

1. Record Nr.	UNINA9910698232803321
Titolo	Chile [[electronic resource]] : a country study // Federal Research Division, Library of Congress ; edited by Rex A. Hudson
Pubbl/distr/stampa	Washington, D.C. : , : Federal Research Division, , [1994]
Altri autori (Persone)	HudsonRex A
Soggetti	Chile
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed Mar. 7, 2002). "Research completed March 1994." "This volume is one in a continuing series of books prepared by the Federal Research Division of the Library of Congress under the Country Studies/Area Handbook Program sponsored by the Department of the Army"--Foreword.
Nota di bibliografia	Includes bibliographical references.

2. Record Nr.	UNINA9910794836503321
Autore	Lanier Pamela
Titolo	Marketing essentials for independent lodgings // Pamela Lanier and Marie Lanier
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2017
ISBN	1-63157-597-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (xix, 153 pages) : illustrations
Collana	Tourism and hospitality management collection
Disciplina	647.9573
Soggetti	Bed and breakfast accommodations - Marketing Hotels - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I. Marketing and pricing basics -- 1. First impressions: hospitality -- 2. Total media marketing -- 3. Marketing your passions -- 4. Setting a price -- 5. Demographics make a difference -- 6. Increase sustainability, increase appeal -- 7. Working with associations and travel agents -- 8. Mastering public relations -- 9. Guest communications: a bird in hand -- Part II. Web-based marketing -- 10. Website fundamentals for innkeepers -- 11. Your social media presence -- 12. SEO (search engine optimization) -- 13. Tips and tricks for staying on top of your content -- 14. The rating game: leveraging consumer reviews -- 15. Online travel agents (OTAs) -- Appendix. Five-month detailed marketing plan -- Case study. Bass and Baskets: an innkeeper's passions -- Appendix 1. Putting heads in country beds -- Appendix 2. List of possible marketing initiatives -- Appendix 3. Top tips from successful properties -- Author biographies -- List of contributors -- Index.
Sommario/riassunto	Marketing a small, independently owned lodging business can be difficult. Marketing Essentials for Independent Lodgings outlines how to get a business's name out there, attract consumers, and navigate the dicey world of social media and an online presence. Descriptions of traveler demographics, how to get the word out about a property, and how to make a property unique are all talked about at depth. The goal of this book is to help small lodgings flourish, and it does so by

including lists of actions that can be taken this week, this month, or this year to help positively impact the bottom line. Also included is a specific marketing outline that can be adapted to an individual business, giving business owners a timeline and plan they can follow.
