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Social Media and Hotel Bloggers To Watch in 2012



BY ARE MORCH ([HTTPS://AREMORCH.COM/AUTHOR/AREMORCH/](https://aremorch.com/author/aremorch/)) | IN HOTELS ([HTTPS://AREMORCH.COM/CATEGORY/HOTELS/](https://aremorch.com/category/hotels/))

Time to start the new year by looking at some of the bloggers that both have added value and will continue to add value to topics that are important for Hotels and Social Media.

I watch a selection of hotels, hospitality, travel, professional bloggers, non-profit and Social Media bloggers.

Social Media and Hotel Bloggers I will watch in 2012

Derek Halpern (<http://socialtriggers.com/>) has provided a great touch on How to bring quality traffic to your blog at socialtriggers.com (<http://socialtriggers.com/>).

My friends Becky McCray and Sheila Scarborough, the co-founder's Tourism Currents (<http://www.tourismcurrents.com/>) will continue to add some great value to some of the important TouchPoint services that will help Hotels bring new market segments to utilize their products and services.

Barb Youchah is the Sales & Internet Marketing Manager that manage the Sheraton Eatontown Hotel (<http://sheratoneatontown.wordpress.com/>) blog. This is a great example of how Hotels can communicate and engage with their guests.

Heather Turner aka Chef Forfeng (<http://chefforfeng.wordpress.com/>) is my goto person for Bed & Breakfast info. I grew up visiting Bed & Breakfast places in Northern Europe. Brings back some great memories. Bed & Breakfast is an important part of the cultural love I have for my Hotel Family.

If you want to learn about the real value of Business to Business prospecting then you should follow one of my mentors, Viveka Von Rosen (<http://linkedintobusiness.com/>).

My good friend Caroline Cooper (<http://www.zealcoaching.com/>) is a Hotel business and leadership coach that will help any Hotelier move from ordinary to extraordinary.

Alain Classe (<http://alainclasse.wordpress.com/>) is the IT Manager at InterContinental, Geneva which (<http://www.ichotelsgroup.com/intercontinental/en/gb/locations/overview/gvaha>) provides an Insider Look and best practices from the Hotel's World.



Lewis Howes (<http://www.lewishowes.com/>) puts the P in Passion. I have taken several of the Social Media training courses Lewis has offered.

This has allowed me to move my blog foundation to the next level.



Luxe Tiffany (<http://tiffanytravels.com/>) is a regional hotel inspector for an international luxury hotel guide reviewing the most stylish hotels and resorts in North America and the Caribbean. (<https://aremorch.com/>)

Social Hospitality (<http://socialhospitality.com/>) is managed by a true Hospitality Passionate – Debbie Miller.

Michael Hraba from Hraba Hospitality Consulting (<http://www.hrabaconsulting.com/blog/>) rants and provide some joyful insight from the daily life of a Hotelier.

My friend Amy Dunn Bair provides some great Hospitality IT and Tech solution info on her blog at Business Process Excellence.

HospitalityEducators.com (<http://www.hospitalityeducators.com/>) is managed by John Hogan. Here you will find some of the best insider information available on the Net.

iVisitorGuide (<http://ivisitorguide.blogspot.com/>) is managed by Martin Collins. Martin provides some of the most insightful info that adds great value to TouchPoints that enhance the Hotel Guest Experience.

WIHP (<http://www.wihphotels.com/>) is a professional Online Marketing Service for Hotels. My good friend Martin Soler provides some brilliant Infographics for the Hotel Industry.

Hotel Compete (<http://www.hotelcompete.com/>), ehotelier (<http://ehotelier.com/>), 4Hoteliers (<http://www.4hoteliers.com/>), Hotelmarketing (<http://www.hotelmarketing.com/>), Hotel News Now (<http://www.hotelnewsnow.com/>), Hotel News Resource (<http://www.hotelnewsresource.com/>), Big Hospitality (<http://www.bighospitality.co.uk/>), Hospitality Net (<https://www.hospitalitynet.org/index.html>), Business Travel News – Lodging (<http://www.businesstravelnews.com/Hotel-News/>), all is great industry blogs that provide valuable insight.

Social Media and Hotel Bloggers I watched in 2011

Marriott on the move (<http://www.blogs.marriott.com/>) from the pen of Bill Marriot. We Are Always Listening (<http://www.blogs.marriott.com/marriott-on-the-move/2010/10/we-are-always-listening.html>) illustrates well the importance of Social Interaction as a key element building Brand Equity.

Roger Smith Life (<http://rogersmithlife.com/>), the Life of a New York Hotel leaves some unique Social footprint.

joie of life brings in the elements of joy, fun, and excitement. Great storytelling is one of the key elements of Social Hospitality. Chip Conley and his team brilliantly do this.

Travel Blog (<http://blog.mrandmrsmith.com/>) – Mr & Mrs. Smith Boutique & Luxury Hotel provides the element of flexibility. This is a great example of how to think outside the box. I truly enjoy how to they utilize Social Media to speak to their consumers.

citizenM (<http://www.citizenm.com/>) represent innovations. This shows a unique way to build your whole Hotel presentation around your blog. Great way to utilize Social Listening Outpost to keep your consumers at your Hotel website.

Daniel Edward Craig (<https://reknown.com/>) has truly walked all the steps of the Hotel Success Latter. He is also a vivid author. He is now showing consumers the lighter side of hotels.

Happy Hotelier (<http://www.happyhotelier.com/>) aka Guido van den Elshout is a happy doorman, bellman, concierge, front desk agent, technology engineer, limo driver, valet parking attendant, city guide, Sargent at Arms and photographer at wedding ceremonies, cleaning boy, gardener, pond- and central heating technician, personal assistant, butler, cook, designer, developer and owner of a small and very luxurious Hotel in The Hague, The Netherlands.

Hotel Blogs – Let's talk about hotels – Guillaume Thevenot works for TripAdvisor, but his writing focuses on travel communities, exchange of hotel tips, customized destination guides, the share of photos and videos, guest reviews, the interaction between travelers and suppliers.

Mitaroy Goa Hotel (<http://mitaroygoahotel.com/>) Mihir Nayak provides love, passion, value, and care is a great way. Building your Hotels presentation works great when you have a clear vision. ^

Hotel Check-In (<http://travel.usatoday.com/hotels/index>) Barbara De Lollis gives great insight on hotels and travel developments.

Everything Everywhere (<http://everything-everywhere.com>) comes from the Travel Wiz Gary Arndt. Gary runs one of the top-notch Traveling blogs.

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Kristi Hines (<https://kristihines.com/>) provides tremendous value with a truly unique touch. We will see some great things coming from Kristi.

Denise Wakeman (<https://denisewakeman.com/>) is just a blessing to the blogging community. Her training is the most hands-on training I have taken. She is the Queen of Online Visibility.

Danny Brown (<http://www.dannybrown.me>) is a true Social philanthropist.

Amy Porterfield (<http://amyporterfield.com/>) is a Social Media Examiners community manager at Facebook. This wonderful gal has worked for Harley Davidson and Antony Robbins. Talk about great credentials.

Charity How To (<http://charityhowto.com/>) provides great value for non-profit organizations.

I and my wife supports Mississippi Horses.org (<http://www.mississippihorses.org/>) that takes care of abandoned and abused horses. Make sure you take some time to show some Goodwill in 2011.

Social Media and Hotel Bloggers I watched in 2010

John Haydon (<http://johnhaydon.com/>) advises non-profits and small businesses on how to implement inbound marketing strategies with the social web. He is one great mentor and coach helping you to optimize your blog.

Michael Stelzner (<http://www.socialmediaexaminer.com/>) is the founder of Social Media Examiner. Here you will get one of the best guides through the Social Media Jungle.

Mari Smith (<http://www.facebook.com/marismith>) is the go-to person for Facebook. I once called her Mari 'In The Box'. Because every time she puts on an article she pops up and surprises you with her quality insight. Do not miss her info.

Rebecca Leaman (<http://www.wildapricot.com/Default.aspx>) has found the key between Social Media and non-profit organizations.

Chris Garrett (<http://www.chrisg.com/>) is a blogging and internet marketing consultant. Chris has written a couple of great books on blogging. He is a co-author of 'Secrets for Blogging Your Way to a Six-Figure Income'.

Darren Rowse (<https://probblogger.com/>) is a pro-blogger that blogs about blogging. Plus he provides a great Twitter tips blog at TwiTip. The information is just a must if you are serious about becoming more than just a 'wanna-be' blogger.

Brian Clark (<http://www.copyblogger.com/>) provides some of the best information on content strategies and copywriting skills. I had the pleasure to meet Brian at Izeafest. He also provides great insight into Social Media networking.

Chris Brogan (<http://www.chrisbrogan.com/>) advises businesses, organizations, and individuals on how to use social media and social networks to build relationships and deliver value. If you never have experienced Chris when he speaks I highly recommend it. Just be prepared to burn out your pen.. because he delivers value in almost every word that comes out. Chris is also the author of the book 'Trust Agents'.

David Risley (<http://www.davidrisley.com/>) is a professional blogger that in my opinion has some of the best blogging training on the net. And David is blunt with you and tells it as it is. He doesn't sugar coat it.

Ching Ya (<http://www.wchingya.com/>) is a blogger that provides great Facebook insight and has understood the true meaning of info-sharing. Also a great friend, and that will do everything to help you succeed.

Are Morch (<https://aremorch.com>) – no reason to be shy and not mention me. Are is a Hotel Blogger with a focus on changing attitudes, having fun, making your day, and being present.

If you have some bloggers you would like to suggest to me, including yourself. Feel free to do so. Make sure you provide me with the blog link so I can check it out.

Discover my networking channels:



LinkedInHotel Strategies (<https://www.linkedin.com/groups/3360133/>)Hotel Marketing & Social Media Strategies (<https://www.linkedin.com/groups/4143682/>)
(<https://aremorch.com/>)**Facebook**Are Morch – Hotel Advisor and Social Media Strategist (<http://www.facebook.com/HotelBlogger>)

SOCIAL MEDIA MANAGEMENT AND FACEBOOK ADVERTISING FOR HOTELS

Facebook Advertising (<https://aremorch.com/facebook-advertising-for-hotels/>) will help Hotels **redefine the customer experience**.

Take advantage of new innovative strategies that will improve your Hotels ROI.

FREE access to our Hotel Social Media Community (<https://www.facebook.com/groups/HotelSocialMediaCommunity/>) – Get more **insights and training** about Facebook Native Ads for Hotels!

Our Social Media Management team (<https://aremorch.com/social-media-management/>) has refined these processes to help Hotels. Contact us today to learn more.Join our Free Hotel Social Media Community (<https://www.facebook.com/groups/HotelSocialMediaCommunity/>) on Facebook for more in-depth insight.*Try something new it will magnetize your Hotel!*Be **flexible** and identify new ways to make guests happy.As guest behavior and pattern continues to evolve, expectations will continue to rise. Navigating these changes can be challenging. Learn more about **how we can help** (<https://aremorch.com/contact/>) your Hotel.

About the author

Are Morch is the founder and owner of Are Morch – Hotel Marketing Coach

(<https://aremorch.com>). Get more from Are on Facebook(<https://www.facebook.com/HotelBlogger>) | Twitter (<https://twitter.com/AreMorch>) | LinkedIn(<https://www.linkedin.com/in/aremorch>) | Pinterest (<https://www.pinterest.com/aremorch/>) |Instagram (<https://www.instagram.com/aremorch/>) | Podcast (<https://aremorch.com/hotel-podcast/>)

2 Comments

Debbie Miller (<http://socialhospitality.com>)

3:28 PM, JUNE 19, 2012 REPLY

Great list! Thank you so much for including me! I follow most of these guys on Twitter. There were a few new ones as well.



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Are Morch (<https://aremorch.com/>)

7:38 PM, JUNE 19, 2012 REPLY

You are very welcome Debbie. I really enjoy your blog, and many of the articles you write. Add a lot of value both for myself, and Hoteliers that want to add more value to their approach.

Keep on rocking.

Cheers..

Are Morch
Hotel Blogger

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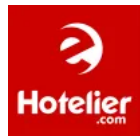
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