



# **Quarterly E-Commerce Webinar**

**Fourth Quarter  
2023**

**December 6, 2023**





## TODAY'S AGENDA

- Online Performance
- Review Response Policy
- Shanercorp.com - Shaner Blog
- Leonardo Content Manager
- 2024 Digital Plans
- 24 in 24 Webinar Series

# YTD E-Commerce Performance Highlights

## Expedia TravelAds

\$14,774,622

Revenue

60,808

Room Nights

\$518,437

Spend

29:1

ROI

### Top Ten Hotels – ROI

1) Seven Sebring Raceway Hotel	161
2) Courtyard U. of Delaware	83
3) AC Dublin	62
4) Fairfield Inn Delray Beach	58
5) Sleep Inn Port Charlotte	51
6) Residence Inn Norwalk	51
7) Courtyard Homestead	51
8) Fairfield Inn Lewisburg	49
9) Toftrees Golf Resort	49
10) Faro Blanco Resort	47

# YTD E-Commerce Performance Highlights

## Meta Search Campaigns

**\$4,209,085**  
Revenue

**21,130**  
Room Nights

**\$257,834**  
Spend

**16:1**  
ROI

### Top Ten Hotels – ROI

1)	Academias Hotel Athens	34
2)	AC Dayton	33
3)	SpringHill Suites Dublin	27
4)	Playa Largo Resort	25
5)	Holiday Inn Express State College	25
6)	Fairfield Inn Paramus	24
7)	AC Dublin	24
8)	Residence Inn Edina	23
9)	Residence Inn Norwalk	23
10)	Fairfield Inn State College	22

Marriott PLUS - Hilton Amplify - IHG Boost

# Online Reputation Management

## Shaner Review Response Policy

- All reviews, whether Positive, Negative or Neutral, on TripAdvisor, Google and Facebook should be responded to.
- For all other sites, follow the brand standard which usually is respond to all negative reviews.
- Monthly Reports monitoring the review response rate will start being sent out to everyone monthly starting in 2024.





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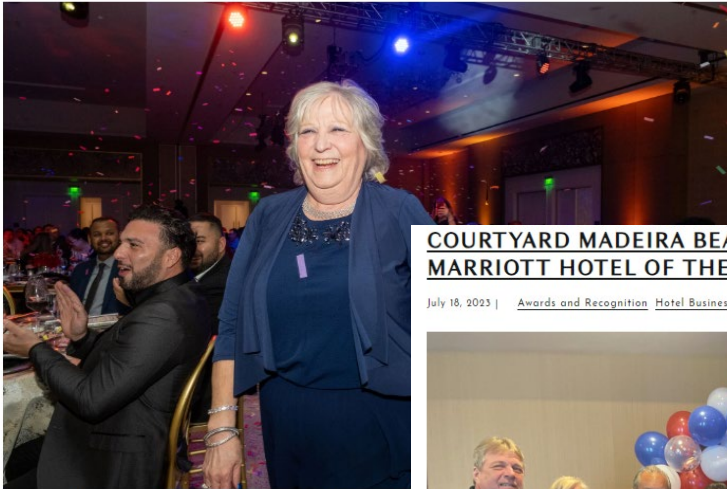
SHANER CORPORATE  
WEBSITE

OPERATING AWARD-  
WINNING HOTELS & RESORTS

# Shaner Corporate Blog

## SUSAN WINN RECEIVES MARRIOTT TEAM MEMBER OF THE YEAR AWARD

July 18, 2023 | Felicia Crane | [Associate Spotlight](#) [Awards and Recognition](#)



Susan (Sue) Winn was recently awarded the Marriott Team Member of the Year Award.

[Read More](#)

## COURTYARD MADEIRA BEACH CELEBRATES WINNING MARRIOTT HOTEL OF THE YEAR AWARD

July 18, 2023 | [Awards and Recognition](#) [Hotel Business](#)



The Courtyard Madeira Beach recently celebrated winning multiple awards for 2022: Courtyard Hotel of the Year, Diamond Hotel, and #1 in Staff Service for Marriott.

[Read More](#)

**The Shaner Blog is now live again!!!**

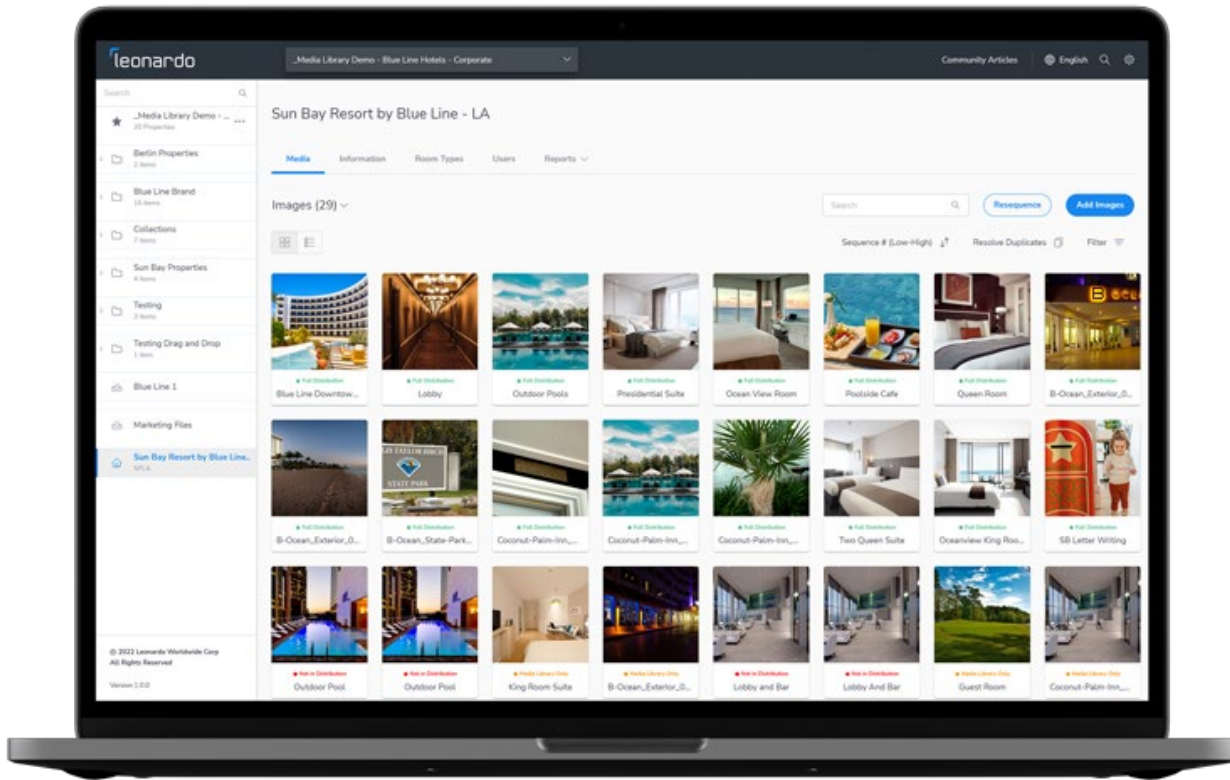
Send in your story ideas to the Kelly Campbell and the E-Commerce team so that we can keep everyone informed of your great accomplishments.



# LEONARDO CONTENT MANAGER

Shaner Asset Library

# Shaner Asset Library



- Asset library to house all photography, video & marketing collateral
- The system is currently being built out – structure is complete – assets need added.
- First Phase – Hotel Photography & User Access
  - All photography is being added
  - E-Mail will be sent to each property asking for users to be added.
  - Training sessions will be set-up upon completion of first phase.
- After first phase roll-out, second phase will be the addition of marketing collateral.
- Distribution services & access to brand feeds also provided with LCM



Video Production in 2024



2024 DIGITAL PLAN  
Coming Soon

# 2024 Digital Plan Process

- Based off your property's monthly fees, the E-Commerce team is building you 2024 Digital Plan.
- Plans to be delivered by December 31<sup>st</sup>
- Calls to review the Digital Plans will be scheduled during the first quarter



## **RateMate**

AI tool that creates package descriptions

## **Henry**

AI tool that creates review responses



## Coming Soon in January 2024

24 in 24 is a series of 30-minute, topic-focused E-Commerce webinars designed to keep you educated on the different strategies implemented for your properties by our team.

- Webinars will be held every 2-3 weeks
- Invitations for the following webinar will be sent after the current webinar.
- Attend as many as you can...after all, there may be an award when its all said and done.

### TOPICS

Expedia TravelAds

Booking.com Content Scores

The Future of AI in Hospitality

January 9<sup>th</sup> – The Importance of Packages & Promotions



THANK YOU

**David Kopac**

dkopac@shanercorp.com

**Brittany Biddle**

bbiddle@shanercorp.com

**Sunny Burleson**

sburleson@shanercorp.com

**Alison Waldon**

awaldon@shanercorp.com

**Tessa Jewell**

tjewell@shanercorp.com

