



# HOSPITALITY & GAMING *Australasia*

## Social Media For The Hospitality & Gaming Industry



Joanna Penn

Ask questions @TheCreativePenn



How do these people decide where to go at the weekend? to celebrate? with their mates? with their family?

Flickr Creative Commons License: <http://www.flickr.com/photos/erinkohlenbergphoto/5362087247/>  
<http://www.flickr.com/photos/asurroca/38934615/>  
<http://www.flickr.com/photos/kk/275504/>





If they love it, what do they do?



If they hate it, what do they do?

How do they share the experience?



<http://www.flickr.com/photos/stephencwu/3403571542/>  
<http://www.flickr.com/photos/jaymiheimbuch/5170748556/>  
<http://www.flickr.com/photos/fredarmitage/48405833/>  
<http://www.flickr.com/photos/cayusa/1233459010/>

# Who is your target market?

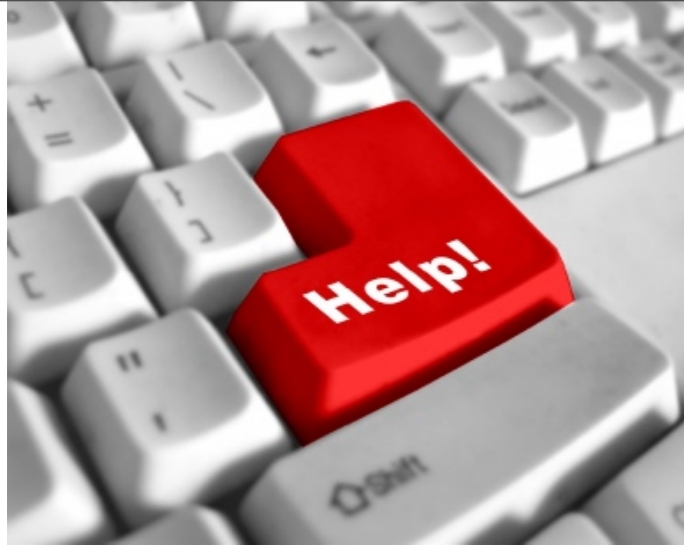


Gender, Age  
Likes/Dislikes  
Job, Income  
Friends, Family

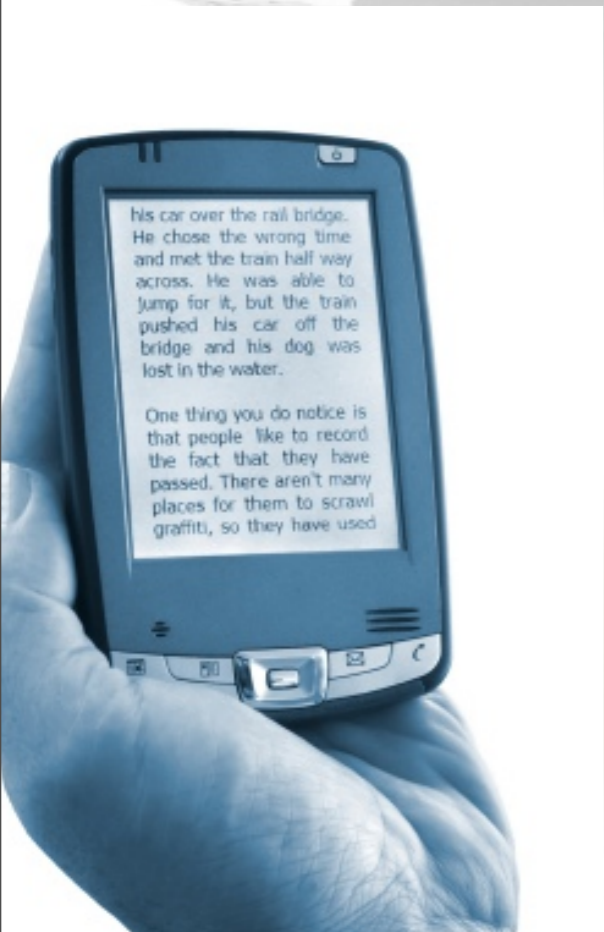
How does s/he communicate?







# What is social media?



Social Media **isn't** a fad,  
it's a fundamental shift in the way we communicate.

**25%** of search results for the  
World's **Top 20** largest brands are  
links to user-generated content

**34%** of bloggers post opinions  
about products & brands

A blue truck with the word "facebook" written in white on its side.A blue truck with the word "facebook" written in white on its side.

Facebook tops Google for weekly traffic in the U.S.

**You Tube** is the 2nd largest search engine  
in the world

The fastest growing segment on  
Facebook is 55-65 year-old  
females

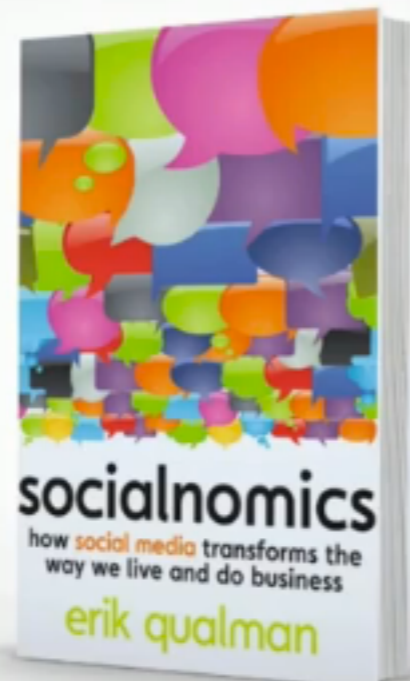


**“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.”**

– Erik Qualman

Source Data Listed Here:

<http://www.socialnomics.com/>



Watch this video to be convinced:  
<http://bit.ly/HGASocial>

Word of  
Mouth



On steroids

<http://www.flickr.com/photos/mkamp/2307071096/>





# WHY?

## Promotion & Marketing

## Customer Service

<http://www.flickr.com/photos/polvero/3517939540/>

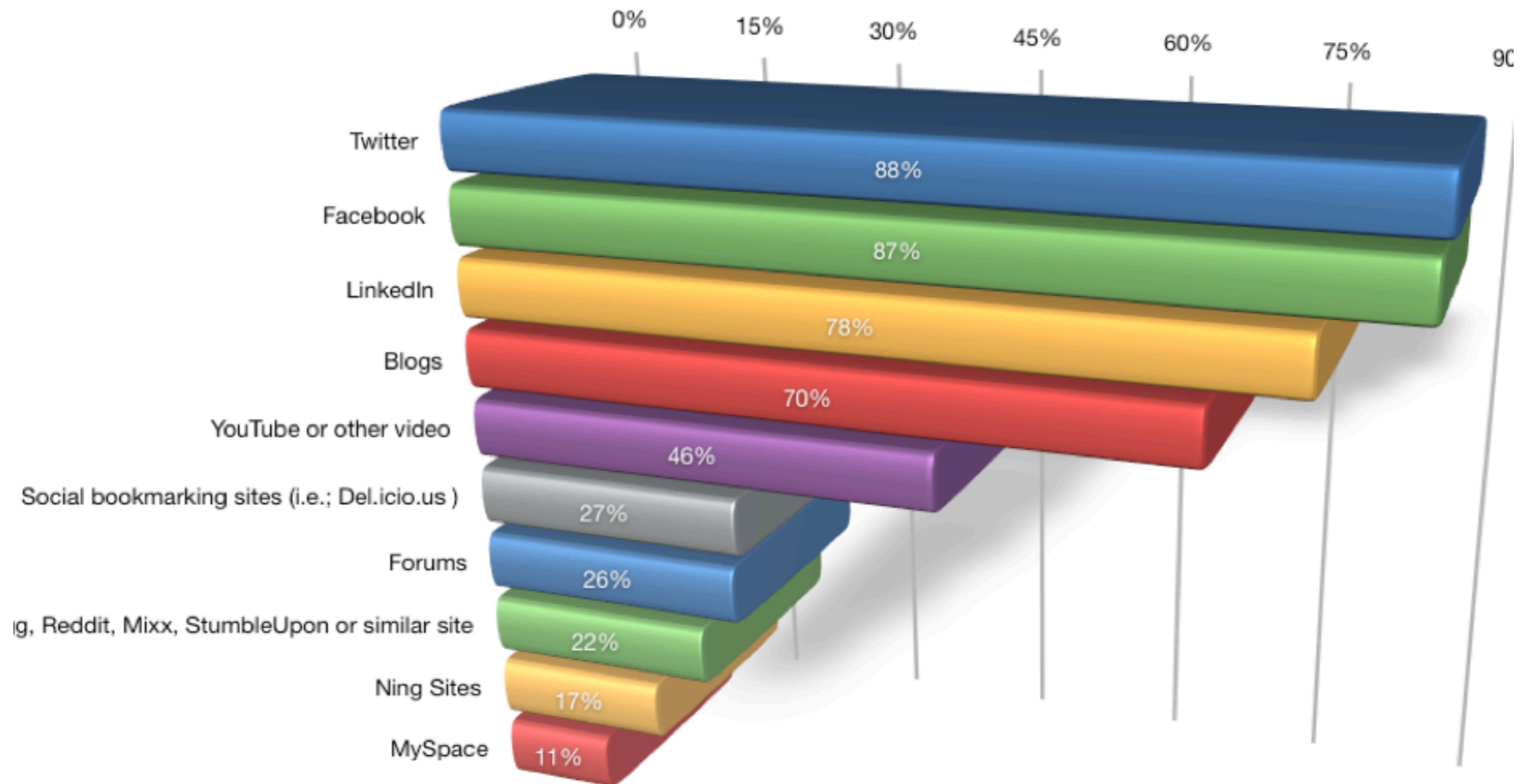
# HOW? Create, Listen & Respond



<http://www.flickr.com/photos/44442915@N00/5340808741/>

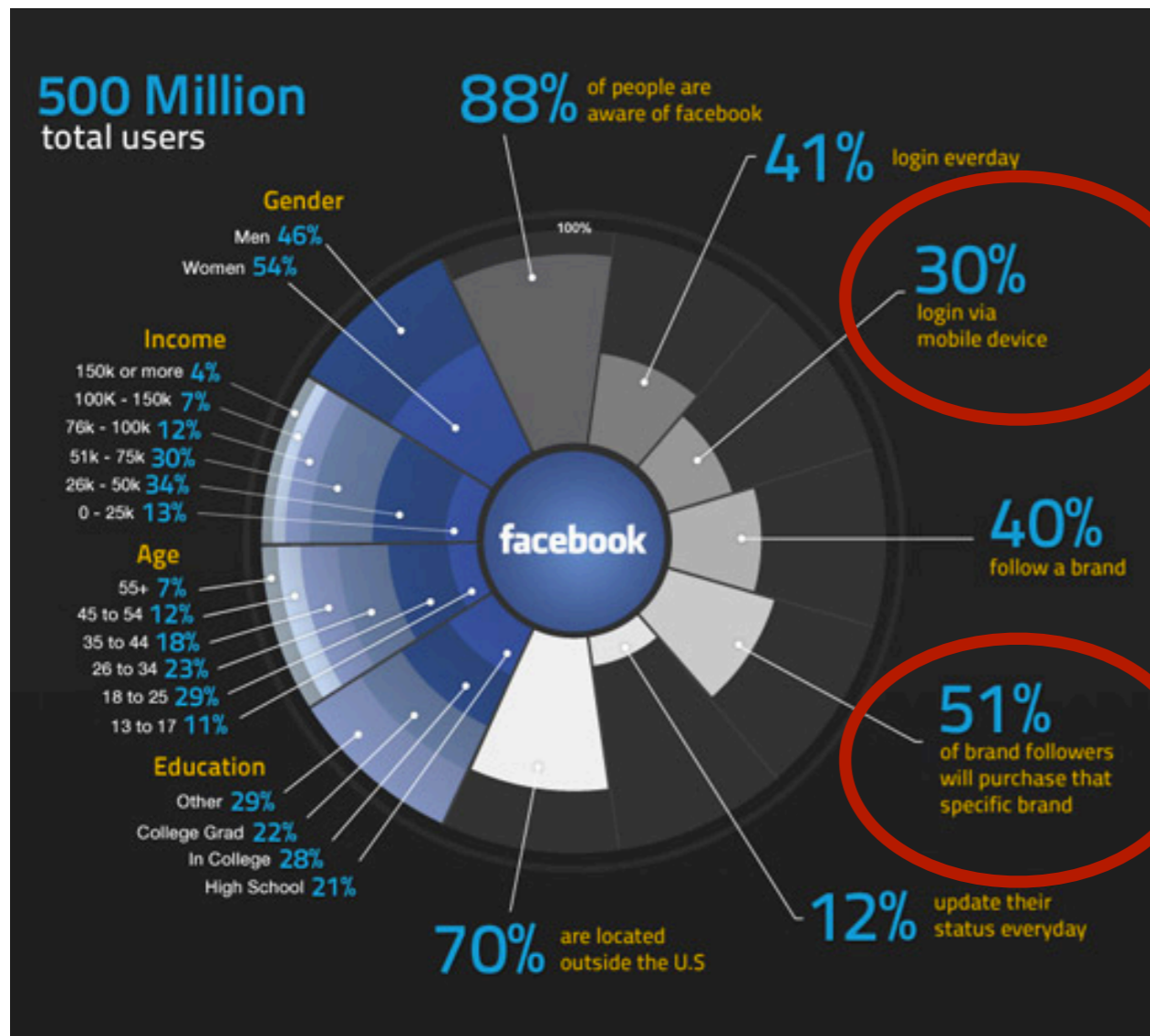


# Commonly used social media tools

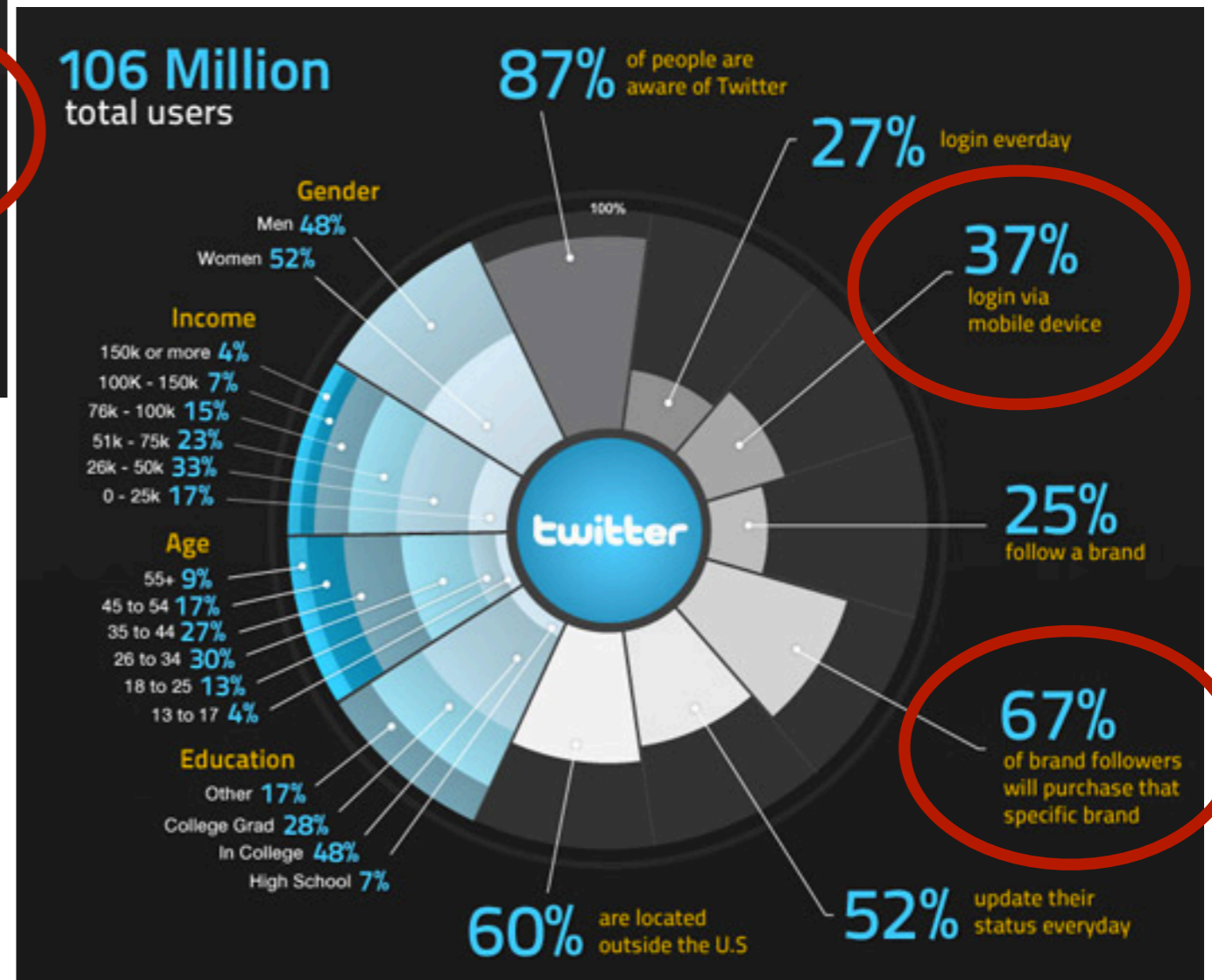


For those just getting underway with social media marketing, Facebook is ranked as their number-one choice, followed by Twitter and LinkedIn.

<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2010/>



Facebook: Aged 26 + = 60%  
 Aged 45+ = 19%  
 Income over 70k = 23%



Twitter: Aged 26 + = 83%  
 Aged 45+ = 26%  
 Income over 70k = 26%

<http://www.digitalbuzzblog.com/infographic-facebook-vs-twitter-demographics-2010-2011/>



# CAESARS PALACE

LAS VEGAS

## Caesars Palace Las Vegas Hotel & Casino

Caesars Palace hotel and casino invites you to experience Las Vegas style excitement, luxury and prestige.



TOTAL REWARDS\*

Forgot Pin?

Total Rewards #: Pin:

OK

Earning is half the fun.

### MAKE A RESERVATION

- Exact Dates
- Weekends Only
- Caesars Palace Rate Calendar
- All Las Vegas Casinos Calendar

Check In Date

Check Out Date

Adults Children



SPA DINING ENTERTAINMENT POOL SHOPPING



ROUTINELY SPECTACULAR

### CASINO FEATURES

STAY CONNECTED



HOTEL OVERVIEW

- Virtual Tours

## PULSE OF VEGAS Blog

Your source for Las Vegas exclusives, hotel hot deals and random nonsense.

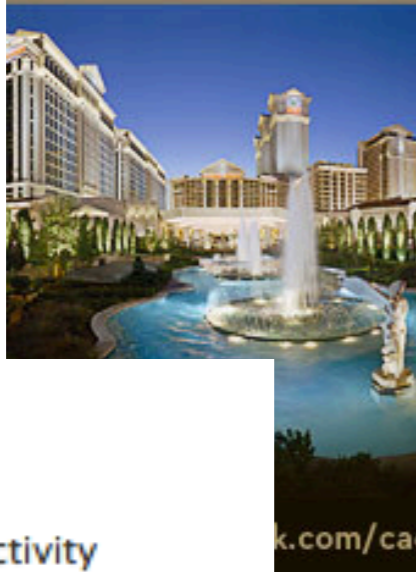


HOME HOTELS GAMBLING RESTAURANTS SHOWS THINGS TO DO





ROUTINE SPECTAC



# Caesars Palace

@CaesarsPalace Las Vegas, Nevada

Experience The Life You Were Meant to Live - only at Caesars Palace Las Vegas.

<http://www.caesarspalace.com>

+ Follow



Timeline

Favorites

Following

Followers

Lists



CaesarsPalace Caesars Palace

Via @Norm\_Clarke, a look at the technological wizardry you can expect when #CelineDion's new show opens next week.

<http://het.bz/48iD0>

5 hours ago

About @CaesarsPalace

6,322 Tweets

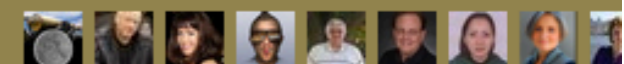
38,070 Following

41,090 Followers

1,808 Listed

Connections

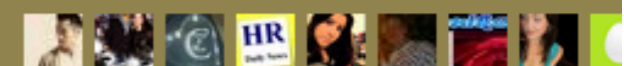
Followed by @BLOODFAEmovie, @Donovan



You both follow @BLOODFAEmovie and @M



Following 38,070



- Wall
- Info
- Friend Activity
- Deals
- Sweepstakes
- Photos (374)
- Fan Exclusive
- Events
- Video
- Foursquare
- Connect
- Notes
- Less

15,200 check-ins

73,771 people like this

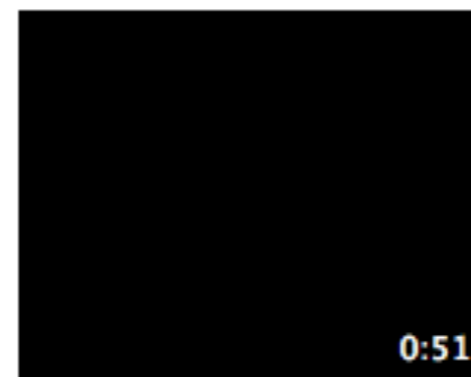


## Caesars Palace Video

Like

Hotel · Las Vegas, Nevada

Caesars Palace's Videos







# Greystone Bar

@greystonebar South Bank, Brisbane

Set in the heart of South Bank Greystone Bar & Cellar offers a winning formula of relaxed atmosphere paired with delicious cocktails and tapas. Tweets by Laura.

<http://www.facebook.com/GreystoneBarandCellar>

Following



Message



About @greystonebar

2,798

Tweets

1,727

Following

1,440

Followers

113

Listed

## Connections

Followed by @CreativePA, @cdrs\_paul, @Motor



greystonebar Greystone Bar

We're celebrating being single tonight - so come in & drink to everything that's awesome about being on your own.

#datingmyself

14 Feb



greystonebar Greystone Bar

@BrisvegasLukass Hey Lukas, I can send you our drinks menu with prices if you DM me your email? What date is your party?



greystonebar Greystone Bar

If anyone needs to pick a beer-loving lover/man/friend Ambassador

14 Feb



Wall

Info

Friends

Friends (1717)

Samuel Carroll

## Grey Stone (Greystone Bar AndCellar)

+1 Add as Friend

Lives in Brisbane, Queensland, Australia In an open relationship



### Philosophy

Favorite Quotations

We're a casual, fun, late-night, bar and bottle-shop located in the centre of South Bank. The perfect place for either a few quiet ones or a good night out.

### Arts and Entertainment





BOOKMARK SITE | TELL A FRIEND

enter your details below to receive  
**\$10 DINING VOUCHER**

First Name:

Email:



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About @yellowfindining

6,749  
Tweets

1,206  
Following

1,239  
Followers

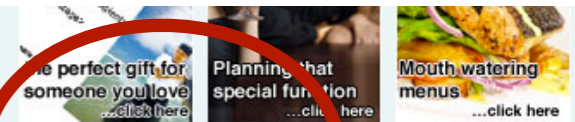
111  
Listed



### FRESH. FISH. SEAFOOD. DAILY!

Serving the freshest seafood on the Gold Coast; Yellowfin Seafood Restaurant is situated in the hub of the popular Broadbeach dining precinct. Providing a wonderful open-air venue to enjoy lunch and dinner all year round, we offer both indoor and alfresco dining and our focus is on serving the absolute freshest fish and seafood available at a reasonable price. In conjunction with the Gold Coast's leading fish suppliers we source our seafood daily, at its very freshest, from the local markets & from the best individual producers around Queensland.

We look forward to welcoming you to Yellowfin Seafood Restaurant in Broadbeach soon!



**BOOK ONLINE** FREE, INSTANT & GUARANTEED  
**CLICK TO CALL** CLICK CALLING

Who's **your** favourite restaurant or caterer?  
**VOTE & WIN**



[http://  
www.yellow  
finrestaurant  
.com.au/](http://www.yellowfinrestaurant.com.au/)



specialising in the freshest seafood  
state winner • best seafood restaurant 2010  
finalist • best seafood restaurant 2009  
winner • best alfresco restaurant 2008  
winner • best licensed restaurant 2008  
state winner • best new restaurant 2007

phone 5504 5335  
6 / 20 queensland avenue  
broadbeach qld 4218  
lunch and dinner  
Fully Licensed & byo wine\*  
fully air conditioned or dine alfresco  
open from 12pm 'till late, 7 days  
\*Sunday to Thursday: corkage \$3.85 p/p

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# Glasshouse Hotel

**BOOK ONLINE**  
FREE, INSTANT & GUARANTEED

Home Free Beer Calendar Food Functions Contact Us Blog Links

Search this website... **GO**

ARCHIVE EVENTS MIDSUMMA NEWS UNCATEGORIZED VENUE NEWS WEEKEND EVENTS



Featured Content

**Glasshouse Hotel**  
 Like 1,380

**GLASSHOUSE**  
 Anthony Menchetti  
 Beaker Bumpa Love  
**CATRIONA  
 CONSTANCE**

**BLOGROLL**  
 + Sign up for our newsletter – free drink on signup!

<http://myglasshouse.com.au/>

Blog on local events and happenings which gets local search engine ranking

**THE MANOR**  
APARTMENT HOTEL

HOME ACCOMMODATION RATES PACKAGES FIND US ABOUT US GALLERY CONTACT



## 5 Must-See Queensland Destinations

February 16th, 2011

Comments Feed

Search

search... **Search**

YOUR DAILY DEAL

**brisbane**

LivingSocial

Four Sharing Tapas Plates and a Bottle of Wine

## 55% Off Tapas and Wine

Alegria Mediterranean Bistro & Bar

\$49

view deal

Get today's deal for free



## Amazon.com Gift Card\*

\$20 Amazon.com Gift Card

\$10

**sold out!**

50% SAVINGS

1,157,166 PURCHASED

--:--:-- REMAINING

What's rarer than spotting a snow leopard, Halley's Comet, and Mark Wahlberg with a shirt on? Answer: Today's once-in-a-lifetime deal. Pay just \$10 and get a \$20 gift card to use at [Amazon.com](http://Amazon.com), the largest online retailer. Whether you are looking for something usual, like a [book](#), or... [\(show more\)](#)

**Get yours free!** Buy, share, and if three friends buy, yours is free.

Share 45415

Tweet

email





# Geo-location mobile

**Currumbin RSL**

Currumbin Creek Road  
Currumbin, QLD 4221

Like 2

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	31	58

**Mayor** Last 60 Days

**Rob M.**  
8 checkins

**Categories:** Beer Garden  
**Tags:** live entertainment, award winning restaurant, function centre, cafe, bars, gaming, waterfront views

About @CurrumbinRSL

676 Tweets	234 Following	305 Followers	8 Listed
---------------	------------------	------------------	-------------

**Kath C.**  
Mexican wrap from the cafe, outside is so peaceful.  
✓ 3 | November 11, 2010

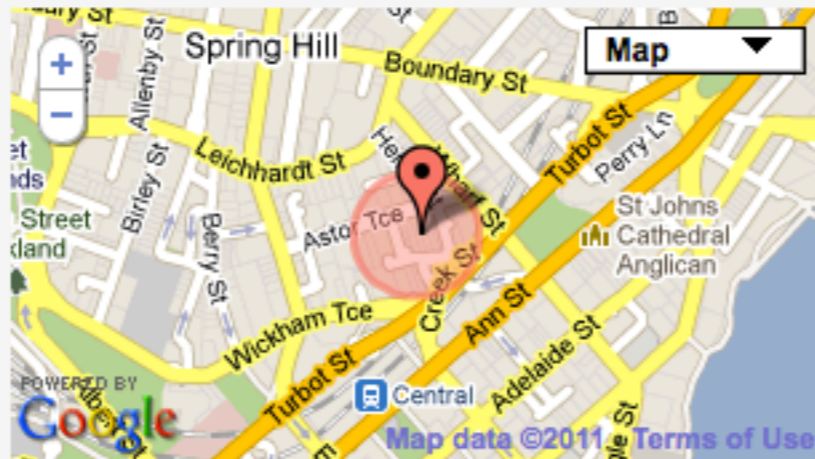
**Holly M.**  
The best little club in the world!

**Jenni W.**  
Quail salad was nice bet the seafood chowder wasn't.  
✓ 1 | October 18, 2010

**CurrumbinRSL** Currumbin RSL  
Side Spitting Comedy!! Get in quick and get your tickets!! Their selling like hot cakes!!!...  
2 hours ago

## Novotel Brisbane

200 Creek Street  
Brisbane, Australia 4000  
(073) 309-3309



Like 1

Categories: Hotel

Do you manage this venue? [Claim here](#)

YOUR CHECK-INS

0

TOTAL PEOPLE

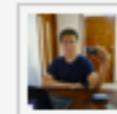
57

TOTAL CHECK-INS

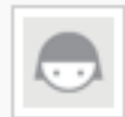
88

Mayor

Last 60 Days



James W.  
5 checkins



Liana S.

Very nice rooms, great king size bed. Meals are ok & brekki is yum!

# What would you do next?



Steven F.

Don't bother eating at cilantro. The steak wasn't worth the money paid for it.

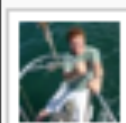
✓ 1 · December 31, 2010



Justin N.

The internet here is a beating. For 30.00 a day you should at least remove the limit.

✓ 1 · November 14, 2010



Dean E.

30Mbyte download limit for internet is a complete farce. Get with the program.

✓ 1 · September 21, 2010

[http://mashable.com/  
2010/09/16/](http://mashable.com/2010/09/16/)

[mcdonalds-foursquare-  
campaign/](http://mcdonalds-foursquare-campaign/)

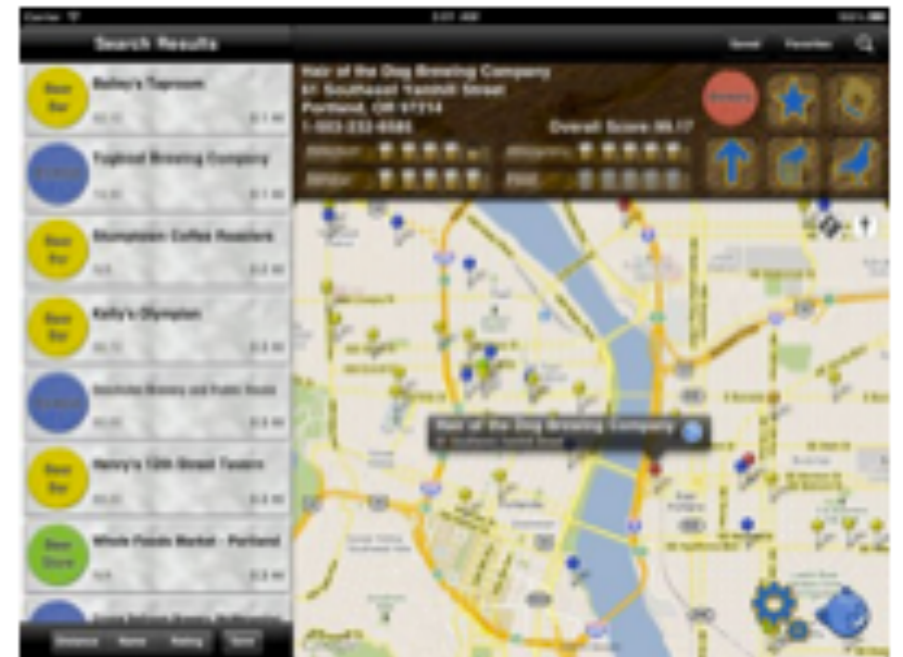




# Social sites use APIs that developers use to create Apps from the data

## Find a Pint

Category: Mobile  
Created by: [Happy Maau Studios, LLC](#)  
Date added: February 10, 2011  
More info: [Learn more](#)



# Is there data about you?



# Places

Who. What. When. And now **Where.**



## Share Where You Are



### "Best. Concert. Ever."

Easily share where you are, what you're doing and the friends you're with right from your mobile.

Check in and your update will appear on the Place page, your friends' News Feed and your Wall.

Tag the friends you want to be part of your update.

Appear in "Here Now" updates.

## Connect With Friends Nearby



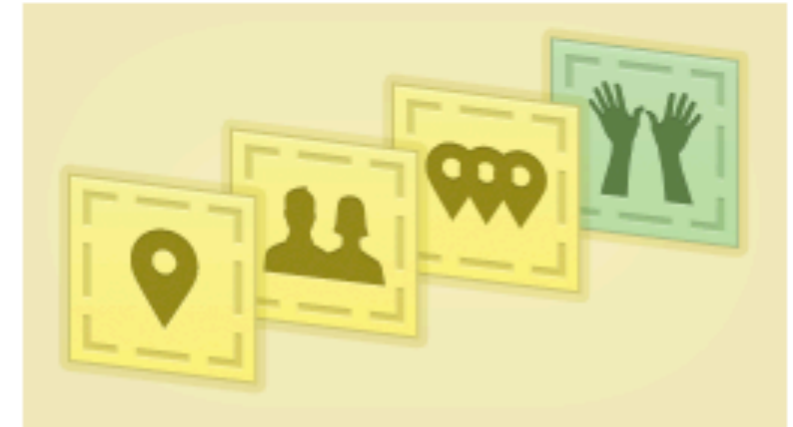
### "I'm just down the street!"

Never miss another chance to connect when you happen to be at the same place at the same time.

Browse status updates of friends checked in nearby.

After checking in, tap "Here Now" to see who's nearby.

## New: Find Local Deals



### "I'm getting \$20 off new jeans."

Check in to get individual discounts, share savings with friends, earn rewards for repeat visits or secure donations for good causes.

Use Facebook Places on your mobile to find special offers everywhere — just look for the deal logo.

Save at your favorite retailers, eateries and entertainment venues, too.



#### When you check in to get a deal

There are 4 types of Deals: individual, friend, loyalty and charity. Deals and donations are offered by individual businesses, not Facebook, and may be available in limited quantities.

Friend deals require tagging a number of friends to share savings. Loyalty deals require multiple check-ins, similar to a traditional punch card.

For more information about individual offers, please contact employees of the business offering each deal. Please visit the Help Center to learn more about Facebook Deals.



## Help customers find you on Google Maps

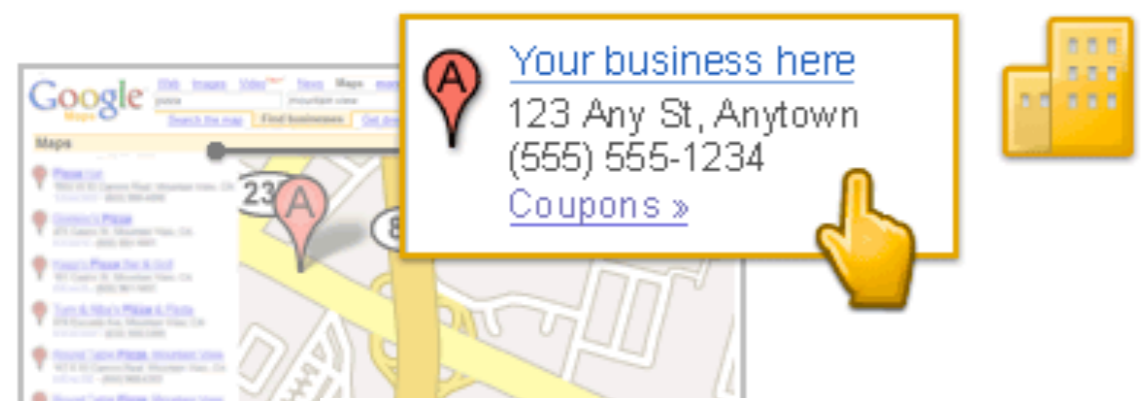
Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you.

Use Google Places to create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, photos of your storefront or products. It's easy, free, and you don't need a website of your own.

People search for products in your area...

Find your local listing...

...And connect to your business





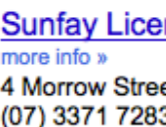
Google maps Australia

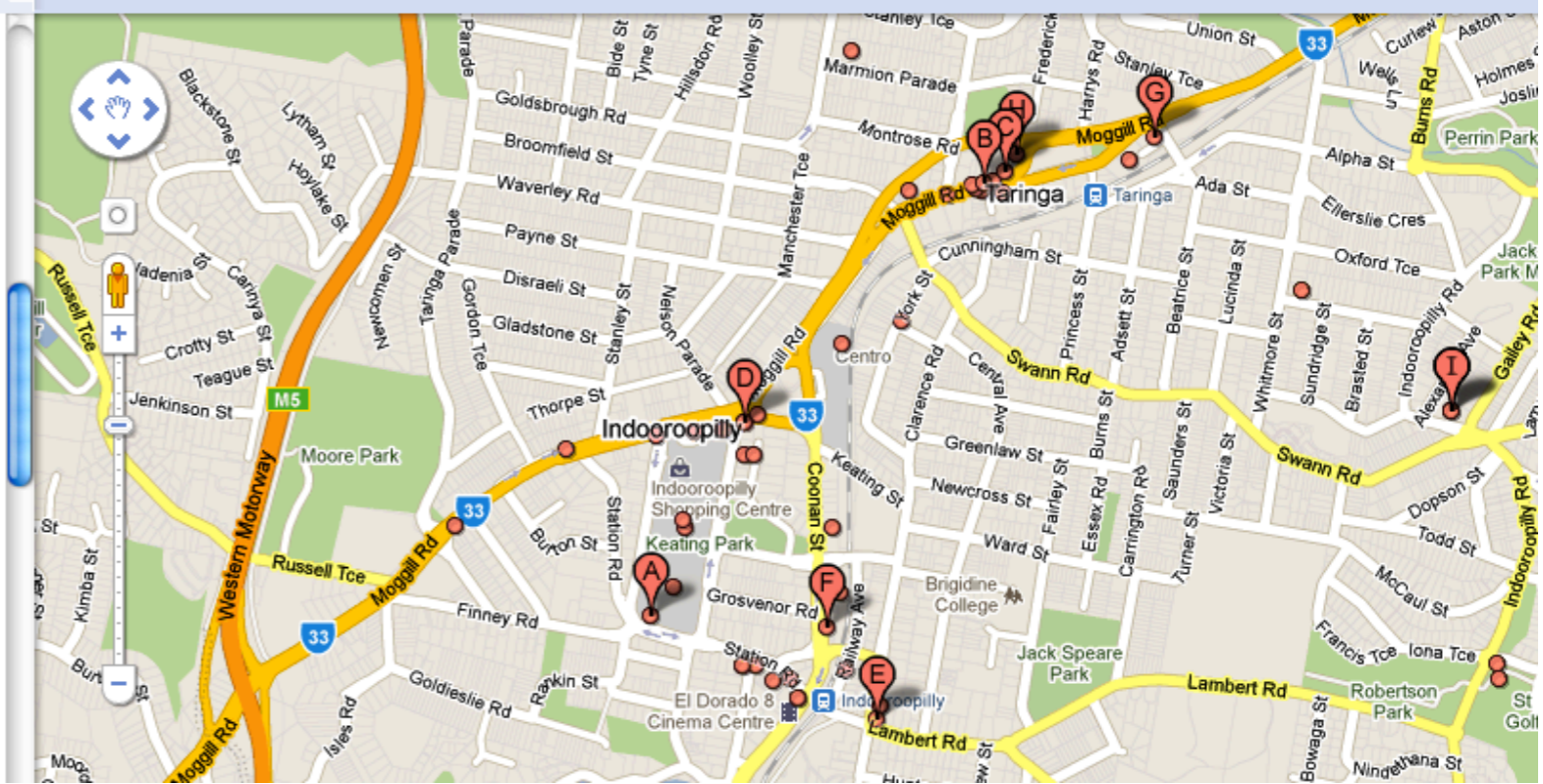
restaurants loc: taringa QLD

Search Maps

Show search options

Get Directions My Maps

- Castelli's Fresh Pasta & Pizza**  
more info »  
  
172 Clarence Road, Indooroopilly QLD 4068  
(07) 3870 2444  
Category: Italian Restaurant  
★★★★★ 12 reviews  
"Especially the lamb pizza. Not much ambience or atmosphere but the food is ..."
- Hog's Breath Cafe**  
more info »  
  
104 Coonan Street, Indooroopilly QLD 4068  
(07) 3378 5533  
Category: Restaurant  
★★★★★ 39 reviews  
"Out of all the Hogs breath Cafes I have been to...This one is the best..I ..."
- Sunfay Licensed Restaurant**  
more info »  
  
4 Morrow Street, Taringa QLD 4068  
(07) 3371 7283  
★★★★★ 17 reviews  
"This place is no fine dining restaurant but you'll soon ..."





Like 127 people like this. Be the first of your friends.



Melbourne CBD at dusk Dec 2008 (wsantoso)

[All traveler photos](#) | [All traveler videos](#)



**Winner: Travelers' Choice® Destinations 2010**

Culture & Sightseeing | Europeans' Favorites | Food & Wine | Nightlife | Top 25 in South Pacific

### Advice from real travelers

- Neighborhoods
- Arriving & Departing
- Great Ocean Road
- Public Transportation
- Culture

[See all topics](#)

“The highlight of Melbourne”

### These friends have visited Melbourne



### Top-rated restaurants

[All 2,125 restaurants](#)

- 1 The Colonial Tramcar Restaurant 69 reviews
- 2 Mart 130 24 reviews
- 3 Chokolait Hub 19 reviews



Royal Exhit Gardens



James087 3 contributions  
Gympie

Nov 3, 2010

1 person found this review helpful

We had seen this on Getaway and thought it would be good for a laugh, didn't expect the food to be brilliant; boy were we wrong! The whole experience was outstanding, firstly the tram car itself was superbly decorated, the staff were friendly and efficient and the food and wine were excellent. It was a fantastic way to celebrate my... [more](#)

[Save Review](#)

## The Colonial Tramcar Restaurant

#1 of 2,123 restaurants in Melbourne

69 ratings

# People increasingly log on with Facebook





brisbane restaurant

Everything

Images

Videos

News

Places

Books

Blogs

**Realtime**

Discussions

Fewer

New results will appear below as they become available. [Pause](#)



[Daily Group Deals](#) DGD Hot Pick Thursday Deal in **Brisbane** is...  
[\\$49 for a Two Course Meal and Drinks for Two at Jaz Restaurant ...](#) - ourdeal.com.au

[Facebook](#) - 13 minutes ago



[CitySnatch](#) Enjoy fine dining @ Pimento in **Brisbane** - 3 course meal pp. for ONLY \$35!

[Brisbane: Fine Mediterranean 3-Course-Menu @ Pimento only \\$35 pp](#) - citysnatch.info

[Twitter](#) - 1 hour ago



[Brisbane's Best Eating ...](#) \$49 for a Two Course Meal and Drinks for Two at Jaz Restaurant & Wine Bar, Toowong -

[OurDeal - Escape Ordinary](#) - ourdeal.com.au

[Facebook](#) - 2 hours ago

<http://www.google.com.au/realtime>

<http://www.google.com/alerts>

<http://www.twilert.com/>



twilert

Twilert is a free Web app that enables you to receive regular email updates of tweets containing your brand, product, service... well, any keyword you like really!



- **Every day** post & respond -  
Tweet, Facebook - useful links, deals,  
specials, photo
- **Every 2-3 days** - Blog post,  
article, video or audio podcast
- **Every month** - focus on theme &  
market around that e.g. Anzac -  
include photos, video, special deals
- **Every month** - use another tool  
e.g. blog/foursquare/facebook/flickr.  
Find your niche.

<http://www.flickr.com/photos/knterox/5345097220/>



# Learn from others

## Marketing and Hospitality

A Guide to Emerging Media for Restaurants & More



### How To Use Video to Market Your Restaurant

February 12, 2011 By [Spirocks](#) 3 Comments and 11 Reactions

I have written about video before, but this time I wanted to share some examples of ways that video can be used to market your restaurant. Here you will see three short videos that aim to do three different things. One will focus on food, one will focus on a particular day/event, and the other will be a general overview for a newer place.

10  
tweets

retweet

Let's Connect, Share, and Eat Well



<http://spirocks.com/>



**spiro pappadopoulos**

**@spirocks** Boston, Ma

*Thinking + Sharing + Integrating Marketing Ideas with Restaurants. Loves: new technology, emerging media, networking, and good food.*

<http://www.spirocks.com>



About @spirocks

4,075  
Tweets

12,297  
Following

13,971  
Followers

384  
Listed

Connections

- **Be real and authentic**  
- no marketing speak
- **Be useful** and offer benefits
- Listen and respond - it's a conversation
- Find someone to action this who is already immersed and loves it!

<http://www.flickr.com/photos/66586176@N00/5439795856/>







What is the best use  
of time and  
resources?

What is fun and  
sustainable?

# Takes time but not money



[http://farm3.static.flickr.com/2790/4276164545\\_0c84939efa\\_m.jpg](http://farm3.static.flickr.com/2790/4276164545_0c84939efa_m.jpg)



Choose  
something  
then

Stick with it!

[http://www.flickr.com/photos/hillarystein/  
2751693052/](http://www.flickr.com/photos/hillarystein/2751693052/)





# HOSPITALITY & GAMING *Australasia*



Contact Joanna Penn:

Blog: [www.TheCreativePenn.com](http://www.TheCreativePenn.com)

Twitter: [@thecreativepenn](https://twitter.com/thecreativepenn)

[Facebook.com/TheCreativePenn](https://www.facebook.com/TheCreativePenn)

[YouTube/thecreativepenn](https://www.youtube.com/thecreativepenn)

<http://au.linkedin.com/in/joannapenn>

Slides can be downloaded:

[www.TheCreativePenn.com/Hospitality](http://www.TheCreativePenn.com/Hospitality)