

September
Soiree

LATEST
DIGITAL TRENDS

NEWS
& UPDATES



scoop

Vol. Sep23
it!



**Digital
Marketing
Newsletter for
HOTELIERS**

A Fusion of Digital
& AI Artistry

**CRAFTING
FOR YOU**



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Sept'23

Important Days & Events

-  **2nd Sept, Sat : Coconut Day**
-  **5th Sept, Tue : Teachers Day**
-  **7th Sept, Thu : Janmashtami**
-  **14th Sept, Thu : Hindi Diwas**
-  **16th Sept, Sat - 3rd Oct : Oktoberfest**
-  **19th Sept, Tue: Ganesh Chaturthi**
-  **24th sept, Sun: World River Day**
-  **27th Sept, Wed : World Tourism Day**
-  **Long Weekend: 29th Sept, Fri - 2nd Oct, Mon**

LATEST DIGITAL TRENDS

SUSHI METAPHOR: AI CRAFTED ELEGANCE

*The Fusion of Gastronomy and Technology,
A Fusion of Digital Art and AI Artistry*

In the ever-evolving landscape of digital marketing, a new masterpiece has emerged - the **harmonious synergy** between Generative **AI** and **social media strategies**. Much like crafting the perfect sushi selection, where precision meets creativity, the marriage of Generative AI and social media marketing has opened doors for hoteliers to curate truly exceptional guest experiences.



Generative AI adds a touch of artistic innovation to our social media endeavours. It's like the perfect blend of flavours in a sushi roll, creating content that resonates with our guests' unique preferences. - Emily Rodriguez, Marketing Director at Riverview Hotels

Generative AI, a canvas for innovative expression, parallels the careful selection of sushi ingredients. It deftly analyzes extensive datasets, tailoring content with an artisanal touch, ensuring that each post mirrors the distinct essence of a thoughtfully composed sushi masterpiece.

Just as a skilled sushi chef selects the finest ingredients, **Generative AI analyzes vast datasets to tailor content**. This **artful** adaptation ensures that each post, like a meticulously crafted sushi platter, captures the essence of your hotel's brand identity.



In essence, the integration of Generative AI into social media marketing resonates with the artistry behind crafting the perfect sushi selection. **This harmonious fusion of digital marketing and AI creativity empowers hoteliers to craft narratives that captivate, engage, and astonish, culminating in guest experiences as unique as an exquisitely prepared sushi selection.**

AI-Generated Images:

A Glimpse into the Future of AI Applications

Discover the possibilities of the new era of AI through these generated images that showcase its potential uses and exploration.

MOBILE-FIRST DESIGN & BOOKING EXPERIENCE

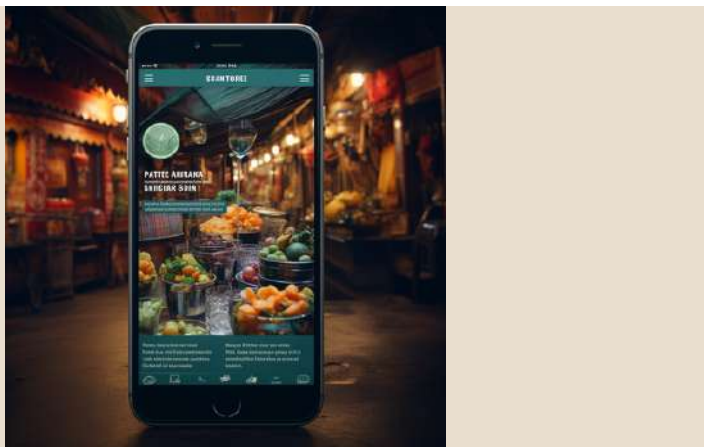
SEAMLESSLY CAPTURING ON-THE-GO TRAVELERS

INTRO

In an era where smartphones have become an extension of our lives, optimizing the travel booking experience for mobile devices is no longer a luxury – it's a necessity. **Mobile-first design, coupled with an intuitive booking process, holds the key to captivating on-the-go travelers** and ensuring they embark on their journey hassle-free.

THE RISE OF MOBILE TRAVELERS

Today's travelers are more connected than ever, relying on their mobile devices for everything from research to booking flights and accommodations. According to a recent survey by Travelport, **over 80%** of travelers use their smartphones for travel-related activities. This shift in behavior highlights the urgency for hoteliers to embrace a mobile-first approach.



CRAFTING A SEAMLESS MOBILE JOURNEY

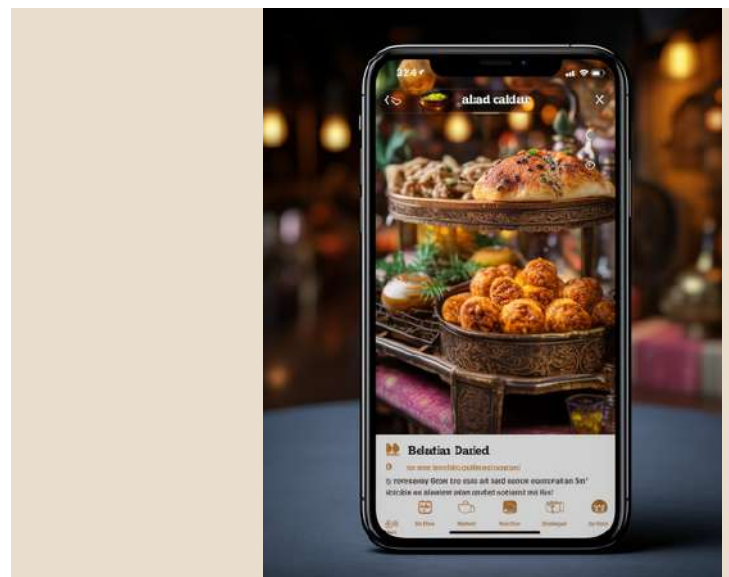
Imagine a traveler stumbling upon your hotel's website while exploring options during their morning commute. A mobile-responsive website greets them, offering a smooth and visually appealing interface. This is the essence of mobile-first design. Every element, from images to **booking forms, adapts seamlessly to various screen sizes, enhancing user experience.**

SIMPLIFIED BOOKING, ELEVATED EXPERIENCE

A traveler lands on your hotel's mobile site – within a few taps, they're immersed in a seamless booking process. This simplicity is the heart of an effective mobile booking experience. Take the **example of Airbnb** – their mobile app allows users to effortlessly browse listings, **view high-quality images**, and secure accommodations within minutes. **The result? Enhanced user satisfaction and increased conversion rates.**

PERSONALIZATION AND REAL-TIME INTERACTION

Mobile-first design doesn't stop at responsive layouts. It extends to personalization and real-time interaction. Hotel Tonight, for instance, leverages users' location data to offer last-minute deals on nearby hotels. Push notifications provide timely reminders and updates. **These personalized touches create a sense of attentiveness, making travelers feel cared for and connected.**



By adapting to travelers' mobile-centric behaviors, hotels can provide an effortless, visually appealing, and personalized booking process.

EMBRACING SUSTAINABILITY ECO-FRIENDLY PRACTICES IN THE HOSPITALITY INDUSTRY

INTRO

In an age where environmental concerns have taken center stage, the hospitality industry is embracing a transformative shift towards sustainable and eco-friendly practices. From innovative glass drinking bottling plants to waste-food management, this article explores how the industry is making conscious choices to reduce its carbon footprint and leave a positive impact on the planet.

THE IMPORTANCE OF SUSTAINABLE INITIATIVES

The hospitality industry's move towards eco-friendly practices isn't just a trend; it's a vital necessity for a healthier planet and a prosperous future. Here's why such initiatives are of paramount significance:

Why is it Important?

- Preserving Natural Resources
- Reducing Plastic Pollution
- Minimizing Waste
- Protecting Water Sources

HOW TO INTEGRATE ECO-FRIENDLY PRACTICES

Adopting sustainable practices requires thoughtful planning and execution. Here's how the hospitality industry can effectively implement these changes:

How to Practice the Same!

- Glass Drinking Bottling Plants
- Bio-degradable Toiletries
- Reusable Napkins
- Waste Food Management
- Waste-Water Treatment Plants

EXPANDING THE GREEN HORIZON

As the hospitality industry evolves, there are numerous additional eco-friendly practices that can be embraced,

- Renewable Energy
- Local Sourcing
- Green Building Design
- Educational Initiatives
- Carbon Offsetting



Click To Play The Video

Novotel Lucknow, has taken a pledge to practice sustainable activities for a greener and safer environment.

A PROMISING FUTURE

The journey towards sustainability in the hospitality industry is a dynamic and ongoing one. By implementing eco-friendly practices, such as glass drinking bottling plants and waste-food management, hotels and resorts not only contribute to a greener world but also showcase their commitment to responsible business practices. As the industry continues to innovate and explore new avenues of sustainability, a promising future of eco-conscious hospitality awaits.

HARNESSING THE POWER OF LOCAL SEO FOR HOTELS & RESTAURANTS

THE SIGNIFICANCE OF LOCAL SEO

In a global digital landscape, Local SEO offers a strategic advantage for hotels and restaurants seeking to attract local customers. Here's why harnessing its power is paramount:

Why is it Important?

- Targeted Reach
- Increased Visibility
- Competitive Edge
- Trust and Credibility

IMPLEMENTING EFFECTIVE LOCAL SEO PRACTICES

The effectiveness of Local SEO lies in its implementation. Here's how hotels and restaurants can leverage this powerful tool to their advantage:

How to Practice the Same

- Keyword Strategy
- Localized Content
- Citations and Directories
- **QR Code for Reviews:** Print QR codes on receipts or materials to make it convenient for guests to leave reviews as they check out, enhancing your online reputation.



ENHANCING THE GUEST EXPERIENCE

Local SEO not only drives online visibility but also enhances the guest experience. Here's how,

- Accurate Information
- Geo-Targeted Ads
- Localized Engagement
- Mobile Accessibility



A BRIGHT FUTURE WITH LOCAL SEO

As hotels and restaurants continue to adapt to evolving consumer behaviors, Local SEO remains a steadfast ally. By implementing effective strategies and prioritizing local search optimization, establishments can create a robust online presence, attract a loyal customer base, and carve a successful path in the competitive hospitality industry. The power of Local SEO is not just about rankings; it's about creating meaningful connections and memorable experiences that resonate with the local community and beyond.

SEPTEMBER SOIREE

CREATING IMPORTANT EVENTS STRATEGY

📌 2ND SEPT, SAT : COCONUT DAY

Delight in the Tropical Wonder of Coconuts

Coconut Carnival Cocktails

- Craft a special menu of coconut-based cocktails and mocktails.
- Signature Drink: Coco Breeze Bliss - A refreshing blend of coconut water, pineapple juice, and a hint of lime.

Sweet Temptations: "CocoCravings Desserts"

- Introduce delectable coconut-infused desserts.
- Featured Dessert: Coconut Paradise Tart - A velvety coconut cream filling with a toasted coconut crust.

Signature Dish: "Tropical Coconut Fusion"

- Create a unique fusion dish combining coconut with local cuisine.
- Highlight Dish: Coconut Curry Fusion - A tantalizing blend of coconut-infused curry with local spices.

Coconut Quiz:

- Question: What part of the coconut is used to make coconut oil?
 - A) Husk
 - B) Shell
 - C) Water
 - D) Flesh
- **Correct Answer: D) Flesh**
- Question: Which part of the world is known as the "Coconut Triangle"?
 - A) Caribbean
 - B) Mediterranean
 - C) Southeast Asia
 - D) South America
- **Correct Answer: C) Southeast Asia**

📌 5TH SEPT, TUE : TEACHERS DAY

Honoring Wisdom with Culinary Delights

Subject-Inspired Decor: "Classroom Charm"

- Transform the restaurant with decorations reminiscent of a school classroom.
- Chalkboards, globes, and books create a nostalgic ambiance.

BTS Kitchen Staff: "Step into the Kitchen Classroom"

- BTS Shoots: Head chef giving training to intern.
- Captions: "Celebrating Teachers' Day in the Heart of the Kitchen."

Signature Dish Tribute: "Gastronomic Gratitude"

- Develop a dish that symbolizes the dedication of teachers.
- Showcase Dish: Mentor's Medley Risotto - A harmonious blend of flavors, just like the lessons of a skilled mentor.

Educator's Quiz: "A Lesson in History"

- Who was known as the "Father of Modern Physics"?
 - A) Isaac Newton
 - B) Albert Einstein
 - C) Marie Curie
 - D) Leonardo da Vinci
- **Correct Answer: B) Albert Einstein**
- Which teacher invented the Braille system for the blind?
 - A) Helen Keller
 - B) Louis Braille
 - C) Thomas Edison
 - D) Alexander Graham Bell
- **Correct Answer: B) Louis Braille**



SEPTEMBER SOIREE

CREATING IMPORTANT EVENTS STRATEGY

7TH SEPT, THU : JANMASHTAMI

Embrace the Spirit of Lord Krishna with Culinary Reverence

Makhan Mishri Magic: "Sweet Moments of Love"

- Create traditional and innovative sweets reminiscent of Krishna's favorite makhan mishri.
- Featured Sweet: Gopala's Delightful Sandesh - Creamy sandesh infused with saffron and cardamom.

Break the Matki for Thrills and Wins

- Embrace the heart-pounding thrill as the Matki shatters, revealing a world of surprises.
- From exclusive vouchers to delectable treats, every fragment holds a chance for you to win big.

Krishna Storytelling: "Tales of Grace"

- Narrate captivating stories of Lord Krishna's miracles and teachings.
- Enrich the dining experience with insightful anecdotes.

Divine Quiz:

- Question: What is the birthplace of Lord Krishna?
 - A) Ayodhya
 - B) Mathura
 - C) Varanasi
 - D) Dwarka
- **Correct Answer: B) Mathura**
- Question: In which form did Lord Krishna impart spiritual wisdom to Arjuna in the Bhagavad Gita?
 - A) As a warrior
 - B) As a charioteer
 - C) As a sage
 - D) As a king
- **Correct Answer: B) As a charioteer**

14TH SEPT, THU : HINDI DIWAS

Embark on a Flavorful Journey of Language and Gastronomy

Bhasha Bites: "Culinary Tribute to Hindi"

- Curate a special Hindi-themed menu featuring dishes named after Hindi words.
- Featured Dish: Samridhhi Subzi - A medley of seasonal vegetables celebrating the essence of "samridhhi" (prosperity).

Carousel: Hindi versions for popular spices

- Nutmeg
- Fenugreek
- Asafoetida
- Fennel

Hindi Quiz: "Bhasha Brain Teasers"

- Which Indian state is known for its significant contribution to Hindi literature?
 - A) Uttar Pradesh
 - B) Kerala
 - C) Rajasthan
 - D) Tamil Nadu
- **Correct Answer: A) Uttar Pradesh**
- Question: "Mere paas maa hai" is a famous dialogue from which classic Bollywood film?
 - A) Sholay
 - B) Dilwale Dulhania Le Jayenge
 - C) Mother India
 - D) Deewar
- **Correct Answer: D) Deewar**
- Question: In which year was Hindi adopted as one of the official languages of the Indian Republic?
 - A) 1947
 - B) 1950
 - C) 1965
 - D) 1971
- **Correct Answer: B) 1950**



SEPTEMBER SOIREE

CREATING IMPORTANT EVENTS STRATEGY

19TH SEPT, TUE: GANESH CHATURTHI

Celebrate the Divine with Culinary Marvels

Bappa's Blessing Platter: "Sacred Savoring"

- Craft a special thali featuring a variety of dishes symbolizing Lord Ganesha's favorite flavors.
- Highlight Dish: Modak Medley - A fusion of traditional and modern modak variants.

Ganesh Chaturthi Reel Series: "Blessings on a Plate"

- **Reel 1:** Unveil the restaurant adorned with Ganesh Chaturthi decor, radiating divinity.
- **Reel 2:** Showcase the divine thali, brimming with rich colors and flavors.
- **Reel 3:** Introduce the artistic modak creations, a fusion of tradition and innovation.
- **Reel 4:** Capture heartwarming moments of guests enjoying the festive spread.

Moments To Capture

- **Live Dhol**
- **Decoration BTS**
- **Chef BTS Making Authentic Dishes**

Blessing Bowl: "Messages to Lord Ganesha"

- Provide small cards for diners to write their wishes and blessings for Lord Ganesha.
- Display the filled cards as a collective offering.

A Visual Journey of Faith

From the enchanting symphony of the aarti to the meticulous sthapna rituals, our visuals narrate a tale of shared moments, gratitude, and the vibrant hues of faith that illuminate the sacred atmosphere.

Ganesha's Wisdom: "Food for Thought Trivia"

- What animal is often depicted as Lord Ganesha's vehicle?
 - A) Horse
 - B) Elephant
 - C) Lion
 - D) Peacock
- **Correct Answer: B) Elephant**
- Why is Ganesh Chaturthi celebrated?
 - A) To honor Lord Rama
 - B) To celebrate harvest season
 - C) To worship Goddess Durga
 - D) To venerate Lord Ganesha
- **Correct Answer: D) To venerate Lord Ganesha**
- Question: In which hand does Lord Ganesha typically hold his favorite sweet, the modak?
 - A) Right hand
 - B) Left hand
 - C) Both hands
 - D) No specific hand
- **Correct Answer: A) Right hand**
- Question: In which hand does Lord Ganesha typically hold his favorite sweet, the modak?
 - A) Right hand
 - B) Left hand
 - C) Both hands
 - D) No specific hand
- **Correct Answer: A) Right hand**
- Question: What does the elephant head of Lord Ganesha symbolize?
 - A) Wisdom and intelligence
 - B) Playfulness and joy
 - C) Devotion and love
 - D) Fertility and abundance
- **Correct Answer: A) Wisdom and intelligence**

SEPTEMBER SOIREE

CREATING IMPORTANT EVENTS STRATEGY

📌 16TH SEPT, SAT - 3RD OCT : OKTOBERFEST

Toast to Tradition with Delectable Delights

Burger Bonanza: "Bite into Oktoberfest Joy"

- Introduce a variety of hearty, Oktoberfest-inspired burgers.
- Signature Burgers

Beer Tasting/ Pairing Sessions

- Curate tasting flights based on themes like international brews, seasonal flavors, or craft beer innovations.
- Provide tasting notes and educate participants about each beer's unique characteristics.
- Pair different beers with gourmet bites that complement and enhance the flavors.

Burger & Beer Flight Adventure: "Taste the Trails"

- Offer a flight of mini burgers, each paired with a different style of beer.
- Host interactive grill sessions, guiding patrons in crafting their dream burger.
- Sip on refreshing beers as you master the art of grilling.

Burger DIY Bar: "Craft Your Dream Burger"

- Set up a burger bar with an array of toppings and condiments for a customizable dining experience.

Oktoberfest Photo Contest: "Capture the Cheers"

- Encourage guests to share their Oktoberfest moments on social media.
- Prizes awarded for the most creative and festive photos.

Burger & Brews Trivia: "Quench Your Curiosity"

- Which beer style is known for its dark, rich, and roasted flavors?
 - A) IPA
 - B) Stout
 - C) Wheat Beer
 - D) Pilsner
- **Correct Answer: B) Stout**
- Which type of beer is traditionally associated with Oktoberfest celebrations?
 - A) Pale Ale
 - B) Stout
 - C) Pilsner
 - D) Wheat Beer
- **Correct Answer: D) Wheat Beer**
- What is the name of the melted cheese often used as a topping for burgers?
 - A) Cheddar
 - B) Swiss
 - C) Gouda
 - D) Brie
- **Correct Answer: A) Cheddar**
- Which beer style is known for its light and refreshing qualities, often enjoyed during hot weather?
 - A) Porter
 - B) Lager
 - C) Stout
 - D) IPA
- **Correct Answer: B) Lager**



SEPTEMBER SOIREE

CREATING IMPORTANT EVENTS STRATEGY

📌 27TH SEPT, WED : WORLD TOURISM DAY

Embark on a Global Adventure.

Staycation Getaway Extravaganza: "Rediscover Paradise"

- Craft exclusive staycation packages,
 - Get 20% on FnB bill
 - Get 1+1 on buffet on 27th Sept.

Wanderlust Reels: "Journey to Hidden Gems"

- Create captivating reels showcasing picturesque attractions near Hotel.
- Highlight off-the-beaten-path spots, inviting guests to explore the beauty just beyond their doorstep.

Around the Globe Culinary Soiree: "Flavors of the World"

- Host a delectable global cuisines festival featuring authentic dishes from renowned travel destinations.
- Delight taste buds with a gastronomic journey that captures the essence of each culture.

Passport to Pleasure Loyalty Program: "Earn Memories, Unlock Rewards"

- Launch a loyalty program where guests earn stamps for each stay, leading to exclusive rewards.
- As guests collect stamps, they unlock special perks for future adventures.

Stay & Savor Globetrotter's Menu: "Tantalize Your Taste Buds"

- Introduce a special menu featuring iconic dishes from different continents.
- Encourage guests to indulge in a culinary journey without leaving.



quiz questions that you can use for your promotional activities;

- Question: What is the largest mammal on Earth?
 - A) Elephant
 - B) Blue Whale
 - C) Giraffe
 - D) Rhinoceros
 - Correct Answer: B) Blue Whale
- Question: What is the national flower of Japan?
 - A) Rose
 - B) Lotus
 - C) Cherry Blossom
 - D) Sunflower
 - Correct Answer: C) Cherry Blossom
- Question: What is the tallest mountain in the world?
 - A) Mount Kilimanjaro
 - B) Mount Everest
 - C) Mount McKinley
 - D) Mount Fuji
 - Correct Answer: B) Mount Everest
- Question: What is the currency of Australia?
 - A) Euro
 - B) Dollar
 - C) Yen
 - D) Pound
 - Correct Answer: B) Dollar
- Which ancient wonder was located in Egypt and is known for its massive stone structure?
 - A) Great Wall of China
 - B) Pyramids of Giza
 - C) Machu Picchu
 - D) Colosseum
 - Correct Answer: B) Pyramids of Giza



SEPTEMBER SOIREE

CREATING IMPORTANT EVENTS STRATEGY

LONG WEEKENDS IN SEPTEMBER

29th Sept Fri to 2nd Oct, Mon

Hotel Staycation Bliss: "Tranquil Retreat Package"

- Check-in on Friday and enjoy a luxurious stay in our well-appointed rooms.
- Indulge in a sumptuous daily breakfast spread to kick-start your day.
- Rejuvenate with a complimentary spa session to unwind and refresh.
- Savor a delectable dinner at our signature restaurant, embracing culinary excellence.
- Late checkout until 2:00 PM on Monday lets you bask in every moment.

Long Weekend Reel Escapade: "Capture the Moments"

- Create engaging reels showcasing the breathtaking views and experiences at.
- Feature snippets of your stay, dining indulgences, and moments of relaxation.
- Tag us in your reels and stand a chance to win exciting prizes!

Local Explorer's Guide: "Discover Nearby Gems"

- Unveil hidden local treasures with a curated guide to nearby attractions.
- Explore picturesque spots, historical landmarks, and charming cafes just a stone's throw away.
- Create your own adventure and share your discoveries with us.



REEL IDEATION



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Sources: Today's Traveller, BW Hotelier, LinkedIn

CREATING MEMORIES

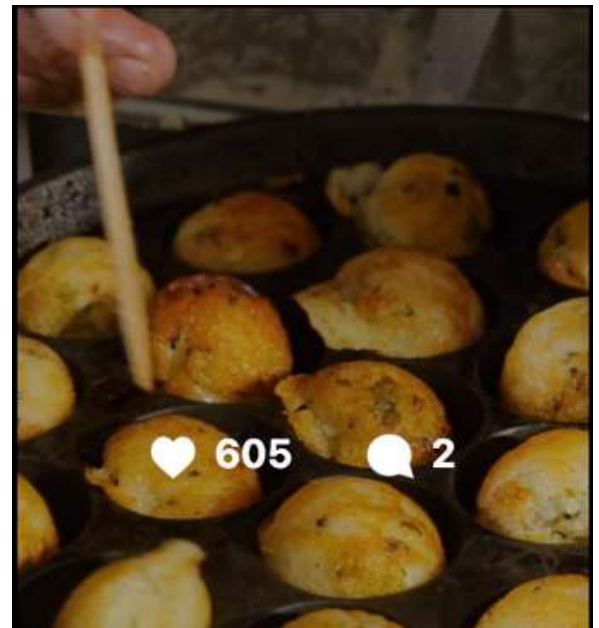
One Post at a Time: Influencers Conquer Hotels!

Radisson Blu Plaza Mysore

Influencer Visit

Radisson Blu Plaza Mysore has formed a dynamic partnership with remarkable influencers, igniting a contagious buzz for their **Chettinad Food Festival**. The result? A staggering **11K views** and more than **605 likes** on the captivating content, leaving us exhilarated by the immense reach and enthusiastic response generated.

This brilliant alliance with influential figures has illuminated a path to success, underscoring an unparalleled level of engagement. The impact is undeniable, reflecting an exceptional level of interaction and resonance.



Click to Play

In the enchanting realm of Mysore, the Radisson Blu Plaza has orchestrated an influencer campaign that shines like a beacon. Teaming up with captivating influencers, this campaign has soared to remarkable heights.

This enchanting collaboration has unveiled a world of opportunities, granting Radisson Blu Plaza Mysore access to the extensive followings of these influencers. The partnership radiates brilliance, harnessing the power of social media to its fullest potential.



Thank You For Your Time

Looking forward to see you next month with more new & exciting updates.

Hey 🙌

Give a thumps up if you found this letter useful. Our team of experts is dedicated to deliver customized and effective solutions to boost your online presence, drive digital experience into profitable solution, Via different means like Instagram, Facebook, LinkedIn & Youtube.

Feel free to get connect us at: business@fullscoop.in

Happy chatting!



Manish Vaswani

Chief Creative Officer

FullscOp



Fullscop is India's premier 360 degree digital marketing agency, working with 200+ hospitality brands globally as advertising partner.