# STORYTELLING…WHY DOES IT MATTER?

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## STORIES HAS BEEN AROUND FOR CENTURIES

- Cave paintings in the French Pyrenees created between 15,000 and 13,000 BC



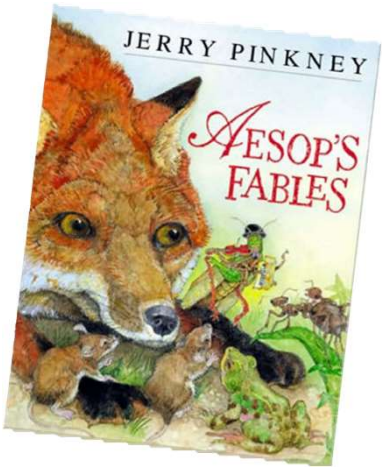
# STORIES HAS BEEN AROUND FOR CENTURIES

- The epic of Gilgamesh that dates back to 700 BC



# STORIES HAS BEEN AROUND FOR CENTURIES

- Aesop's fables, penned around 200 BC



# STORIES HAS BEEN AROUND FOR CENTURIES

- The Ramayana and local fairy tales from around the world





# A DAY WITHOUT A STORY WOULD BE UNIMAGINABLE

- Stories are with us no matter where we are – they're in newspapers, magazines, books, on TV and the Internet and on our mobile phones.

## WHY STORYTELLING IS IMPORTANT FOR HOTELS?

- The influence of social media on people's booking decisions is growing.
- Travelers tell stories about hotels on social media and rating platforms like Facebook, Instagram, TripAdvisor, Hotels.com and etc. We can't control these conversations.
- **Hoteliers need to communicate as storytellers to stay relevant online. We can influence them by bringing our own story into the game.**

## STORY....WHAT IS IT ANYWAY?

A story has a beginning, a middle and an end. Change happens in story. And a character is absolutely necessary. Without a character, there is no story.

## HOW COULD HOTEL TELL A STORY?

Simply think about day-to-day activities or features as unique stories within themselves – magic moments that happen around your infinity pool; your head chef explaining how to make a particular dish; some photos showing what you're planting in your veggie garden this season.

## TARGET YOUR KEY AUDIENCE

- Who are you trying to reach? You can't be everything to everyone, so determine who your key audience is and build your strategy around that.
- Think about the types of travellers who come through your doors.
- What are some of their most common requests?
- What do they enjoy doing, and how does that tie into your hotel?

## HOW DO YOU WANT TO COMMUNICATE WITH GUESTS?

Think about the tone of voice that best suits your brand and stick with it. Your key audience may also affect this decision.

Fun and quirky?

Relaxed and conversational?

Strictly professional?

## DON'T KNOW WHERE TO START?

"Start with **WHY**"

- Why should people come here?
- Why people come back?

"Get more details with more questions"

- What's your hotel about?
- What should your guests say when they leave the hotel?

## THINGS TO KEEP IN MIND

- Be authentic
- Hoteliers should not pretend to be someone other than themselves.
- Gives a clear idea of what the guest will experience in the property.
- Tell the truth.
- Find out what makes the hotel special and create exciting stories about that special "Why".

## NEWS CYCLE OF NEWSPAPER

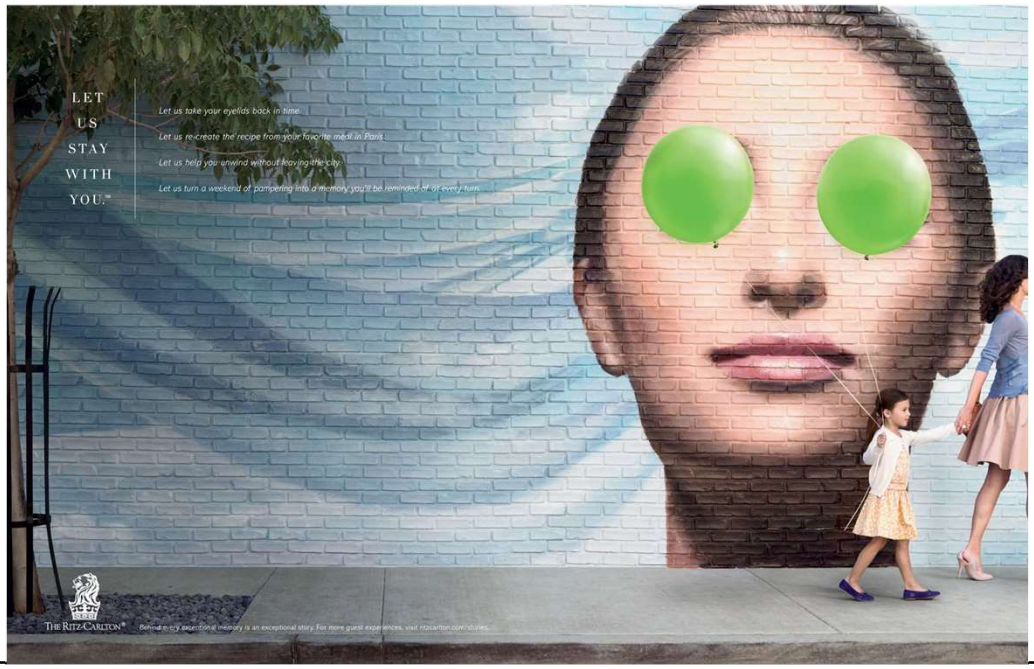
News story might hit the newspaper's website within an hour after it breaks, and is likely to be updated multiple times throughout the day before the version that goes in print is completed. It's quite common for a story to be updated online before the print versions hit newsstands the following morning.

**Now the news cycle is 24/7**

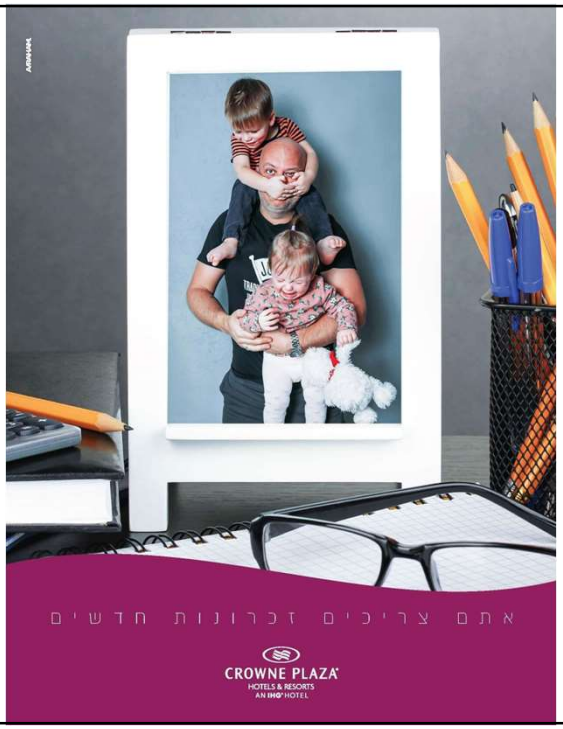
# LET THE PHOTOS AND VIDEOS TELL THE STORIES

"Good hotel storytellers online are moving away from the huge chunks of boring, standardised text and descriptions of amenities, towards the use of big, beautiful, bold images with captivating narratives and compelling bite-sized videos, more fitting to today's multi-device, multi-channel universe."— HotelRez




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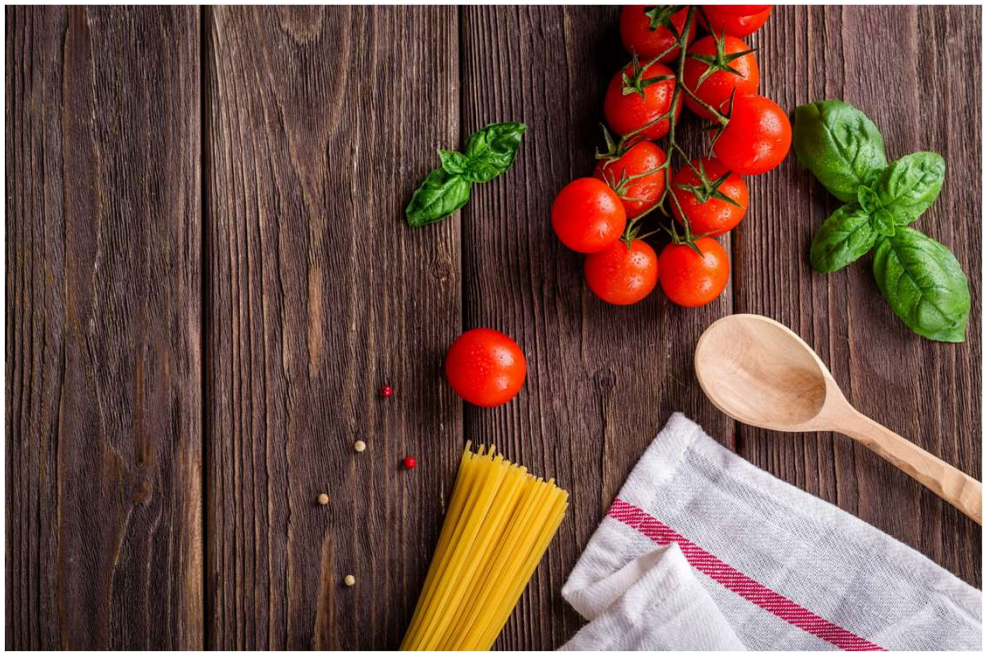

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# YOU ARE A GREAT STORY

"The ultimate secret of storytelling is that if you are in the possession of a human brain, you already are a natural storyteller. You already are a great storyteller. You know the good story and that's how we live our lives. You have already known how to write a good story because you, as the person, are a great story."