



UNLOCK THE POWER OF
HOTEL REVIEWS
& MAXIMIZE
PROFITABILITY

AN IN-DEPTH GUIDE
FOR HOTELIERS

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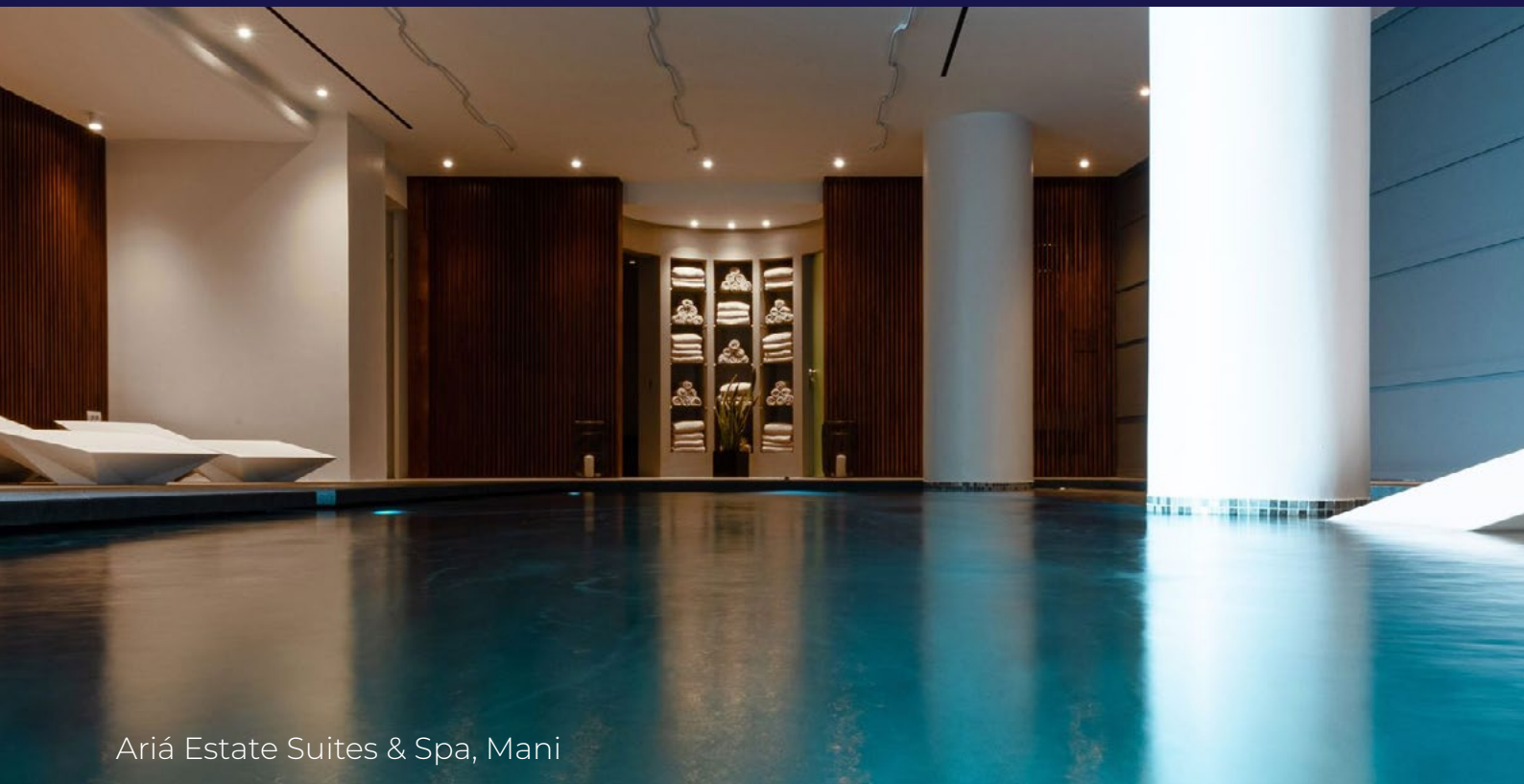


Dana Villas & Infinity Suites, Santorini

Introduction

In today's increasingly digital world, the dominance of the new web culture, which is expressed in sharing opinions, information, experiences, and content, is radically changing consumer behavior and transforming businesses and industries.

Globe One Digital has accumulated **25 years of experience** in the travel and hospitality industry and has established itself as a trusted and knowledgeable partner for businesses in this sector. Whether it's optimizing profitability & online sales, developing digital marketing strategies, leveraging data analytics, or staying ahead of emerging trends, Globe One Digital's proven track record and industry know-how ensure that clients receive tailored solutions, exceptional results, and **valuable insights**.



Ariá Estate Suites & Spa, Mani

Consumers have the will and the way to express their opinion and share their experience about products and services in the form of online reviews. What was once known as word-of-mouth reputation has evolved into reviews that are posted and shared on a global scale, reaching a far greater audience and impacting businesses at their core in terms of brand name reputation, sales, and revenues.

Today's consumers are well-informed, value-driven, more sophisticated, and conscious before buying a product or service. Equally, after the purchase, consumers are willing and savvy enough to express and share how a product made them feel and how they experienced a service through their online reviews.

According to Statista, online sales will generate **73% of revenue** in the travel & tourism sector by 2026¹

The Influence of Social Proof

The power that reviews hold today is fully manifested in the concept of **social proof**, which in terms of marketing, testifies that consumers **are more likely to make a purchase if others who have previously made the purchase consider it a good decision**. The experiences of others become either a positive recommendation or a disapproval that can be quite damaging, by casting a shadow on the reputation of a business and rendering it an inadvisable choice. The effects are impactful in terms of sales and lasting in terms of reputation, considering how public a review gets when shared on the internet and how accessible it can be to everyone.

79% of customers put as much weight on **online reviews** as they would on personal recommendations.²





Domus Renier Boutique Hotel, Chania

The Evolution of Consumer Behavior in Hospitality

The changes in consumer behavior are even more evident in mature markets that are characterized by intense competition in offering services that are intangible by nature, and their final evaluation can only be done after experiencing the obtained service. The hospitality industry is a perfect example, since **consumers are prone to take fewer risks when deciding “where to stay” and take into serious consideration the reviews made by previous guests who share their experiences online.**

At the same time, the booming of online booking, the growing influence of social media, combined with the COVID-19 pandemic and the economic recession the world is facing, have profoundly impacted the modern traveler's behavior and decision-making.

Today, it is not exclusively up to the hotels to communicate their services to potential customers, since previous guests and their experiences play a pivotal role in conveying the messages and profiles of hotels. Anyone who stays at a hotel and has access to the internet can impact the overall ratings, reputation, bookings, and revenue.



The Good, the Bad and the Absent: All reviews matter in different ways.

In research conducted by Dixa this year, **93%** of customers will read online reviews before making a purchase, with **47%** spreading the word about a positive experience and a striking **95%** shouting from the rooftops about a negative experience.³

The difference in impact between positive and negative reviews is impressive, and it highlights the importance of reviews in the overall performance of a hotel. **The impact of a negative review is multiplied**, considering that consumers search in great depths for the reviews posted about hotels, looking not only for those describing the experiences other guests had, but also examining every small detail that caused a problem or a negative feeling. **The way the hotel reacts and responds to a negative review has its own importance in the overall reputation and, ultimately, to the business itself.**

86% of people hesitate to do business with a company if it has negative online reviews.⁴

Interestingly enough, not having any reviews at all is also alarming for potential customers. The absence of reviews may create an impression that the hotel is not popular or visited enough by other travelers, implying that there may be some underlying issues or problems.

According to research published by Fan & Fuel:

An international study by TripAdvisor and Ipsos MORI surveyed 23,000 users across 12 markets, on the role of online reviews when booking hotels, restaurants, and experiences, revealed that:

97%

of participants said customer reviews factor into their buying decisions.⁵

92%

of consumers hesitate to make a purchase when there are no customer reviews.⁶

Nearly **8 out of 10** TripAdvisor users (**79%**) are more likely to book a hotel with a higher bubble rating when choosing between two otherwise identical properties,



and over half (**52%**) agree that they would never book a hotel with no reviews.⁷

Customers tend to feel more confident to make a purchase when reviews are displayed and present on websites and platforms, reducing doubts and leading to higher conversion rates.

86%
of Tripadvisor users

In a global survey of more than 23.000 Tripadvisor users, **86%** said online reviews made them feel more confident to book. Users read an average of nine reviews before making a decision, saying recent reviews matter to them the most.⁸

Today's modern traveler has the power to influence others in their decision about booking, equally, if not even more than marketing and advertising strategies can accomplish.

Reviews are the pot of gold behind the star rating, and every online travel agency publishes both.

– Tim Hentschel,
CEO of the travel technology
company HotelPlanner⁹

It is evident that online reviews can significantly influence the number of bookings, sales, revenue, brand name reputation, and the loyalty of returning guests. Online reviews possess the potential to boost sales, provided their influence is well-managed and guided through informed decision-making and employing optimal strategies and methodologies.

But, how can hotels manage and adapt to the new market conditions, and better respond to the expectations of potential guests during their decision journey, in order to obtain more bookings and a major boost in revenue and credibility?

On average, reviews produce an **18%** uplift in sales.¹⁰

Boosting Guest Satisfaction = Maximizing Hotel Revenue



Unlock the Power of Positive Reviews: Use their force to drive sales and increase profitability.

We, as **Globe One Digital**, a premier online travel marketing agency, have a profound understanding of the critical role hotel reviews play in determining a hotel's profitability. We have gained knowledge of how positive reviews can attract more guests, while negative reviews, on the other hand, can discourage and even deter potential guests from booking a stay at the hotel.

The Benefits that Reviews Bring into the Equation

With 25 years of industry experience and actively leading the digital transformation of hotels, we have extensively analyzed the relationship between hotel review scores and profitability. The insights we have uncovered merit consideration.

- **Hotels with high review scores tend to be more profitable** than those with low review scores. This is due to the fact that guests are more likely to book a hotel that has better ratings and positive reviews.
- **Positive reviews can also lead to increased occupancy rates**, which can substantially increase the hotel's revenue.
- An additional advantage is that hotels with exceptional review scores tend to possess a **stronger reputation**, distinguishing them positively and making them more appealing to potential guests.
- **Positive perceptions of previous guests about the hotel can lead to increased bookings and profitability.** On the other hand, hotels with low review scores may struggle to attract guests, in an already highly competitive market, and may experience lower occupancy rates and profitability.

How Do Reviews Impact Profitability

Let's examine the ways reviews can affect a hotel's profitability and analyze their impressive impact on a deeper level:

1. **Online Reputation:** Hotel reviews are often posted on popular travel websites such as TripAdvisor, Expedia, and Booking.com. These reviews can greatly influence the decision-making process of potential guests when booking a hotel stay. A hotel with **predominantly positive reviews is more likely to attract new guests**, while a hotel with more negative reviews may struggle to increase its occupancy. It is evident that hotel occupancy is correlated and intertwined with the reviews a hotel receives.
2. **Search Engine Rankings:** The more positive reviews a hotel has obtained, the more likely it is to rank higher in search engine results. This is because search engines often use reviews as a factor in determining a hotel's relevance and popularity. A higher ranking can lead to increased visibility and, consequently, more bookings.
3. **Marketing:** Positive reviews can be used as powerful testimonials in marketing materials, such as brochures and website content, to attract new guests. Negative reviews, on the other hand, can serve another important purpose, which is to utilize the received information to improve services or upgrade facilities, in order to redefine and enrich guest experiences.



Cora Hotel & Spa Resort, Chalkidiki

The conclusion is that hotel reviews **can** have a significant **impact** on a hotel's profitability. Positive reviews **can attract** new guests and **boost** search engine **rankings**, while negative reviews can deter potential guests and lower search engine rankings. The overall perception and reputation of a hotel, as reflected in its reviews, play a crucial role in influencing consumer decisions and ultimately determining the hotels success in the competitive market.

Regular monitoring of reviews and taking the appropriate actions and corrections to improve guest experience is crucial to maintain a good reputation and increase the profitability of the hotel. By actively addressing feedback, hotels can enhance guest satisfaction, generate positive reviews, and ultimately attract more guests, leading to increased profitability.

The Ways to Reap Benefits from High Hotel Reviews

Let's explore the finer details of how high hotel reviews can offer a multitude of exceptional advantages to a hotel.

1. **Bookings Increase:** Guests are more likely to book a hotel with better overall ratings and positive reviews, which can lead to increased revenue for the hotel. It is worth mentioning that **Globe One Digital** measures a higher ROI (Return on Investment) for top-rated hotels in their online marketing campaigns.
2. **Increased Occupancy Rates:** Top hotel ratings can lead to an extraordinary increase in bookings, which in turn can lead to higher occupancy rates.
3. **Greater Visibility:** Hotels with better ratings are often ranked higher in search results, thereby increasing the hotel's visibility to potential guests.
4. **Boosted Profitability:** It is evident that when hotel occupancy is at its peak, the pricing on ADR (Average Daily Rate) also increases. As the ADR gets higher, the hotel's overall profitability increases at even higher levels.



The Success Recipe for Getting Exceptional Hotel Reviews

There are a few miracle-working tips that can help your hotel get higher reviews, and here are the main ingredients for achieving the ultimate results:

1. **Provide Excellent Customer Service:** This means being friendly, helpful, receptive, and responsive to guests' needs and requests at all times and in all circumstances.

The reason for our success is no secret. It comes down to one single principle that transcends time and geography, religion and culture. It's the Golden Rule – the simple idea that if you treat people well, the way you would like to be treated, they will do the same.

– Isadore Sharp,
Founder, Four Seasons¹¹

2. **First Impressions Matter:** They have a lasting effect, and you have just one chance to make them great! Offering a warm welcome with complimentary drinks, a tour of the hotel, or small treats, like setting the TV to welcome the guest by name when it is turned on, can work miracles in making a positive first impression that is highly appreciated and remembered by your guests.

75%
of total satisfaction

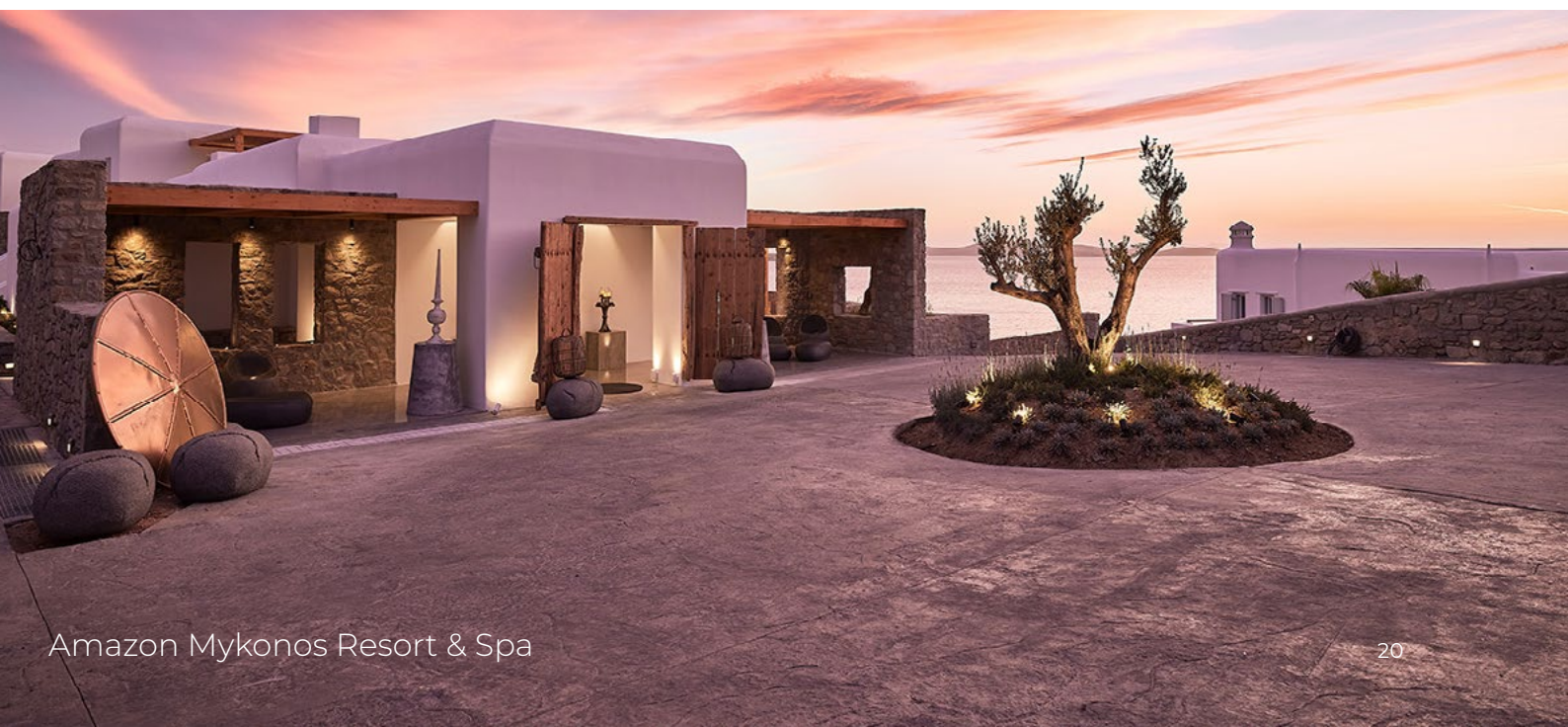
It has been said that **75%** of a guest's total satisfaction with a hotel is determined during the registration process.

- Ahmed Ismail¹²

- 3. Keep your Hotel Clean and Well-Maintained:** A neatly presented and well-kept hotel is more likely to receive better reviews and can go a long way in improving guest satisfaction.
- 4. Offer High-Quality Amenities:** Pay extra attention to providing amenities that are in good condition and well-maintained. Consider offering added-value amenities such as a complimentary breakfast, fitness or spa services, an outdoor pool, franchise restaurants, concept stores, or members' events that encourage your guests to use the hotel's facilities to the fullest and invite guests from other hotels to visit your facilities.
- 5. Personalize the Guest Experience:** Consider adopting a more cordial approach with your guests by offering personalized touches for their stay, such as welcome gifts or custom-made recommendations. These gestures help guests feel pampered and appreciated, enhancing their overall experience at the hotel.

6. **Stay Up-to-Date with Industry Trends:** Make sure your hotel is offering the latest amenities and services and stays up-to-date with the trends in guest expectations to remain competitive. By continuously adapting and meeting the evolving needs of your guests, you can stay ahead of the competition and provide an exceptional experience that leads to positive reviews.

7. **Always Be Friendly and Smile at All Times:** The conduct and demeanor of the hotel staff are pivotal and play an extremely important part in overall guest satisfaction and the final impression the hotel makes on its guests. The hotel's staff should embody the concept of hospitality by always maintaining a friendly demeanor with a warm smile, ensuring that guests feel their satisfaction is a top priority. Prompt and polite service should be at the forefront of this approach to enrich the guest experience. It is important to cultivate a hotel culture where the needs of guests are always prioritized and train the staff to be friendly, helpful, and attentive to guests' needs. In the event of a negative experience, it is crucial to swiftly address the issue and aim to resolve it politely and without delays.



8. **Make the Departure as Pleasant as the Stay:** Prepare for the departure of your guests and make the pre-checkout process more personalized, which will contribute to overall customer satisfaction. Apply different strategies for leisure guests and business guests. For leisure guests, offer options such as late check-out, room service for breakfast, luggage service, assistance in finding car rental operators, and encourage them to sign up for the newsletter to receive personalized offers. For business guests, prepare accordingly with options like pre-checkout for a faster departure, a takeaway breakfast box for early departures, offer to book a taxi the night before their departure, and provide them with timetables for ports, airports, and train stations. By tailoring the pre-checkout experience to the specific needs of your guests, you can leave a **positive lasting impression** and enhance their overall satisfaction.

9. **Encourage Guests to Leave Reviews:** Open up communication channels with your guests and demonstrate that you value their opinions and impressions after their stay at your hotel. **Remind guests to leave a review on popular websites such as TripAdvisor, Expedia, and Booking.com.** By actively asking for their review, you can increase the likelihood of receiving higher ratings, which in turn improves your overall rating. After the departure, reach out to your guests through messages or emails to kindly request them to review their stay. Additionally, you can direct them to other review portals and platforms such as Google, TripAdvisor, Booking, and Expedia. Encouraging and facilitating guest reviews across multiple platforms can help **boost your hotel's reputation** and attract more potential guests.

10. **Respond to Reviews:** Take the time to respond to both positive and negative reviews. Making the effort to respond shows your guests that you value their feedback and it proves your commitment to continuously improve the experience your guests have during their stay. Respond to positive reviews by expressing gratitude and appreciation for their kind words. For negative reviews, address the issues raised and apologize if necessary and offer solutions to rectify the situation. Addressing all reviews can **enhance guest satisfaction**, build trust, and showcase your dedication to providing exceptional service.

11. **Be Transparent:** In case you receive a negative review, treat the feedback with extra attention and address it openly, honestly, and in a polite and caring manner. This shows guests that you are willing to take responsibility for any issues they face and that you are always looking for ways to **improve your guests' experiences** by prioritizing their needs.

To summarize, by being polite, focusing on customer service, cleanliness, amenities, and efficiently addressing any issues that may arise, you can drastically improve the ratings of your hotel, attract more guests, and ultimately **skyrocket your profitability.**

The Formula to Calculate Revenue Growth Based on Reviews

The methodology for projecting the hotel's revenue growth, in correlation with the hotel's reviews, involves **precise steps** that should be followed to understand and further analyze the percentage of revenue.



The User Manual

Follow these basic steps for better results:

1. Collect data on the hotel's revenue for a specific time period, such as one year.
2. Gather data on the hotel's ratings on platforms like booking.com for the same time period.
3. Calculate the average rating for the given time period.
4. Use the average rating as a benchmark and compare it to the current rating.
5. Calculate the percentage difference between the current rating and the average rating.
6. Multiply the percentage difference in rating with the revenue data.
7. The resulting figure represents the estimated revenue growth percentage.

By following these steps, you can analyze the relationship between the hotel's reviews and its revenue growth, **providing valuable insights** for further analysis and decision-making.

***Important Note:** This is a very basic algorithm, and there are many other contributing factors that can affect the revenue growth of a hotel, such as its location, amenities, competition, etc. Collecting sufficient data is crucial to conduct a meaningful analysis and draw quality conclusions.*

It's worth noting that there may be additional factors that can impact a hotel's profitability beyond its review scores. For instance, the amenities it offers and the overall demand for hotel rooms in the area can also influence profitability.

How to Achieve Optimum Hotel Yielding:

Choose your tools wisely for maximum revenue.

Globe One Digital is fully focused on hotel revenue and profitability and understands the roadmap that can optimize hotel yielding. There are different methods and several strategies that can improve your hotel's yield. Here are some of the most effective and impactful ones:

1. **Optimize your Pricing Strategy:** Use dynamic pricing to adjust your rates based on demand and competition. This can help you maximize your revenue by adapting your pricing policy according to the level of demand. Additionally, consider offering special rates for repeat guests or creating a membership club with exclusive offers and discounted rates to enhance guest loyalty.
2. **Improve your Online Visibility:** Make sure your hotel is listed on as many online travel agencies (OTAs) as possible, and optimize your listing with engaging content such as photos, detailed descriptions, and positive reviews.
3. **Offer Promotions and Packages:** Create special google search ads and social media promotions or exclusive packages to attract guests and increase your yield. For example, offer a special "romance package" that includes champagne and chocolates as welcome treats in the room, or a fun "family package" that includes tickets to local attractions and events.

4. **Upsell and Cross-Sell:** Train your staff to upsell and cross-sell to guests by offering additional services or amenities in which they may be interested. This can help you increase your yield by generating additional revenue from each guest.
5. **Use Big Data & Analytics to Make Informed Decisions:** Use data from your property management system (PMS), campaign metrics, Google Analytics, and other sources to track key performance indicators (KPIs) such as Cost Per Acquisition (CPA), online marketing Return On Investment (ROI), occupancy rates, average daily rate (ADR), and revenue per available room (RevPAR). A sophisticated and smart use of data and analytics helps you identify trends and pinpoint areas for improvement to optimize your yield.
6. **Google My Business - Use a power-tool for your hotel:** With Google My Business, you can increase your visibility and attract more guests by creating a strong online presence. Showcasing your hotel on Google Search and Maps, ensures potential guests can easily find you and book their stay. This free tool can help you better manage your hotel's reputation by responding to customer reviews and thus building trust and credibility among travelers. The valuable insights you get from reviews and feedback can be used to enhance your services and guest experiences.



The Key Features at a Glance: Reviewing the reviews!

- Reviews can have a significant impact on a hotel's profitability, influencing guest bookings and revenue.
- Positive reviews play a crucial role in attracting more guests, improving search engine rankings, and increasing revenue.
- High review scores contribute to a positive reputation for the hotel, making it more appealing to potential guests.
- Conversely, negative reviews can deter guests, leading to lower occupancy rates, decreased visibility, and lower profitability.



Remember that in order to receive higher hotel reviews, it is important to:

- **Provide** excellent customer service.
- **Maintain** cleanliness and upkeep of the hotel.
- **Offer** high-quality amenities and services.
- **Be** transparent and honest with guests.
- **Personalize** the guest experience and cater to their individual needs.
- **Stay** updated with industry trends and incorporate them into your offerings.
- **Respond** to all reviews, addressing both positive and negative feedback.
- **Encourage** guests to leave reviews and provide feedback.
- **Have** a friendly demeanor and **always** host guests with a **warm smile**.

By adopting this **customer-centered mentality** and following the tips, you can improve your review scores, attract more guests, and ultimately **increase the overall profitability of your hotel**.

For Better Results Consult with the Experts.

Globe One Digital has 25 years of experience and the proven expertise to help you attract more guests, improve your hotel's reputation, and exponentially boost your profitability.

Our team of **experienced industry professionals** excels in **online travel marketing**, positioning us as the **leading authority** to assist you in formulating an effective strategy that strengthens your online reputation and **enhances your visibility** across search engines.

We implement a **personalized approach** and utilize cutting-edge technology to **maximize your online potential**, **drive more bookings**, and **increase revenue**. Don't waste any more time and **take control of your business's growth**. Instead of simply following trends or trying to keep up with changes in the hospitality sector, **accelerate the changes** and **gain a competitive advantage**.

Get in touch with our expert team today and discover how we can help you achieve unprecedented success and make your hotel **thrive like never before**.

About Globe One Digital

Globe One Digital is a multi-awarded digital marketing agency that provides performance-based marketing solutions to travel brands.

With 25 years of experience in the online travel sector, the company specializes in helping clients increase their visibility and sales through various digital channels. The goal is to drive high-quality traffic to its clients' websites and convert this traffic into direct revenue.

Globe One Digital offers a wide range of online services, including business consultancy, search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, web design & development, and affiliate marketing. The company's SEO services aim to improve clients' website rankings on search engines like Google, making it easier for potential customers to find them. The PPC services involve placing ads on search engines and other websites, expanding the reach to a broader audience. Social media marketing utilizes platforms like Facebook and Instagram to engage with potential customers. Lastly, affiliate marketing involves collaborating with other websites to promote clients' products and services.

Globe One Digital employs a **data-driven approach**, leveraging data analytics and machine learning to drive marketing strategies. The company tracks campaign performance to identify **successful channels** and make data-informed decisions to optimize them. By utilizing data and technology, Globe One Digital **delivers impactful** results characterized by precise targeting, cost-effectiveness, and measurable outcomes.

With a diverse portfolio, the company serves travel brands of various sizes, ranging from small start-ups to large multinational corporations. The team at Globe One Digital is exceptionally experienced and specialized, keeping up-to-date with the latest digital marketing strategies and trends. The team members take pride in having a proven track record of delivering exceptional results to clients.

Personalized service is a core commitment of Globe One Digital, tailoring approaches to meet the diverse needs and individual goals of each client.

Bio: The Company in a Nutshell

- **Globe One Digital** is a leading digital marketing agency specializing in the online travel sector.
- The skilled team emphasizes performance-based marketing strategies supported by data-driven approaches.
- The company excels in assisting travel brands in expanding their online visibility and connecting with their desired audience.
- **Globe One Digital** utilizes cutting-edge digital marketing techniques and technologies to empower its clients to achieve their objectives and excel in the fiercely competitive online travel industry.

For more information visit:

globeonedigital.com/travelmarketing

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25 Years of Experience in Online Travel Marketing

A LEGACY OF EFFECTIVE EXCELLENCE

Get in touch and let's talk about **great ideas**,
tailor-made strategies and **ingenious plans**
that will **transform your business**,
in a way you never thought possible!

For more information visit:
globeonedigital.com/travelmarketing
T. +30 210 2117700
E. welcome@globeonedigital.com
or contact us here:

CONTACT US