



Digital Marketing Communication Strategies for Increasing Visitor Numbers at the Radisson Red Izmir Point Bornova Hotel

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Abstract

Background: In today's digital age, intense business competition particularly in the hospitality industry is increasingly driving hotels to leverage digital marketing communications more strategically. This trend is evident at the Radisson RED İzmir Point Bornova, which has been in operation for only six months but has already seen a significant increase in the number of guests.

Aims: The purpose of this study is to examine the digital marketing communication strategies used by Radisson RED İzmir Point Bornova to increase visitor numbers, particularly through social media, digital content, customer engagement, and internal coordination.

Methods: This study employs a qualitative descriptive approach, with data collected through interviews, observations, and documentation. Informants include hotel management, the marketing team, and operational staff involved in promotional activities.

Result: The study's findings indicate that the increase in visitor numbers was driven by four key factors: the use of Instagram and TikTok to expand the hotel's reach, consistent content posting, direct interaction with customers through digital media, and collaboration between management, the marketing team, and operations.

Conclusion: A consistent and coordinated digital marketing communication strategy helps hotels build brand awareness, reach a wider audience, and increase customer engagement in the early stages of operations

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INTRODUCTION

The hospitality industry is one of the service sectors that plays a crucial role in supporting the development of tourism and public mobility. Hotels not only serve as places to stay but also provide services and experiences for consumers. According to Kotler & Keller (2022), service industries such as hospitality rely heavily on a company's ability to establish effective communication with customers to foster customer satisfaction and loyalty. The growth of the tourism industry has led to increasingly fierce competition in the hospitality sector, requiring every hotel to have effective marketing strategies to attract visitors (Milyane et al., 2022).

The growing competition in the hotel industry can be a significant challenge for newly established hotels when introducing their brands to the public. Unlike well-established hotels, new hotels often have limited brand awareness and have not yet gained the same level of consumer trust. In this situation, marketing communication plays an important role in helping hotels introduce their identity and create a positive impression among potential customers. A well-planned marketing communication strategy can therefore strengthen the appeal of a new hotel while helping it become more familiar to its target market (Kurnia et al., 2024).

Advances in digital technology have transformed marketing communication patterns in the hospitality industry. Today's consumers increasingly seek information about hotels through social media, official websites, and online booking platforms before making a reservation. This situation

means that new hotels need to leverage digital media as their primary tool for increasing exposure and reaching a broader market. Engaging promotional content and interactive communication can help hotels build initial relationships with customers. Without the right communication strategy, new hotels will struggle to compete with those that already have a stronger reputation (Herlina et al., 2021).

In today's hospitality industry, online reviews and the experiences shared by previous guests have become important considerations for potential customers. Before making a reservation, many prospective guests check ratings, read comments, and consider recommendations available on various digital platforms. For newly established hotels with limited reviews, creating a positive experience from the first interaction becomes particularly important. Quality service and prompt responses to guest needs can encourage customers to share positive experiences and recommend the hotel to others. Thus, marketing communication is not simply a means of promoting the hotel, but also an important part of establishing its reputation during the early stages of operation (González et al., 2013; Inversini & Masiero, 2013; Simabur et al., 2023).

As a newly opened hotel, Radisson RED İzmir Point Bornova faces the challenge of introducing its brand to both the local market and tourists. As a modern hotel with a lifestyle concept, its initial operational success is heavily influenced by its ability to build brand recognition and attract visitors (Porcu et al., 2019). The hotel's strategic location must be supported by the right marketing communication strategy so that it can gain recognition more quickly among its target market. The use of social media, digital promotions, and integrated communications is essential for increasing the hotel's exposure amid increasingly fierce competition in the hospitality industry (Murhadi & Wijaya, 2025; Vitadila & Vanel, 2024).

Based on data from April 2026, the Radisson RED İzmir Point Bornova is a new hotel with 105 rooms that officially opened as the first Radisson RED property in Turkey. In its early operational stages, this hotel still has a relatively limited number of reviews and visitor traffic compared to hotels that have been in operation for a long time. Data from Expedia in May 2026 shows that this hotel has received only 7 customer reviews with a rating of 9.8/10. TripAdvisor data shows that this hotel received approximately 35 customer reviews at the start of operations in 2026 (Mayzlin et al., 2014; Stringam & Gerdes, 2010).

The still-limited number of reviews and customer interactions indicates that the hotel is still in the early stages of building brand awareness and reputation in the market. This situation is a key reason for the choice of this research title, as new hotels require effective marketing communication strategies to increase visitor numbers, expand brand exposure, and attract consumer interest amid increasingly fierce competition in the hospitality industry in the city of İzmir. This hotel has great potential because it is strategically located within the Point Bornova shopping center and is supported by a modern lifestyle hotel concept that targets both tourists and business travelers (Masiero et al., 2019; Syariati et al., 2021).

A study by Istiqomah et al. (2024) shows that digital marketing strategies are highly effective in increasing brand awareness for new hotels through social media and online booking platforms. A study by Naibaho & Ritonga (2024) states that integrated marketing communication helps hotels build a consistent image in the eyes of consumers. A subsequent study Hariyati & Sovianti (2021) found that the quality of promotional content and interactions with customers play a crucial role in generating consumer interest in a hotel. Engaging promotional content provides insight into a hotel's facilities and services, while positive interactions with customers foster strong relationships and build consumer trust before they make a reservation. Research by Anjani & Riswandi, (2026) also shows that the initial customer experience is a key determinant of loyalty and positive reviews on digital platforms. These four studies confirm that marketing communication plays a vital role in the success of new hotels in the hospitality industry.

The novelty of this study lies in its focus on analyzing marketing communication strategies at a hotel still in the early stages of operation namely, the newly opened Radisson RED İzmir Point Bornova. Previous studies have generally addressed hotel marketing communication strategies in a broad sense or focused on hotels that already have brand awareness and a reputation among the public. This study specifically highlights how a new hotel builds brand recognition, consumer trust, and increases visitor numbers from the very start of operations through the use of digital marketing communications (Helalat et al., 2025; Soegiarto & Yuliamir, 2025). The research question for this

study is “How did the digital marketing communication strategies implemented by Radisson RED İzmir Point Bornova contribute to increasing visitor numbers during the hotel’s initial operational phase?” The objective is to analyze the digital marketing communication strategies implemented by Radisson RED İzmir Point Bornova to increase visitor numbers during the hotel’s initial operational phase (Rezeki et al., 2024).

Theoretically, this study is expected to contribute to the development of research in the field of digital marketing communication, particularly in the hospitality industry, regarding marketing communication strategies for new hotels aimed at building brand awareness and increasing visitor numbers. Practically, this study is expected to serve as a reference and evaluation tool for Radisson RED İzmir Point Bornova and other new hotel operators in developing more effective marketing communication strategies to enhance their appeal and increase visitor numbers.

METHOD

This study employs a descriptive research design with a qualitative approach. The qualitative approach was used to gain an in-depth understanding of and describe the marketing communication strategies implemented by Radisson RED İzmir Point Bornova to increase visitor numbers during the hotel’s initial operational phase. A descriptive research design was chosen because this study focuses on systematically, factually, and thoroughly describing the phenomenon of marketing communication strategies based on conditions observed in the field.

The data sources in this study consist of primary data. Primary data were obtained directly through in-depth interviews with informants involved in hotel marketing and operational activities. Informants were selected using purposive sampling a technique for selecting informants based on specific considerations in accordance with the research needs. This technique was chosen because not all parties have an in-depth understanding of hotel marketing communication strategies; therefore, the researcher selected informants who were deemed to be directly involved and experienced in hotel promotional activities. The number of informants in this study was three, consisting of hotel marketing management and hotel operations staff (Ngasa et al., 2026; Radja et al., 2026).

The first informant is the hotel management, selected because it plays a role in determining marketing communication strategies and has understood the hotel’s branding direction since the beginning of operations. The second informant is the marketing department, selected because it is directly responsible for implementing digital promotions, managing social media, and developing the hotel’s marketing content. The third informant is the hotel’s operational staff, selected because they interact directly with guests and are aware of visitors’ responses to the hotel’s promotional strategies (Koban et al., 2026).

Data collection was conducted through in-depth interviews and observation. In-depth interviews were conducted in person with informants using a semi-structured interview guide to enable the researcher to obtain more detailed data on the hotel’s marketing communication strategies. Observation involved monitoring the hotel’s promotional activities on social media, the presentation of visual content, and operational activities related to guest services. The data analysis technique used in this study is the Miles and Huberman interactive analysis model, which consists of data collection, data reduction, data presentation, and drawing conclusions. Data were obtained through interviews, observations, and documentation, then selected and focused according to the research needs. The reduced data were presented in the form of descriptive narratives to facilitate analysis. Conclusions were drawn to provide an overview of marketing communication strategies aimed at increasing hotel visitor numbers (Afifah et al., 2026; Ekalista & Hardianto, 2019).

RESULTS AND DISCUSSION

Results

Based on the research findings, several key factors were identified that contributed to the increase in the number of guests at the Radisson RED İzmir Point Bornova Hotel.

Instagram and TikTok as the Primary Channels for Increasing Hotel Brand Visibility

The research findings indicate that the increased brand visibility of the Radisson RED İzmir Point Bornova Hotel during its early operational phase was driven by the use of Instagram and TikTok as primary marketing communication channels (Hatapayo et al., 2025). These two platforms proved to be the most effective media for introducing the brand identity of the hotel's unique lodging experience to the general public. As a newly opened hotel, Radisson RED İzmir Point Bornova needed platforms capable of quickly reaching a wide audience to build brand awareness. Instagram and TikTok were chosen as the primary channels for digital marketing communication because their visual nature aligns with the modern lifestyle concept promoted by the hotel (Azzahra et al., 2026; Sara et al., 2026).

According to digital marketing communication theory, social media serves as a communication channel that enables organizations to convey information, build brand image, and establish relationships with consumers effectively. Instagram and TikTok have the advantage of disseminating information through engaging visual content, thereby increasing brand visibility in a relatively short period of time. The use of these two platforms provides hotels with the opportunity to reach market segments that are actively seeking travel information and recommendations through digital media (Ginting et al., 2026; Paskua et al., 2026). Interview results show that, from the very beginning of its operations, the hotel has prioritized Instagram and TikTok as the main focus of its promotional activities. Management believes that these two platforms are capable of introducing the new hotel to the market more quickly than conventional promotional media. Through various posts showcasing the hotel's design, facilities, guest activities, and atmosphere, Radisson RED İzmir Point Bornova is striving to build an image as a modern hotel that aligns with the lifestyle of the younger generation of urban travelers (Butar et al., 2026; Muryanti & Hanif, 2026).

Research findings indicate that the marketing team actively manages the hotel's Instagram and TikTok accounts by posting engaging visual content that is relevant to the target audience. The content published not only provides information about the hotel's facilities but also showcases the guest experience, the hotel's ambiance, and various activities guests can enjoy during their stay. The use of TikTok's Reels, Stories, and short-form video features has proven to be an effective strategy for expanding audience reach and strengthening the hotel's brand exposure in the digital space (Katili et al., 2026).

The use of Instagram and TikTok has led to increased interest in the hotel among potential guests. Based on interviews with operational staff, many guests learned about the Radisson RED İzmir Point Bornova Hotel through content they saw on social media before booking a room. This indicates that Instagram and TikTok not only serve as platforms for disseminating information but also play a role in influencing consumers' decision-making processes (Dhevasya et al., 2026; Feren et al., 2026). Research findings indicate that Instagram and TikTok have been the primary channels contributing to increased brand visibility for the Radisson RED İzmir Point Bornova Hotel. The success of these two platforms is evident in the increased brand exposure in the digital space and their ability to attract the attention of potential guests, which has supported a rise in visitor numbers during the hotel's initial operational phase.

The Importance of Consistent Digital Content in Boosting a Hotel's Brand Visibility

The findings show that maintaining consistent digital content played an important role in increasing the brand visibility of Radisson RED İzmir Point Bornova during its early period of operation. By publishing content regularly, the hotel was able to maintain a continuous presence on different digital platforms and gradually become more familiar to potential guests. For a newly established hotel, maintaining regular communication is important to keep information about the hotel accessible and visible in the digital environment. In this context, consistent content can support the development of brand awareness while allowing the hotel to reach a wider audience (Hindaryatiningsih et al., 2026).

According to digital marketing communication theory, content consistency refers to the ongoing effort to convey marketing messages through digital media in order to maintain the brand image in consumers' minds. Content published on a regular basis can increase brand exposure, strengthen the company's identity, and foster closer relationships with the audience. Indicators of digital content

consistency include the regularity of publication, the alignment of marketing messages, the uniformity of visual identity, the continuity of information, and the content's ability to hold the audience's attention (Putri & Hastuti, 2026).

The interview results show that hotel management views the consistency of digital content as a key component of its marketing communications activities. Management believes that a consistent flow of content helps the hotel build its brand presence in a competitive market. Content is published on a scheduled basis to ensure that information about the hotel is repeatedly conveyed to the audience, thereby increasing the likelihood that the brand will be remembered by potential guests. Research findings indicate that the marketing team actively manages digital content through regular posts on Instagram and TikTok. The published content showcases the hotel's facilities, the guest experience, guest activities, hotel promotions, and various information relevant to the audience's needs. Consistency in visual themes, communication style, and brand identity is a top priority to ensure that every piece of content reinforces the image of the Radisson RED İzmir Point Bornova Hotel as a modern hotel with a lifestyle concept (Hindaryatiningsih et al., 2026).

Based on interviews with operational staff, many guests learn about the hotel's latest updates through regularly updated content on social media. This indicates that consistent digital content not only boosts brand visibility but also encourages consumers to seek more information before booking a room. The ongoing presence of such content helps the hotel maintain its audience's attention amid competition in the hospitality industry. Research findings indicate that the consistency of digital content plays a role in strengthening the brand visibility of the Radisson RED İzmir Point Bornova Hotel. Regular content publication has been shown to increase brand exposure, maintain audience engagement, and support an increase in visitor numbers during the hotel's initial operational phase.

Digital Interaction as a Two-Way Marketing Communication Mechanism

The research findings indicate that digital interactions were one of the factors contributing to increased brand visibility for the Radisson RED İzmir Point Bornova Hotel during its early operational phase. Interactions fostered through social media enabled the hotel to build closer relationships with both prospective guests and customers. The availability of (direct message) features for customer reviews, along with various forms of digital responses, creates opportunities for two-way communication between the hotel and consumers. These conditions help the hotel build trust and strengthen its brand image in the eyes of its audience.

According to digital marketing communication theory, digital interaction is a communication process that enables the exchange of information between companies and consumers through digital media. Such interactions serve to build relationships, maintain audience engagement, and create a more personalized communication experience. Indicators of digital interaction include responses to consumer inquiries, management of customer comments, communication via social media, audience (engagement), and a company's ability to build long-term relationships with consumers. The interview results indicate that hotel management views digital interactions as an important part of marketing communication activities. Management believes that responsive communication can increase prospective guests' trust in the hotel. Every question, piece of feedback, or comment submitted by customers through digital media is addressed promptly to create a positive communication experience (Kunte et al., 2026; Moa et al., 2026).

Research findings indicate that the marketing team actively engages with its audience through its Instagram and TikTok accounts. These activities include responding to comments and customer messages, providing additional information, and addressing various inquiries regarding hotel amenities, room rates, and the reservation process. These communication efforts help the audience obtain the information they need before making a booking decision. Based on interviews with operational staff, many guests contact the hotel in advance via social media to find out about the hotel's services before making a reservation. This indicates that digital interactions influence the consumer decision-making process. Prompt, clear, and informative communication gives prospective guests the confidence to choose the Radisson RED İzmir Point Bornova Hotel as their place to stay. Research findings indicate that digital interactions serve as a two-way marketing communication mechanism that helps strengthen the brand visibility of the Radisson RED İzmir Point Bornova Hotel. The relationships built through digital media help boost consumer trust,

maintain audience engagement, and support an increase in visitor numbers during the hotel's initial operational phase (Herlina et al., 2021).

Synergy Between Management, Marketing, and Operations in the Implementation of Digital Marketing

The research findings indicate that the success of the digital marketing implementation at the Radisson RED İzmir Point Bornova Hotel was not only determined by the promotional activities carried out by the marketing team but was also supported by synergy between the marketing department and hotel operations management. Interdepartmental collaboration enabled all marketing communication activities to proceed in a more focused and consistent manner, in line with the organization's objectives. This synergy was a key factor supporting the effectiveness of the digital marketing implementation during the hotel's early operational phase. According to digital marketing communication theory, the success of a marketing strategy's implementation is influenced by coordination among the work units involved in the communication process with consumers. Effective collaboration ensures that information is conveyed more accurately, consistently, and in line with the brand identity the company seeks to build. Indicators of synergy in digital marketing implementation include coordination among departments, shared communication objectives, management support, operational involvement in providing information, and consistency in the execution of marketing activities.

The interview results indicate that hotel management plays a role in determining the direction of marketing communication policies and ensuring that all promotional activities align with the hotel's vision. Management provides support for the various digital marketing programs carried out by the marketing team and oversees the implementation of marketing communication strategies. This support serves as the foundation for effective coordination among departments. Research findings indicate that the marketing team is responsible for managing various digital promotional activities through Instagram, TikTok, the hotel's website, and other digital platforms. In carrying out these activities, the marketing team obtains information from the operations department regarding the hotel's facilities, services, activities, and guest experiences, which can be used as content material. This collaboration helps produce content that is relevant, accurate, and consistent with the hotel's current situation. Based on the interview findings, the operations department not only provides services to guests but also supports digital marketing efforts by providing documentation of activities and various guest experiences that can be used as promotional material. The operations department's involvement helps ensure that the information conveyed to the public accurately reflects the actual experiences guests have during their stay.

The research findings indicate that synergy between the marketing and operations teams was a key factor in the implementation of digital marketing at the Radisson RED İzmir Point Bornova Hotel. Coordination among departments helped maintain consistent communication, improved the quality of information provided to customers, and supported increased brand visibility and visitor numbers during the hotel's initial operational phase. The research findings indicate that the increase in the number of visitors to the Radisson RED İzmir Point Bornova Hotel was driven by the use of Instagram and TikTok as primary marketing communication channels. These two platforms were the most widely used by the hotel to introduce its brand identity and guest experience to potential guests. These findings align with marketing communication theory, which explains that the effectiveness of communication is influenced by an organization's ability to select media that align with the characteristics of its audience (Milyane et al., 2022). The use of Instagram and TikTok enables the hotel to reach a broader audience more quickly and aligns with consumer behavior, as people increasingly rely on digital media as a source of information before making hotel reservations. The hotel's presence on both platforms contributes to increased brand visibility and helps build brand awareness during the early stages of operations (Asari et al., 2023).

The research findings indicate that the consistency of digital content is a factor that strengthens the brand visibility of the Radisson RED İzmir Point Bornova Hotel. The hotel regularly publishes content showcasing its facilities, ambiance, guest experiences, and various activities that reflect its brand identity. The consistency of content publication helps maintain the hotel's presence in the digital space, making it more recognizable to its audience (Naibaho & Ritonga, 2024). These findings

are supported by marketing communication theory, which states that repeated and consistent messaging can strengthen consumer recall of a brand and enhance communication effectiveness (Herlina et al., 2021). Consistent content publication enables the hotel to build a strong brand image and maintain audience engagement with the information presented.

Digital interactions serve as a two-way marketing communication mechanism between hotels and consumers. These interactions take place through direct messages, customer reviews, and various forms of communication on social media. Two-way communication provides consumers with the opportunity to obtain information directly while also submitting questions or feedback to the hotel. This finding aligns with the perspective of Milyane et al. (2022), who explain that effective marketing communication is not only focused on delivering messages but is also capable of creating sustainable relationships between companies and consumers. Responsive digital interactions help build consumer trust and foster closer relationships between hotels and prospective guests (Hariyati & Sovianti, 2021).

The research findings indicate that the successful implementation of digital marketing at the Radisson RED İzmir Point Bornova Hotel was supported by synergy between the marketing team and the operations department. Management plays a role in setting the direction of marketing communications; the marketing team is responsible for managing digital content and promotions; while the operations department provides the information and service experiences that form the basis of communication materials. These findings suggest that marketing communications do not rely solely on a single department within the organization but require effective coordination among work units. According to (Asari et al., 2023), effective organizational communication creates information alignment, ensuring that messages conveyed to the public are more consistent. Synergy among departments at the Radisson RED İzmir Point Bornova Hotel helps maintain the quality of marketing communication, strengthens brand identity, and supports an increase in visitor numbers during the hotel's early operational phase.

CONCLUSION

The findings show that the increase in guest numbers at Radisson RED İzmir Point Bornova was supported by four main aspects of its digital marketing communication strategy. These included the use of Instagram and TikTok to improve brand visibility, consistent digital content to maintain audience awareness, online interaction to facilitate two-way communication with consumers, and collaboration between the marketing and operations teams in carrying out digital marketing activities. Together, these aspects helped the hotel build brand awareness, reach a broader audience, develop relationships with potential and existing guests, and establish a stronger digital presence during its early period of operation.

Overall, digital marketing communication played a role not only in promoting the hotel but also in supporting efforts to attract new guests. Based on these findings, the hotel should continue to maintain regular digital content, improve the quality of its interactions with audiences on social media, pay greater attention to managing online reviews, and strengthen coordination between departments. These efforts may help the hotel maintain effective digital communication and support the continued growth of guest numbers over time.

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