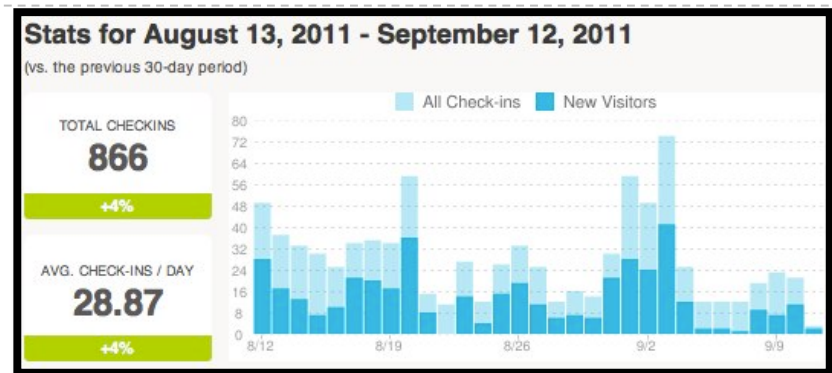
Getting started

- Become familiar with foursquare and how it works
- Claim your listing 
- Start to monitor people checking into your hotel – reach out the them – “surprise and delight”



Best Practices

- Learn from the baseline statistics
- Make sure all of your listings (spa, restaurant, hotel) all have the same address, cross street and contact information.



InterContinental Times Square New York Hotel

300 W 44th St
8th Ave
New York, NY 10036
(212) 803-4500
[@ic_timesquare](#)
[interconny.com/](#)

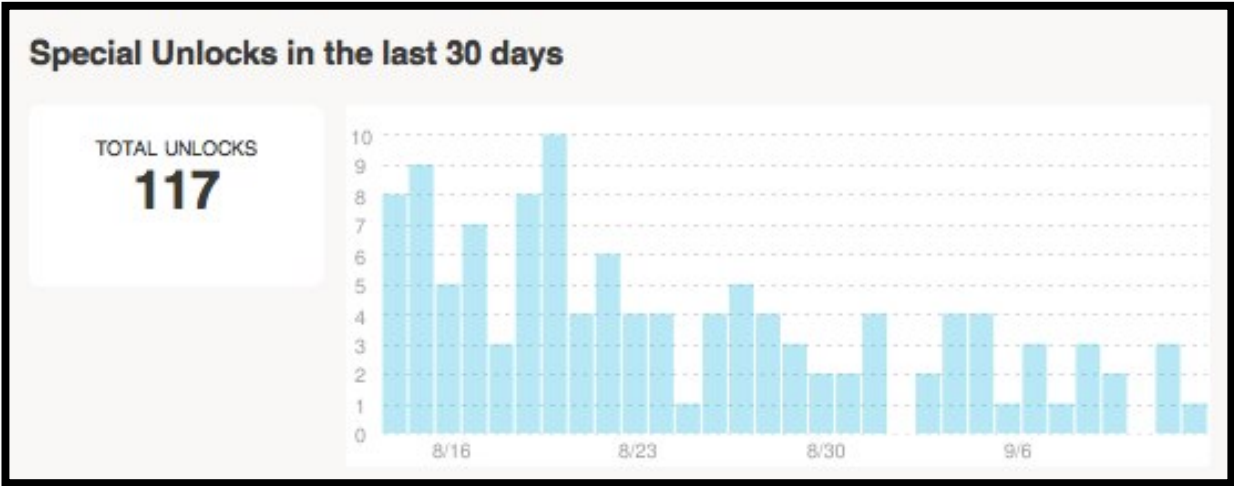
Categories: Hotel

Tags: hotel, conference, overnight stay, times square, new york, hells kitchen, broadway, midtown, ca va brasserie, ca va lounge, todd english, health & fitness centre, meeting rooms, fine dining

edit

Best Practices

- Play to your strengths
- Experiment with different types of specials at different venues
- Track the results on the ground and through Foursquare
- LEARN from the data gathered



Special Stats

TOTAL CAMPAIGNS:	1
TOTAL DAYS ACTIVE:	32
TOTAL VIEWS:	134
TOTAL UNLOCKS:	123



Best Practices

- Make sure all staff are up to date on foursquare and the special
- Don't make it something difficult unless you know you can execute
- Create awareness (signage, receipts, loyalty information)

HOW TO RECOGNIZE A FOURSQUARE SPECIAL

Foursquare users unlock special offers by checking in at a venue using their mobile devices. In order to redeem the special, they must show the unlocked special screen.

LOCKED (NOT VALID)	UNLOCKED (VALID)
<ul style="list-style-type: none">BLACK AND WHITELOCKED ICON	<ul style="list-style-type: none">COLORUNLOCKED ICON

WHAT IS FOURSQUARE?

Foursquare is a location-based mobile platform that makes cities easier to use and more interesting to explore. Users "check in" to venues using our GPS-enabled mobile apps to tell their friends where they are, get helpful info about the places they visit and unlock "Specials" based on their behavior.

foursquare © 2011 foursquare | LEARN MORE AT FOURSQUARE.COM/BUSINESS/VENUES

foursquare

CHECK IN HERE TO UNLOCK A SPECIAL

1. DOWNLOAD FOURSQUARE
2. CHECK IN HERE
3. UNLOCK SPECIALS

AVAILABLE FOR: iPhone BlackBerry Android palm OVI & MANY OTHER DEVICES

© 2011 foursquare | LEARN MORE AT FOURSQUARE.COM

Examples

Special Info

Check-in Special 4/5/2011

We love our Foursquare friends: ask your server for the off-the-menu Foursquare Martini! Only available exclusively to our Foursquare Friends for just \$9.00



Unlocked: every check-in

Special Info

Check-in Special 6/15/2011

Treat dad to a FREE cup of coffee when you check in over Father's Day weekend.



Unlocked: every check-in

[View special details](#) »

Special Info

Check-in Special 3/23/2011

Order the Japanese Afternoon Tea Menu and 100% of the proceeds will be donated to The Japanese Red Cross Society.



Unlocked: every check-in

Special Info

Check-in Special 5/25/2011

Receive 1/2 off our adult inspired slushies when you check in at the Lounge oh and don't forget to mention your favorite Glee character!



Unlocked: every check-in



Foursquare in Revinat

Feedback My Accounts Settings Help Blog Logout

Foursquare Mission Control

All Venues
Select a Venue ▾

Overview

Date	Checkins
Aug-30-2011	~100
Aug-31-2011	~480
Sep-1-2011	~380
Sep-2-2011	~150
Sep-3-2011	~180
Sep-4-2011	~150
Sep-5-2011	~120
Sep-6-2011	~100
Sep-7-2011	~80
Sep-8-2011	~120
Sep-9-2011	~150
Sep-10-2011	~180
Sep-11-2011	~150
Sep-12-2011	~80

Tips | Recent Checkins

Ricardo F. 16 hours ago at O Theatre
f

"About to see "O" by Cirque du Soleil"

claire f. September 10, 2011, 12:18 am at Bellagio Hotel & Casino
t

"Avoid buffet, goodbye yellowtail is better. See O."

Our Venues

Last 30 Days	Checkins	Tips
Bellagio Hotel & Casino	1,889	7
Michael Mina	20	0
O Theatre	87	3



Thank you

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