



July 2020 Coverage Report



Hotel Business

Hotelmarketing.com
Daily must-reads for hotel marketers.



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***as of 27th July 2020**

Summary Highlights At A Glance

- **18 pieces of online coverage to date (UK, Belgium, Germany, Netherlands, Australia and US)**
- **1 pipeline expected (print coverage, Spain)**

1 press release issued:

Tuesday 21st July

- Hospitality industry urged to embrace the new customer journey and re-think processes in the post-pandemic business recovery

Coverage to Date

Press release: Hospitality industry urged to embrace the new customer journey and re-think processes in the post-pandemic business recovery

21st July Hospitality Net (Netherlands/ Global)

<https://www.hospitalitynet.org/news/4099776.html>

21st July ITCM (UK)

<https://www.incentivetravel.co.uk/news/agency-news/48218-hospitality-industry-urged-to-embrace-the-new-customer-journey-and-re-think-processes-in-the-post-pandemic-business-recovery>

21st July News Break (US)

<https://www.newsbreak.com/news/1604131488973/hospitality-industry-urged-to-embrace-the-new-customer-journey-and-re-think-processes-in-the-post-pandemic-business-recovery>

21st July Hotel-Online (US)

https://www.hotel-online.com/press_releases/release/hospitality-industry-urged-to-embrace-the-new-customer-journey-and-re-think-processes-in-the-post-pandemic-business-recovery/

22nd July EHotelier (Australia)

<https://insights.ehotelier.com/global-news/2020/07/22/rethinking-customer-journey-in-the-post-pandemic-business-recovery/>

22nd July Hotel Marketing Newsletter (UK)

<https://www.hotelmarketing.com/dailybrief-20200722>

22nd July Travel Daily News International (Europe)

<https://www.traveldailynews.com/post/hospitality-industry-urged-to-embrace-the-new-customer-journey-and-re-think-processes-in-the-post-pandemic-business-recovery>

22nd July FTN (Europe)

<https://ftnnews.com/accommodation/39935-hospitality-industry-needs-to-understand-the-customer-mind-set-and-needs>

22nd July FTN Newsletter (Europe)
[Not possible to view in browser, link cannot be included]



HN 360 **hospitalitynet**TM

Wednesday, 22 July
[View it in your browser](#)

Your space just the way you want it

LOEWS HOTELS LAUNCHES "WELCOMING YOU LIKE FAMILY" BRAND CAMPAIGN

Hospitality Industry Urged To Embrace The New Customer Journey And Re-Think Processes In The Post-Pandemic Business Recovery

PRESS RELEASE – [HSMAI EUROPE](#)

22nd July Hospitality Net Newsletter (Netherlands/ Global)
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[Hospitality Industry Needs to Understand the Customer Mind-Set and Needs](#)



In order to overcome the challenges and capitalise on opportunities in the post-pandemic business recovery, the hospitality industry will need to meet the changing customer requirements.

[Read More](#)

22nd July Business Travel News Europe

<https://www.businesstravelnewseurope.com/Accommodation/Hospitality-industry-urged-to-focus-on-customer-experience-in-recovery>

22nd July HQ Europe (Belgium)

<http://www.meetingmediagroup.com/article/hospitality-embrace-new-customer-journey-in-the-post-pandemic-era>

23rd July Kongres (Europe)

<https://kongres-magazine.eu/2020/07/hospitality-industry-urged-to-embrace-the-new-customer-journey/>

23rd July E-Global Travel Media (Australia/ Asia Pacific)

<https://www.eglobaltravelmedia.com.au/hospitality-industry-urged-to-embrace-the-new-customer-journey-and-re-think-processes-in-the-post-pandemic-business-recovery/>

23rd July Business Travel News Europe Newsletter

<https://ntg.omecl.com/portal/public/ViewCommInBrowser.jsp?Sv4%2BeOSSuczW4H6XmsL6UWzRljpba1sdArCarsy40ulcrgO335xyxE5jQhm9TxwUfjismnkltlQFI7iNWKeZ5GQ%3D%3DA>

24th July Hotel Business (US)

<https://www.hotelbusiness.com/hsmi-guest-experience-over-profits-post-pandemic/>

27th July Kongres Newsletter (Europe)

https://kongres-magazine.eu/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzQ3NSwiZjg2ZDlIODAxZWRIiwYmY0MCwiYzlhN2Y5Iiw0MzlsMF0

27th July TW (Germany)

<https://www.expodatabase.de/en/articles/126817-research-findings-from-hsmi-europe>

TOTAL COVERAGE SECURED: 18

Expected Pipeline Coverage

- **The Events & MICE Travel & Tourism Magazine (Spain) - September print issue**