

HOTEL BRANDING

HOTEL MARKETING

HOTEL COMMUNICATION

RoomZero

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A hotel brand is more than just a visual identity. It is the way a hotel defines its value proposition, differentiates itself from the competition and connects with guests throughout the entire customer journey.

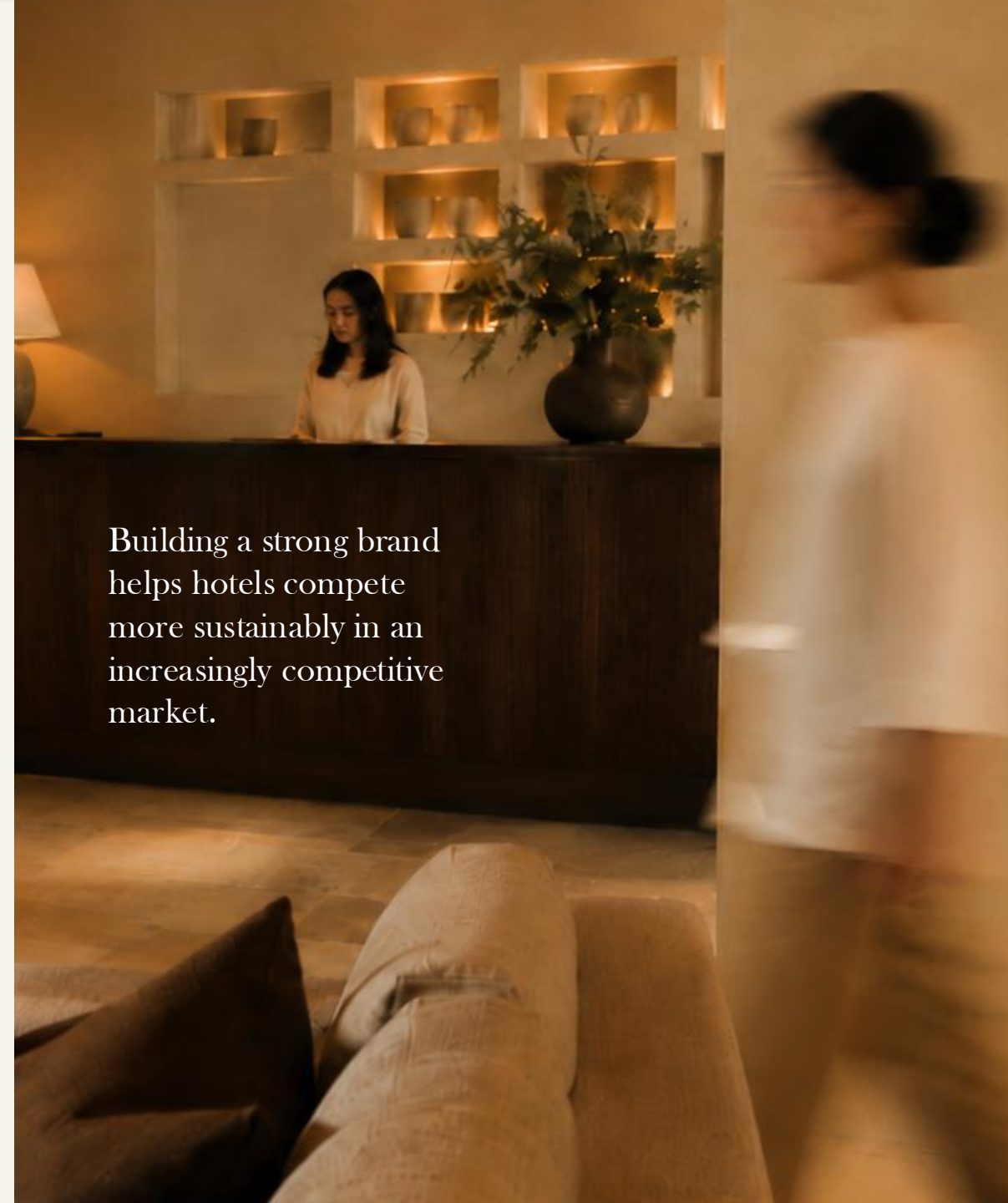
When brand positioning, communication and marketing work towards the same goal, hotels are better equipped to attract and retain guests without relying solely on price or third-party channels.

Brand strategy for hotels looking to sell more effectively

RoomZero is an international agency specialising in brand strategy, communications and marketing for the hospitality industry.

We help hotels and hotel groups define their value proposition, strengthen their unique positioning and activate the right channels to build brands that are stronger, more visible and more competitive.

Each hotel starts from a different point. That is why we take a strategic approach to the hospitality business, planning the actions that best align with each client's objectives and budget.



Building a strong brand helps hotels compete more sustainably in an increasingly competitive market.



The RoomZero Method

We analyse every project through a strategic understanding of the hotel business, combined with our expertise in communication and marketing, to define priorities and implement the solutions with the greatest potential to create value.

(o1) **INSIGHT**

We analyse and interpret the context, target audiences and opportunities.

(o2) **OBJECTIVES**

We set clear, measurable and achievable objectives across the short, medium and long term.

(o3) **INNOVATION**

We develop innovative, creative solutions tailored to the unique challenges and realities of each hotel.

(o4) **PEOPLE**

We put people first, focusing on teams, guests and target audiences.

(o5) **IMPACT**

We measure and analyse results to refine and guide the ongoing development of the strategy.

We connect your strategy with the evolving market

At RoomZero, we analyse market developments to identify the levers that can create the greatest value for each hotel and determine how to activate them in a coordinated way. Brand is one of those key levers.

“The strongest brands are not only functional: they are emotionally relevant, trusted, instinctively chosen and widely talked about.” *(Source: Kantar BrandZ).*

Brand building has a direct impact on business performance: **“Strong brands can charge up to twice as much as brands with low pricing power.”** *(Source: Kantar BrandZ).*

This becomes even more significant in the premium segment, where **“only 20% of travellers consider cost to be an important factor in their decision-making.”** *(Source: McKinsey).*

Travellers have changed. The way they discover hotels has changed too.

Millennials and Generation Z together account for half of all travellers and are reshaping the tourism industry, with demand becoming increasingly experience-driven.

Hotels that fail to **master audiovisual content** (Reels, TikTok or UGC) and build an **experiential narrative** are losing **relevance** — **both today and in the future**.

Social media does not only inspire; it also validates the choice. **“Spain and Italy have the highest percentage of consumers who book a hotel based on social media.”** In both markets, this figure reaches **56%**.

(Source: YouGov)

“More than half of Millennials and Generation Z say they use social media platforms to plan their trips.” *(Source: Deloitte, 2026 Travel Industry Outlook).*

Search behaviour is evolving too. **“The use of generative artificial intelligence to plan travel tripled between 2023 and 2025, driven primarily by Millennials.”** *(Source: Deloitte, 2026 Travel Industry Outlook.).*



Solutions

Each hotel requires its own approach. That is why we do not start from packaged services, but from an initial analysis that allows us to set objectives, define priorities and create **the most suitable roadmap for each client**.

From there, our multidisciplinary team integrates **branding, marketing and communication** under one **strategic direction**, focusing resources where they can generate the greatest value.

SOLUTIONS



Hotel Branding

We define the hotel's positioning and identity to create a clear, consistent and genuinely distinctive brand proposition.

Services

- **Brand strategy** to define positioning, value proposition and a distinctive brand territory.
- **Brand architecture** to organise brands, sub-brands, business lines and concepts associated with the hotel.
- **Brand story** to create a consistent, memorable and truly distinctive verbal identity.
- **Visual identity**, including the creation or evolution of logos, graphic systems, colour palettes, typography and brand applications.
- **Brand implementation across physical and digital touchpoints**, including signage, amenities, menus, sales materials and communications.
- **Art direction** to ensure a visual expression that is consistent, aspirational and aligned with the hotel's positioning.
- **Audiovisual production**, including photography and video, to create original content that showcases the guest experience, spaces, destination and brand personality.

SOLUTIONS



Hotel Marketing

We activate the brand's presence across strategic channels to increase visibility and strengthen direct sales through Inbound and Outbound Marketing strategies.

Services

- **Paid Media campaigns** for acquisition, remarketing and driving traffic to the booking engine.
- **Content marketing** to inspire, position and reinforce the hotel's value proposition.
- **SEO strategy** to improve the hotel's organic visibility.
- **Positioning in generative AI search engines**, adapting the hotel's digital presence to new search behaviours.
- **CRM and customer segmentation** to better understand guests and activate commercial opportunities.
- **Automations** to optimise communication before, during and after the stay.
- **Email marketing** for loyalty, cross-selling, seasonal campaigns and customer reactivation.
- **Digital reputation management** to increase trust at the booking stage.

SOLUTIONS



Hotel Communication

We translate the hotel's positioning across every channel and every stage of the guest journey, strengthening its connection with the brand at every touchpoint.

Services

- **Communication strategy** to define key messages, target audiences, channels and editorial planning.
 - **Media relations** to build visibility and authority through specialist, trade and local publications.
 - **Press releases and corporate announcements** to communicate openings and major milestones.
 - **Public relations** to connect the hotel with industry influencers, journalists, content creators and institutional partners.
 - **Social media and community management** to strengthen brand presence, engage audiences and enhance digital reputation.
 - **Influencer marketing** to develop partnerships aligned with the hotel's positioning and brand values.
 - **Crisis communication** to safeguard the hotel's reputation during sensitive situations.
- Internal communication** to align teams, reinforce brand culture and enhance the guest experience from within.

RoomZero: where the difference begins

Standing out in a crowded market

Our goal is to position every hotel as a destination in its own right — a place with its own identity, a compelling story and the ability to inspire desire, going far beyond the accommodation itself.

A RoomZero hotel:

- Increases digital visibility and relevance.
- Strengthens differentiation and brand recall.
- Reduces reliance on price as a competitive factor.
- Enhances customer loyalty.

Business Impact

Brand building has a direct impact on business performance and helps hotels achieve their commercial objectives by enabling them to sell more — and sell better — in a sustainable way over the long term.

A RoomZero hotel:

- Strengthens direct bookings and reduces reliance on third-party channels.
- Increases perceived value and improves revenue performance.
- Optimises occupancy.

Improved operational efficiency

By outsourcing a strategic service designed to drive awareness, generate qualified leads, improve conversion, encourage advocacy and strengthen customer loyalty.

A RoomZero hotel:

- Has a clear plan to achieve its business objectives.
- Integrates its marketing strategy under a single strategic partner.
- Optimises marketing investment and budget allocation.

Service Portfolio

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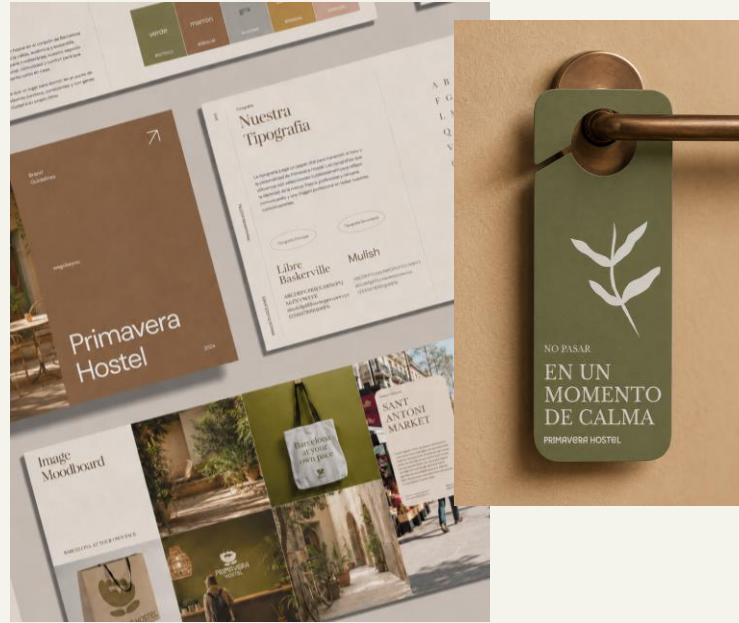
Services: Hotel Branding

**We don't apply a one-size-fits-all formula.
We build the brand each hotel truly
needs.**

We support each hotel in defining and evolving its identity, building from its unique reality, market positioning and business objectives.

We take a holistic approach to branding, from strategy through to its expression across every guest touchpoint, both physical and digital.

Client Deliverable: Brand Book



Client Deliverable: Photoshoot



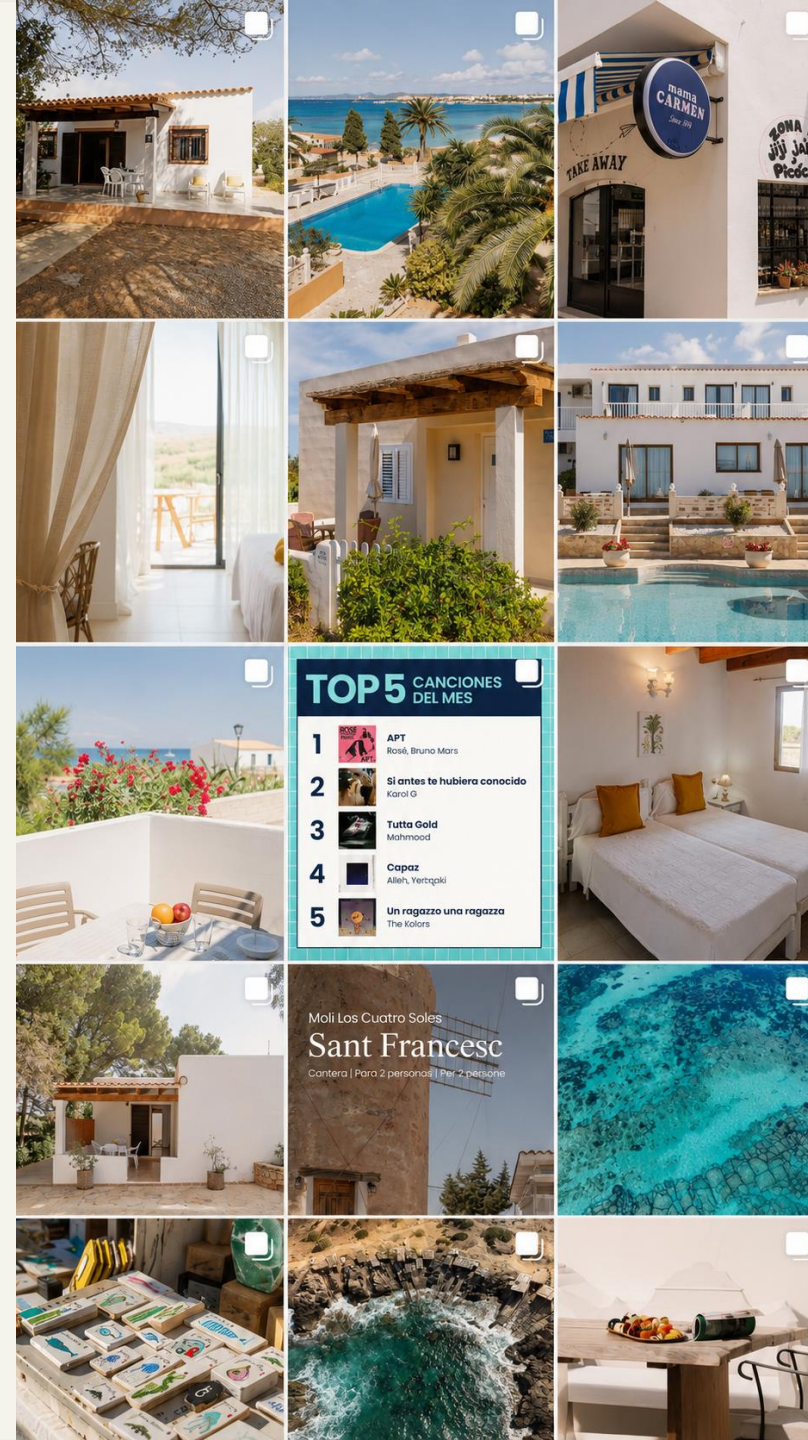
Services: Hotel Communication

Turning positioning into a meaningful brand presence.

We design each hotel's communication strategy to define what to say, who to speak to and which channels to use in order to build a consistent and distinctive presence.

We align content, social media, public relations and media outreach to strengthen the brand's visibility, reputation and authority.

35% of travellers use social media to research and plan their trips — a 13% increase compared with 2025. Source: GWI, Travel Trends 2026.



CASE STUDY: FORMENTERA BREAK

Instagram account:

@formenterabreak

26.4K followers

1.41% engagement rate

A digital look and feel project and photoshoot were carried out to create a profile with greater visual consistency, strengthen the brand's positioning and convey an image aligned with the guest experience.

Services: Hotel Communication

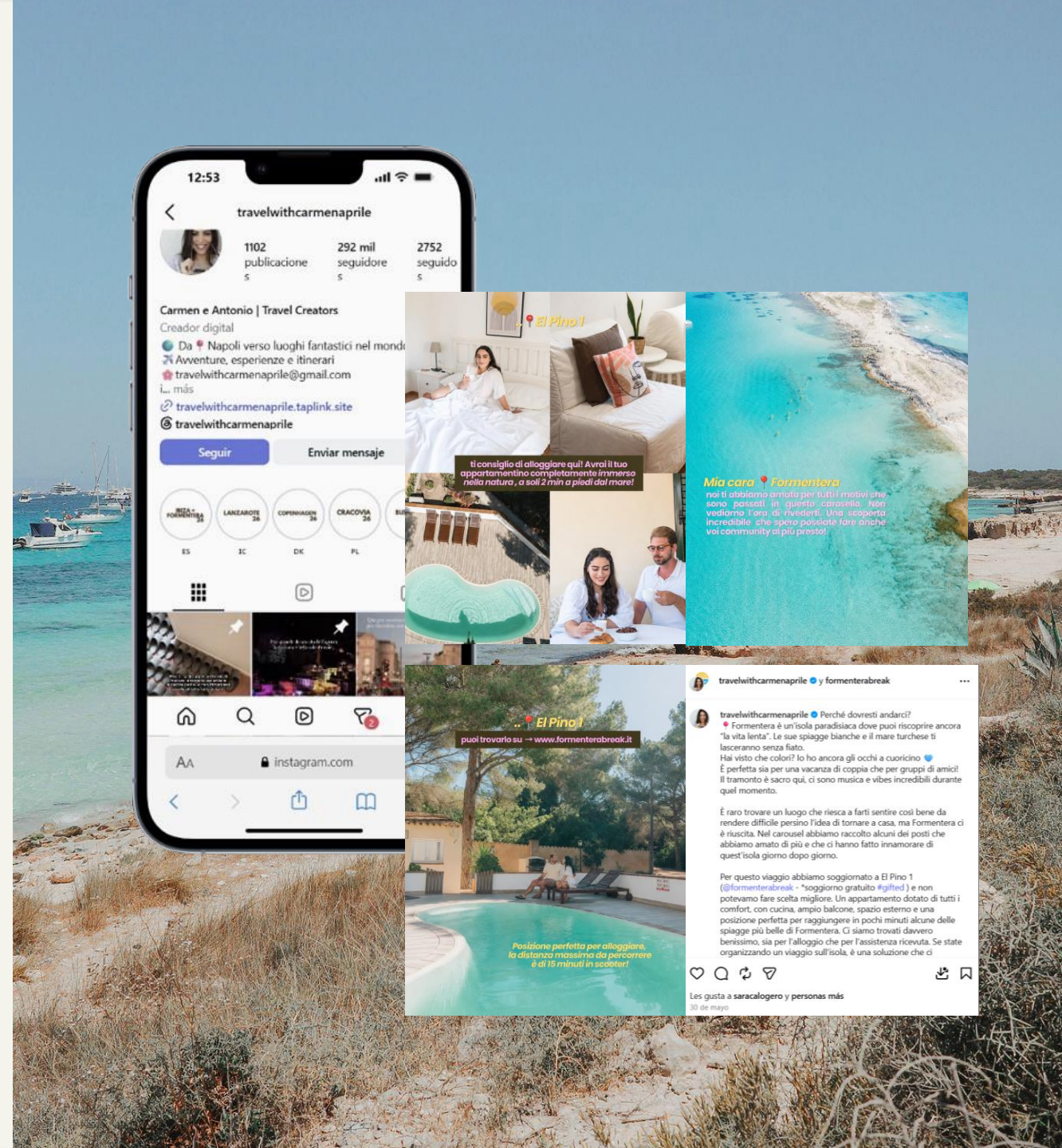
Influencers and UGC Creators

We analyse which profiles and formats can create the greatest value for the hotel and design collaborations with influencers and UGC creators aligned with its positioning.

These actions help increase visibility, build trust and generate reusable content for social media, the website and Paid Media campaigns.

71% of consumers trust advertising, recommendations and product placements created by influencers. *Source: Nielsen, Trust in Advertising.*

RZ



Portfolio: Hotel Marketing

Turning data into decisions

We work with analytics, automation and digital activation tools to better understand customers, identify opportunities and make more informed decisions.

We turn data into measurable actions, connecting the different stages of the guest journey to improve acquisition, conversion and the hotel's direct relationship with its guests.



Blossom has arrived in Belgravia...

Belgravia is beginning to bloom. The streets around **Tophams Hotel** are now filled with soft spring colours, hidden gardens and that unmistakable feeling that London is slowly waking up to a new season.

It's the perfect moment to wander through the neighbourhood, enjoy a slower afternoon in the city and discover one of London's most elegant areas at its prettiest time of year



[Discover Belgravia](#)



Bloom
special offer

25% OFF

Your booking through our website

30% OFF

Exclusive on mobile bookings

Stay in bloom
this season

Exclusive
Festival Offer

Celebrate Belgravia in Bloom with an exclusive offer at **The Tophams Hotel**.

Enjoy **25% off** when booking through our website — and **30% off** on mobile bookings — for a London escape surrounded by colour, elegance and charm.

CASE STUDY: TOPHAMS HOTEL

The campaign achieved a **52% open rate** and a **7.5% CTOR**, also generating an attributed conversion with a **booking value of £750**.

This result demonstrates the value of email marketing as a channel for activating a qualified audience, driving engagement and supporting conversion.

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DISCOVER HOW TO ADD MORE VALUE TO YOUR HOTEL
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