

FINAL INTERNSHIP REPORT
(Under Mentorship of Professor Teja Kandolkar)



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DECLARATION

I, Jesuana Fatima Araujo, hereby declare that the Project report entitled “A Study Of Social Media Marketing Effectiveness And Its Impact On Customer Engagement In The Hotel Industry” is prepared by me under the guidance of Prof. Teja Kandolkar, Faculty of the Department of Management, Goa Business School, Goa University.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Goa university Department of Management Studies. I have undergone a Fourth Semester Marketing project for a period of 4 months.

I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

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May 07, 2022

CERTIFICATION

This is to certify that Ms. Jesuana Araujo, a student of Goa University has completed a 4 months internship with Hyatt Centric Candolim Goa effective from January 17, 2021 until May 07, 2022.

During her time at Hyatt Centric Candolim Goa she trained in the Marketing department.

We wish her all the best in her future endeavors.

For Hyatt Centric Candolim Goa,



Rebecca Rodrigues
Human Resources Manager

ACKNOWLEDGMENT

Feelings of gratitude enrich both the giver and the receiver. It gives me great pleasure to present this Project based on Social Media Marketing Effectiveness, for my Second Year MBA level for the Academic Year 2021-22.

I am highly indebted to Team of Hyatt Centric Candolim for the guidance and support given as well as for providing necessary information. I am sincerely thankful for all the departmental heads and every employee I have interacted with who turned out to be very polite and generous for sharing useful information about the functioning of the organisation and assisting me in completing the project.

Lastly, my special thanks to Prof. Teja Kandolkar for her constant guidance and encouragement given during the course of the study and for giving me the opportunity for doing this project.

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I. INTRODUCTION

A. OVERVIEW OF THE HOSPITALITY INDUSTRY

The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is an important source of foreign exchange in India similar to many other countries. The foreign exchange earnings from 2016 to 2019 grew at a CAGR of 7% but dipped in 2020 due to the COVID-19 pandemic.

The hospitality industry in India is considered a ‘sunrise industry’ which means it has a huge scope in the near future. It is considered as one of the most profitable industries which also accounts for over 8.78 per cent of the total workforce, creating almost 15 million jobs in the past five years. The sector attracts a major chunk of foreign direct investment inflow along with the most important means of foreign exchange for the country.

B. HYATT HOTELS

Hyatt Hotels Corporation, commonly known as Hyatt Hotels & Resorts, is an American multinational hospitality company headquartered in the Riverside Plaza area of Chicago that manages and franchises luxury and business hotels, resorts, and vacation properties. Hyatt Hotels & Resorts is one of the businesses managed by the Pritzker family.

Our Purpose: We care for people so they can be their best.
Our Vision: A world of understanding and care.
Our Mission: To deliver distinctive experiences for our guests.
Our Values: Respect, Integrity, Humility, Empathy, Creativity, and Fun

C. HYATT CENTRIC

The Hyatt corporation owns several brands, including Hyatt Centric. It focuses on offering guests a unique and convenient location. Hyatt Centric was introduced in 2015 and caters to both business and leisure travelers. The Hyatt Centric hotels are promoted as being "centrally located," meaning they are close to tourism hotspots in the area. Hyatt Centric now operates 31 hotels in 30 different cities. The brand focuses on the lifestyle market rather than the usual tourist who may be traveling in large groups or with family and only requires a place to stay. Hyatt Centric hotels are centrally located, allowing you to explore the hot spots, hidden jewels, and unique sounds of your area.

D. HYATT CENTRIC, CANDOLIM GOA

Hyatt Centric Candolim Goa, the brand's second hotel in India, opened on January 3, 2019. With the launch of the Hyatt Centric, they were able to show yet another way of caring for their guests while providing them with international hospitality and authentic experiences. The hotel features spacious guest rooms, including one suite, all of which have huge bay windows or balconies with spectacular views of the hillside, garden, or pool. Grok the in-house dining at Hyatt Centric Candolim is as unique as it is authentic, with artisanal craft cocktails and native delicacies. It also features meeting and event spaces. It provides guests with a modern fitness studio, outdoor swimming pool, kids play area, 24-hour room service, currency exchange, multilingual staff, and many more facilities and services to provide their guests with a comfortable and stress free stay.

Guests indulge their wanderlust at the eclectic, full-service lifestyle hotels found at the center of the action in prime destinations. Hyatt Centric's staff dish out insider tips on the best in food, nightlife and experiences. After a day of discovery, savvy explorers can unwind in modern rooms with eco-friendly touches and smart devices.

E. COMPETITORS

The hospitality industry has got competition from various ends whether it is private properties, Hospitality Chains, Travel sites offering a host of discounts, peer-to-peer traveler services, or

providers of short rent homes such as that of HomeAway/ Airbnb, etc. Hyatt's main competitors consist of Hilton and Marriott.

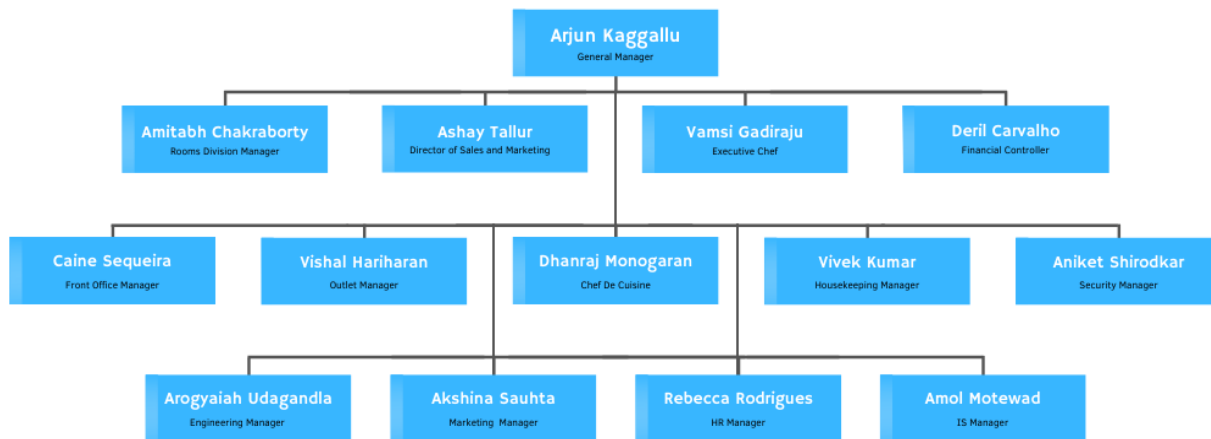
In addition to Marriott and Hilton, Hyatt Centric Goa faces competition from hotels like Holiday Inn, Novotel, Radisson, and O hotel which are located in Candolim and cater to a similar market segment. All these hotels offer their guests the highest levels of luxury through personalized services, a vast range of amenities, and sophisticated accommodations.

F. CUSTOMERS

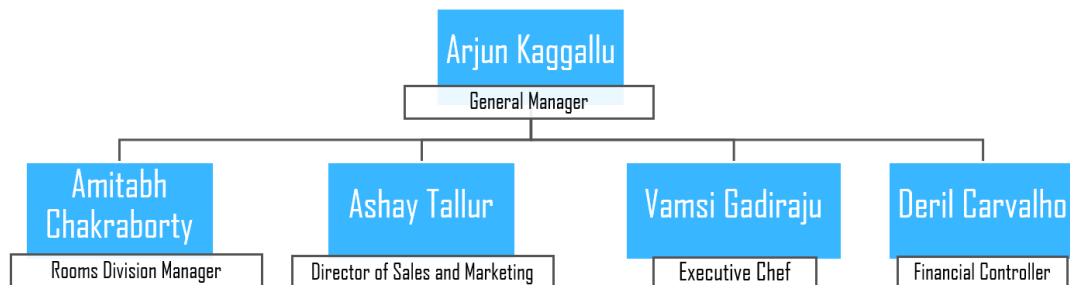
Hyatt Centric, a full-service lifestyle brand is designed for business and leisure travelers. The brand has positioned itself as a prominent player in the hospitality industry, a culturally rich brand giving importance to the local community, culture & traditions. They target travelers looking for a cosmopolitan vibe in the center of the action.

Hyatt Centric hotels represent an opportunity for developers and owners to build strong loyalty in the lifestyle segment. Upscale, cosmopolitan and highly customizable, these properties attract selective guests who want the best of what's essential and all at the center of a prime destination. It serves customers in retail as well as the corporate segment. In the corporate segment, its customers range from national and international companies organizing conferences, foreign nationals, Government organizations, corporate tie-ups with the companies, etc. Whereas, in the retail segment, the customers are in the upper-middle and upper-income class group who are majorly in the age group of 30-55 years. These customers are rich, affluent and have unstated, potential and augmented needs which Hyatt caters to make them repeat customers.

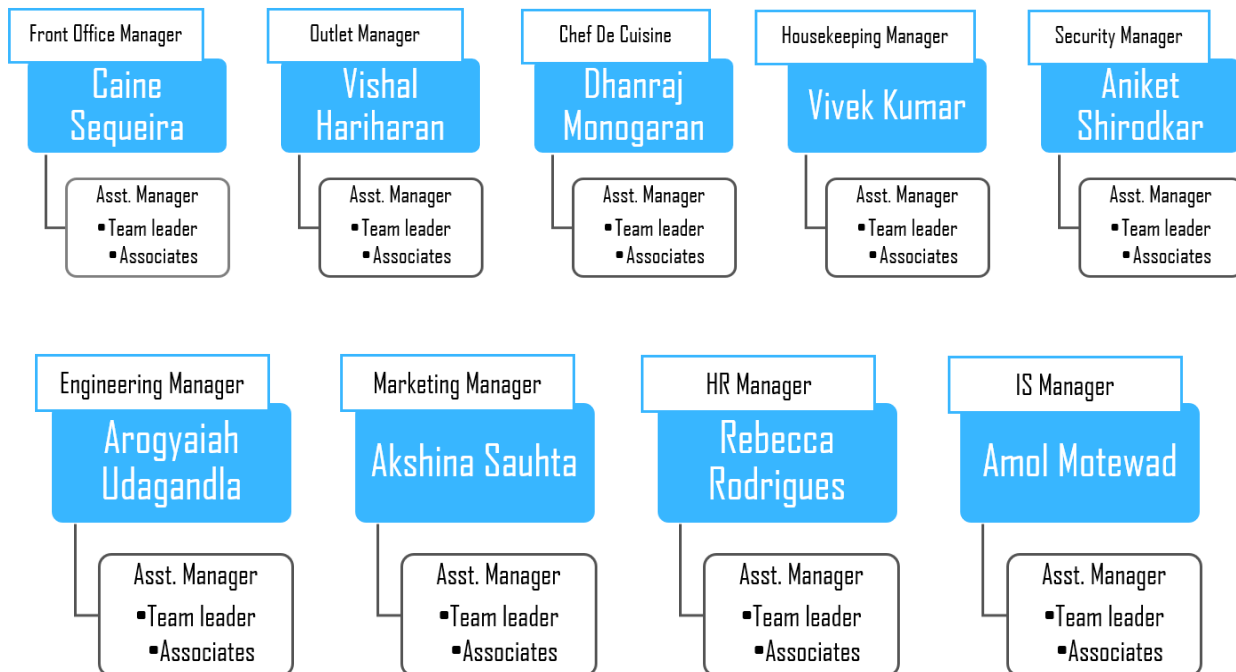
II. HYATT CENTRIC, CANDOLIM GOA: ORGANIZATIONAL STRUCTURE



A. Hyatt Centric Leadership Committee



B. Hyatt Centric Department Heads



III. COMPANY ANALYSIS

A. SWOT ANALYSIS OF HYATT CENTRIC, CANDOLIM

Strengths:

- Hyatt Centric as a brand has a global presence.
- It is focused on providing high-quality experiences that build long-lasting relationships.
- Well trained and knowledgeable staff.
- Hyatt Centric's target audience is more niche than standard hotel-goers and can therefore focus more on unique and effective marketing for that audience.
- Food and beverage, fitness, banquet facilities, offered at the property.
- Hyatt Centric has loyal customers who will not consider switching to any other hotel.

Weaknesses:

- Hyatt Centric's niche market is growing, but they are not reaching many people in the age range of their target audience.
- Limited market share due to tough competition from international and domestic players.

- Employee turnover which could mean a shortage of good talent for the company in the upcoming years.

Opportunities:

- Hyatt Centric's branding is focused more on the individual locations rather than just the hospitality, they can attract more people who are looking to travel and experience the world.
- Improvement on membership plans and customer loyalty programs.
- The global travel industry is expected to grow steadily and securely in the coming years.
- There is a growing demand for leisure travel.

Threats:

- The rise of Airbnb and its home-sharing setup. It's much more economical for users to rent from locals in areas they want to visit at a much lower cost.
- The hospitality industry is highly competitive. Hilton to Novotel and many more renowned hotel chains can reduce Hyatt Centric's market share drastically. Loss of major business travelers to other domestic groups of hotels due to intense competition.
- Any large-scale economic trouble could mean lower consumer spending power, thus affecting Hyatt Centric's target market.
- Global lockdowns due to Covid were extremely costly for businesses around the world. Similar challenges in the future will certainly be disastrous for Hyatt Centric as it had to reduce its operations.

B. VRIO ANALYSIS

The VRIN/VRIO analysis helps Hyatt Centric in developing competitive strategies that are based on the company's core strengths and resources to help it gain a competitive advantage over other players in the market.

Resources	Value	Rare	Imitable	Organization	Competitive Advantage

Rooms/Suites	Yes	No			Competitive Parity
Pricing Strategies	Yes	No			Competitive Parity
Financial resources	Yes	No			Competitive Parity
Sales Force and Channel Management	Yes	No			Competitive Parity
Partnerships	Yes	No			Competitive Parity
High Quality Service	Yes	Yes	No		Temporary Competitive Advantage
F&B Venues	Yes	Yes	No		Temporary Competitive Advantage
Location	Yes	Yes	No		Temporary Competitive Advantage
Brand awareness	Yes	Yes	No		Temporary Competitive Advantage

Training/HR management	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Meeting Spaces	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Swimming pool/Gaming area	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Technological Innovations	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Culture	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Marketing Expertise	Yes	No	Yes	Yes	Temporary Competitive Advantage
Leadership	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Customer Experience	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Customer Network and	Yes	Yes	Yes	Yes	Sustainable competitive

Loyalty					advantage
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IV. INDUSTRY ANALYSIS

A. PORTERS FIVE FORCE ANALYSIS

- **Threats of new entrants**

Entry into the hotel industry requires substantial capital and resource investment and it creates a unique entry barrier to the new entrants. The economies of scale are fairly difficult to achieve in the industry in which Hyatt Centric operates. This makes it easier for those producing large capacities to have a cost advantage. Apart from this government policies within the industry require strict licensing and legal requirements to be fulfilled before setting up a company in this industry. Therefore, the threat of new entrants is low.

- **Threat of substitutes**

The availability of substitutes makes the competitive environment challenging for the Hotel Industry. There are a wide range of hotels at different price points where Hyatt Centric is located. This makes this threat very high. There are no switching costs involved and also there is service differentiation. On the contrary there are very few substitutes available for the target market in which Hyatt Centric operates. The very few substitutes available are either of a higher quality and more expensive or vice versa. This means that buyers are less likely to switch to substitute products. This means that the threat of substitute products is weak within the industry. Also, the customers cannot derive the same utility in terms of quality and performance from the substitute products as they derive from Hyatt Centric's product. Therefore, the threat of substitutes is relatively low for Hyatt Centric.

- **Bargaining Power of Suppliers**

The products that these suppliers provide are fairly standardized, less differentiated and have low switching costs. Hotels are a service field and they need a lot of manpower to run their business and provide services to consumers, so hotel staff is their main supplier in

charge of daily operation. This makes the bargaining power of suppliers a weaker force within the industry. The primary suppliers in the hotel industry are the personnel involved. Since the working conditions for the employees in the luxury hospitality industry might not be the best as there are long working hours and odd timings, they have to be compensated with higher pays. This means that these are the suppliers who have a higher bargaining power.

- **Bargaining Power of Customers**

In this hospitality industry, the bargaining power of the customer is moderately high. Because there is less product differentiation between competitors, customers will choose based on price. However, for the luxury and business customers that Hyatt Centric tends to cater to, there is a tendency for all the competitors to be very high priced because of the value they provide. These customers also tend to be price insensitive and are willing to pay a premium for a luxurious experience and a prominent location. The customers care about the quality of the products, and they make repeated purchases. This indicates that the buyers in the industry are less price sensitive. Hence, this threat is moderate and hence this force is moderate.

- **Rivalry Among Existing Firms**

Hyatt Centric Candolim operates in an oligopoly market where the number of competitors in the industry are few and most of these are also large in size. This means that firms in the industry will not make moves without being unnoticed. Very few competitors have a large market share. Therefore they will engage in competitive actions to gain a position and become market leaders. The exit barriers within the industry are particularly high due to the high investment required in capital and assets to operate. The exit barriers are also high due to government regulations and restrictions. This makes firms within the industry reluctant to leave the business, and these continue to produce even at low profits. This makes the rivalry among existing firms a stronger force within the industry.

B. PESTLE ANALYSIS

Many factors affect the success and growth of the hotel industry. Everything from governmental changes to high stake competitors and the uncontrollable weather impedes the hospitality and tourism industry too. Changes in the macro-environment factors can have a direct impact on the Hyatt Hotels.

- **Political Factors:**

A country's hotel sector is heavily reliant on tourism, and thus on the country's government rules. Political stability in the country becomes a very important factor as hotels need to cope with the political situation in various countries in which it is operating. However, because most of the world is now open to tourists, the hotel business is seeing a major rise.

Many governments continue to implement rules that favor the hotel industry. Terrorist assaults in high-profile hotels, however, have recently emerged as a threat to the sector. This is something that world governments must pay immediate attention to. Lockdowns imposed by various countries have tremendously affected the hotel industry. But gradually many countries are also easing their lockdown which will help the hotel industry to grow and increase their revenues. The government has made serious efforts to boost investments in the hospitality industry. In the hotel and tourism sector, 100% FDI is allowed through the automatic route. The Indian Government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub.

- **Economic Factors**

Economic factors impact the hotel industry in various direct and indirect ways. These factors are not in control of the business but affect the overall revenue of the business. It includes factors like interest rate, inflation rate, growth rate, GDP of that country. Hyatt Hotels have a chain of luxurious hotels so it targets the audience which has people with high disposable income. Due to the COVID-19 pandemic, most of the countries saw a slowdown due to nationwide lockdowns imposed to curb the pandemic, so the level of productivity was pretty low in the country and also across the globe. The pandemic affected

the operations of various businesses and thus people were left with less income to spend on various leisure activities which is definitely not a good factor for the hotel industry. In 2020, the travel & tourism industry's contribution to the GDP was US\$ 121.9 billion; this is expected to reach US\$ 512 billion by 2028. In India, the industry's direct contribution to the GDP is expected to record an annual growth rate of 10.35% between 2019 and 2028. The travel market in India is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20.

Any major economic change massively affects the hotel industry. A large part of this industry is composed of luxury hotels. Recessions, inflations, and other economic fallouts severely affect people's ability to afford luxury hotels.

Foreign exchange rates are another economic factor that affects the ability of foreign travelers to employ hotel services. But since the general global expenditure scale is on a rise more people are being able to travel and make use of the hotel industry. Developing country like India must concentrate on growing its budget hotel industry to welcome more foreign guests and expand its economy.

- **Socio-cultural Factors**

There has been an increase in the demand for luxury stay among Indian consumers, due to rising consumer spend. In line with this, key players are expanding their presence to cater to this demand. Hyatt hotels brand is very well known among domestic as well as international visitors. The financial performance of a hotel is affected by various social factors like consumer lifestyle, consumer demographics, population growth rate, culture, gender ratio, etc. With an increase in income of the people, their spending habits also change. So, their willingness to spend on leisure activities increases which is profitable for the business. Also, the lifestyle of people across the globe is improving.

The current generation has shown a strong trend towards traveling. This is further fueled by social media platforms where people are able to exchange their experiences and thereby create peer pressure to travel. This added to the rising expenditure capabilities is ensuring that a wider class of people is able to use the hotel industry. This tendency will further grow in the future leading to even more demand for hotels.

However, due to COVID-19, the social life of people has changed a lot and they prefer to stay at their homes. They avoid various social gatherings which is a matter of concern for the hotel industry.

Hotels are also becoming more accepting of different classes of people and are ensuring they are better equipped to serve the necessities. Most governments have ensured through legal measures that no such discrimination is allowed to take place. Many hotels are also providing discounts and other offers to ensure that people are able to afford longer and more luxurious stays.

- **Technological Factors:**

In today's competitive world, technology is constantly improving. In order to compete with numerous competitors, a corporation cannot afford to overlook these aspects.

In recent years, hotels have grown increasingly technology-friendly. Almost all of them are equipped with security cameras and other amenities that make the guests' stay more comfortable. Wifi, elevators, and intercoms are just a few of the modern amenities that can be found in each hotel.

Online booking facilities either directly or through third-party apps have helped boost the booking rate of hotels. Guests from foreign countries can now reserve a hotel room with a single click of a button. This also makes it easier for them to find all of the information they require. The rise of social media and the development of various websites have helped customers to book hotels anywhere at any time at their convenience. The ability of guests to write reviews has also ensured that hotels provide better services and no act of discrimination takes place.

- **Legal Factors:**

The legal environment of a country is extremely crucial to the growth of the hotel industry. There are laws in place which have benefited the tourism industry and in turn the hotel industry. Government is also offering tax deductions to the hotel industry in order to boost its economy.

There are also compliances that all hotels need to meet. These include safety and health laws among others. The majority of the legislation governing the hospitality and hotels industry can be divided into three main sectors. The first head is the legislation for the construction and commissioning of hotels, restaurants, etc. The second head has legislation for the operation, maintenance and management of establishments, food and hygiene standards. The third head has rules regarding taxation, employment and other contractual relationships. Hotels are also becoming stricter in terms of identification before allowing a guest to use their facilities. This is considered to be progressive keeping in mind the rise of crime and terrorism across the world.

- **Environmental Factors:**

Hotels are now being put under a lot of pressure by both governments and environmental activists to ensure a minimal carbon footprint. Since this industry uses a massive amount of disposable items it can be the cause of serious environmental concerns. Various international hotel chains are shifting towards more biodegradable items to counter the climate crisis. Hotels that are still continuing to use environmentally harmful materials are facing a downfall in demand.

SOCIAL MEDIA MARKETING EFFECTIVENESS AND ITS IMPACT ON CUSTOMER ENGAGEMENT IN THE HOTEL INDUSTRY

INTRODUCTION

Businesses have advanced with the use of Digital Marketing in this era of digitalization. Digital marketing is the use of digital channels and internet platforms to promote a firm through marketing activities. Digital marketing includes both social media and online marketing. Digital marketing encompasses website marketing, SEO (Search Engine Optimization), SMM (Social Media Marketing), video marketing, content marketing, and so on.

With the popularity of social media, many firms now use platforms like Facebook, Instagram, and Twitter for marketing and interacting with their customers and target audience. The most popular strategy involves brands creating content consisting of text, photos, and/or videos and then posting it on their social media handles for their consumers to see, engage and interact with them. This is known as social media content marketing, and it has become an important aspect of the media strategies of large brands.

Marketers hope to stimulate consumers' attention and increase consumer engagement with their brands by utilizing content. Consumer engagement is beneficial since it is linked to positive outcomes such as greater consumer-brand relationships and brand engagement, higher satisfaction and loyalty, and ultimately increased spending.

Furthermore, because social media platforms like Facebook, Instagram, and Twitter are socially networked, encouraging consumers to share content with their friends by "Sharing" or "Retweeting" can assist in amplifying marketing messages through word-of-mouth communications.

In this era of digitalization, social media marketing is critical since more and more people are turning to the internet and technology for information, and as a result, they are more likely to come across businesses on various platforms from which to choose.

LITERATURE REVIEW

Kaplan & Haenlein (2010) define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.”

A majority of the individuals use social media platforms to communicate with their near and dear ones. Marketing through social media platforms is the necessity of the moment. With the usage of social media platforms available over the internet, it becomes easier for the business to attract potential guests as well as maintain existing ones. Social media marketing is one of the most essential digital marketing strategies for attracting customers to a business. Consistent advertising of a business on social media platforms will result in a favorable outcome for the company. Social media platforms can be used to connect with audiences to establish a brand and improve revenue. It not only allows your company to reach new customers across geographical boundaries, but it also serves as a digital destination for your customers, who can use it at any time.

“Social media marketing as any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity and is carried out using the tools of the social Web, such as blogging, micro-blogging, social networking, social bookmarking, and content sharing.” (Gunelius 2011 Social Media Marketing: A Paradigm Shift in Business)

Customer engagement via social media: Customer engagement is defined as repeated interactions with satisfaction between customer and a company. Customer engagement enhances a customer’s emotional connection with the company, product or brand (Shevlin, 2007). Customer engagement plays an important role in predicting business performance and increasing sales (Neff, 2007; Sedley, 2008; Yang and Kankanhalli, 2014). In a study, Marloes van Asperen, Pieter de Rooij , Corné Dijkmans investigated customer engagement from an online perspective (i.e., via social networking sites like Facebook, Twitter and LinkedIn), since these sites are the most popular to use among brands (Baird & Parasnis, 2011). They follow the engagement classification of Men and Tsai (2013), who investigated the motivations of people to engage in brand-related social

media use, based on two types of online engagement: consuming of social media content (e.g., watching, viewing, reading) and contributing to social media content (e.g., reacting, conversating, sharing, recommending, adding).

Brand awareness: Brand awareness refers to the strength of brand presence on a consumer's mind (O'Cuinn and Albert, 2009). It plays an important role in consumer knowledge about a brand, which helps them to recognise and recall the brand (O'Cuinn and Albert, 2009; Riorini, 2018) and influence their purchase intention (Chi-Hsun, 2008; Kiseol, 2010). Businesses use social media to share information about themselves and to raise brand recognition among their customers.

Electronic Word of Mouth communications (eWOM): eWOM is defined as “the dynamic and on-going information exchange process between potential, actual, or former consumers regarding a product, service, brand, or company, which is available to a multitude of people and institutions via the internet” (Ismagilova et al, 2017 p. 18). eWOM communications play an important role on the consumer purchase decision (Sandes and Urban, 2013).

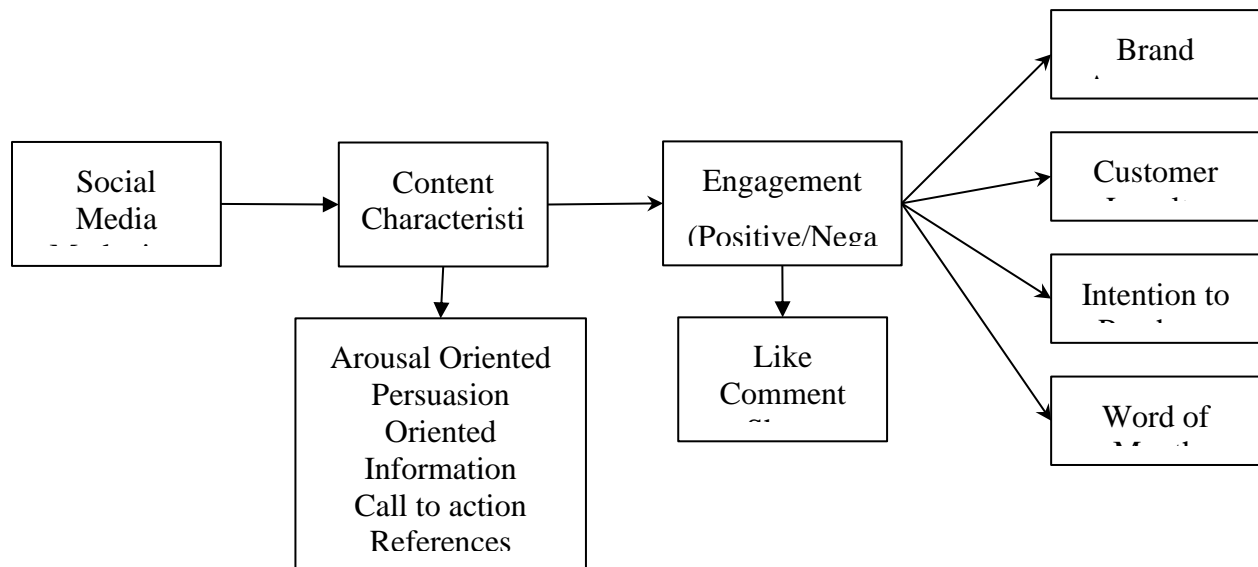
Customer loyalty: It is implied that a loyal customer is a customer who repurchases from the same service provider whenever possible, and who persists to recommend or retains a positive attitude towards that service provider (Kandampully & Suhartanto, 2000). Loyalty is a process of retaining or rising consumers' patronage over the long term; thus, mounting the value of consumers to the company (Marshall, 2010). As investigated by Bowen and Chen (2001), selling products and services to new customers costs 3 to 6 times more than selling to existing (repeat) customers, and thus, marginal increases in customer retention can lead to dramatic increases in profits.

Content characteristics: refers to what is said and how it is said. The foundation of great content is information that the audience will find relevant, interesting, and possibly even fun.

Understanding consumer engagement is very crucial for companies in order to build and maintain customer loyalty and to attract new customers. In this era of digitalization, social media marketing is critical since more and more people are turning to the internet and technology for information,

and as a result, they are more likely to come across businesses on various platforms from which they will choose.

CONCEPTUAL DIAGRAM



PROJECT HYPOTHESIS

- H1: Creative post content results in more post engagement by social media users.
- H2: As total social media activity increases, total post engagement for individual posts by social media users also increases.
- H3: Social media marketing usage in marketing has a positive and significant relationship with the purchase intention of hotels.
- H4: Social media marketing usage in marketing has a positive and significant relationship with the brand loyalty of customers.
- H5: Social media marketing usage in marketing is positively and significantly related to brand awareness
- H6: The higher a customer's awareness of a hotel brand, the more positive the customer's attitude toward the hotel brand.
- H7: There are significant interrelationships among the benefits of social media marketing in terms of brand awareness, purchase intention of a firm, and brand loyalty of customers

PROJECT QUESTION

The purpose of this research is to examine the following:

- What type of content stimulates customer engagement, which leads to brand loyalty, purchase intent, and word-of-mouth?
- What impact does social media marketing have on consumer loyalty, brand awareness, purchase intention, and word-of-mouth?

PROJECT OBJECTIVES

- To study and identify content that will stimulate higher customer engagement
- To study the impact of social media marketing practices on Brand Awareness.
- To study the impact of social media marketing practices on Purchase Intentions.
- To study the influence of social media marketing practices on Word-of-Mouth.
- To study the influence of social media marketing practices on the brand loyalty of the customers towards the hotel brands.
- To study the extent to which social media marketing practices influence the interrelationships between brand awareness, purchase intent, and brand loyalty.

PROJECT METHODOLOGY

A questionnaire-based survey research design and a secondary research technique, in which existing data will be utilized in the research process, will be employed for this study. Google Forms will be used for the development and distribution of questionnaires to the respondents. The respondents will be selected by a convenient sampling method. The survey will consist of questions on demographics, questions related to customer engagement, brand awareness, intention to purchase, and word of mouth.

PROJECT DESIGN

The research design used for this study is descriptive. An online survey was conducted with the help of Google Forms.

Sample Selection

A sample size of 81 persons was considered for the primary data, and they were chosen for the survey using the convenient sampling method. The questionnaire was largely distributed to people who have stayed in hotels. The secondary research covered a sample of luxury hotels in Goa, and their social media activities were assessed within the scope of the current study.

Tools and Technique

Google Forms were used to create and distribute the questionnaires to the respondents. The structured questionnaire included closed-ended questions. The first section of the questionnaire consists of the information on the demographic profile of the respondents. The other sections consist of information related to engagement, brand awareness, and purchase intention. Likert Scale type questions of a scale of 1 to 5 has been included in the questionnaire, where 1 is Strongly Disagree/Always, 2 is Disagree/Often, 3 Neutral/Sometimes, 4 Agree/Rarely and 5 is Strongly Agree/Never.

Data and Statistical Analysis

The research adopts both primary and secondary data. A questionnaire (online survey) was used to collect primary data, while secondary data was gathered from the 5 hotel brands' social media platforms. Posts on various social media platforms (status updates, links, photographs, and videos), as well as their corresponding number of likes and shares, all comments and replies to comments, likes on comments, and likes on replies to comments, have been included in the dataset. The collected data was analyzed using IBM SPSS version 22.

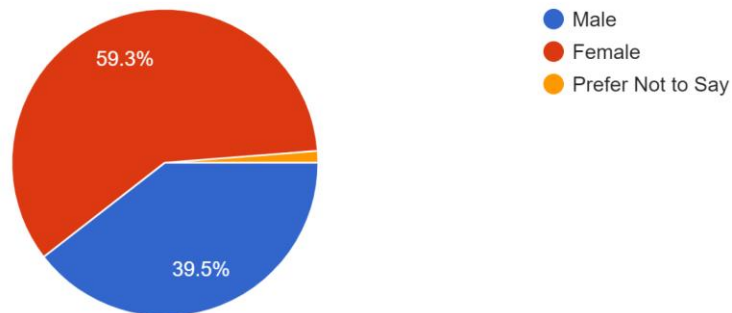
PROJECT FINDING AND ANALYSIS

A. INTERPRETATION

I. PRIMARY DATA

What Gender do you identify as?

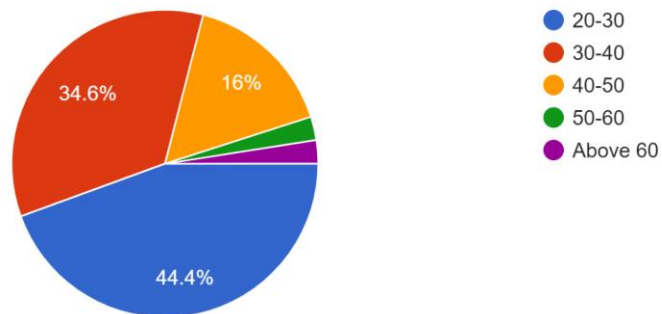
81 responses



Q 1. Interpretation: The study consists of 81 respondents in all, 59.3% of which were female and 39.5% were male.

Please mention the Age Group you belong to

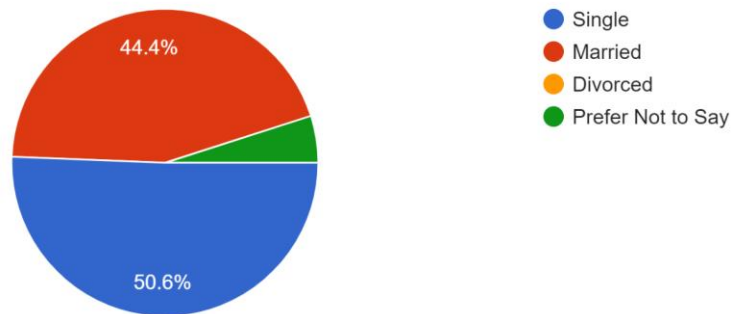
81 responses



Q 2. Interpretation: 44.4% of the respondents belong to the age group of 20-30, followed by 34.6%, 16%, 2.5%, 2.5% which belong to 30-40, 40-50, 50-60 and above 60 respectively.

Please share your Marital Status

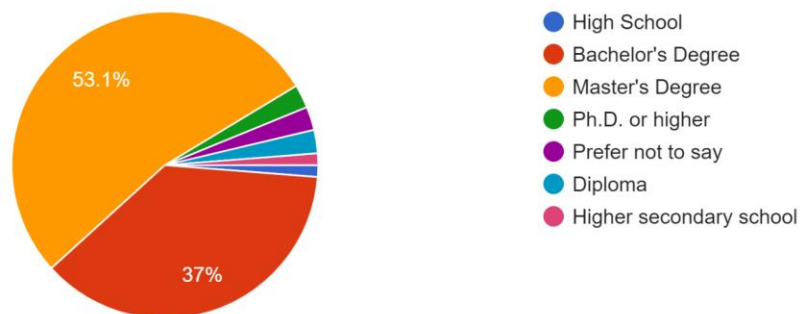
81 responses



Q 3. Interpretation: 44.4% of the respondents are married, 50.6% were unmarried and 4.9% chose not to say.

What is the highest degree or level of education you have completed?

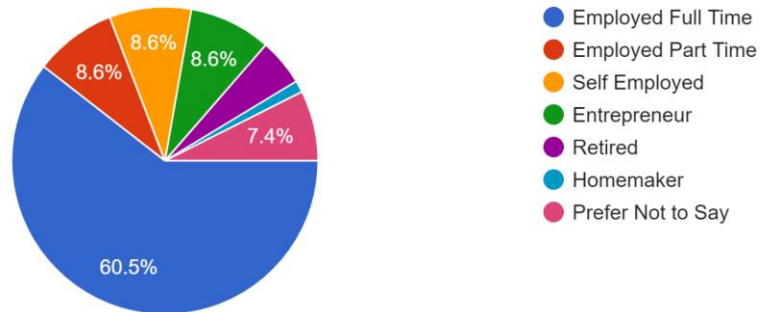
81 responses



Q 4. Interpretation: 53.1% of the respondents have a Master's degree, 37% hold a Bachelor's degree, 2.5% have a Ph. D., Diploma or chose not to say and 1.2% were high school and higher secondary pass outs.

What is your current Employment Status?

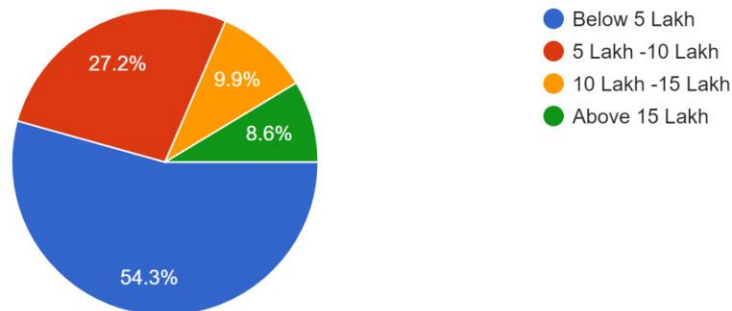
81 responses



Q 5. Interpretation: 60.5% of the respondents are employed full time, 8.6% are employed part time, self employed & entrepreneurs, 4.9% are retired, 1.2% are homemakers and 7.4% chose not to say.

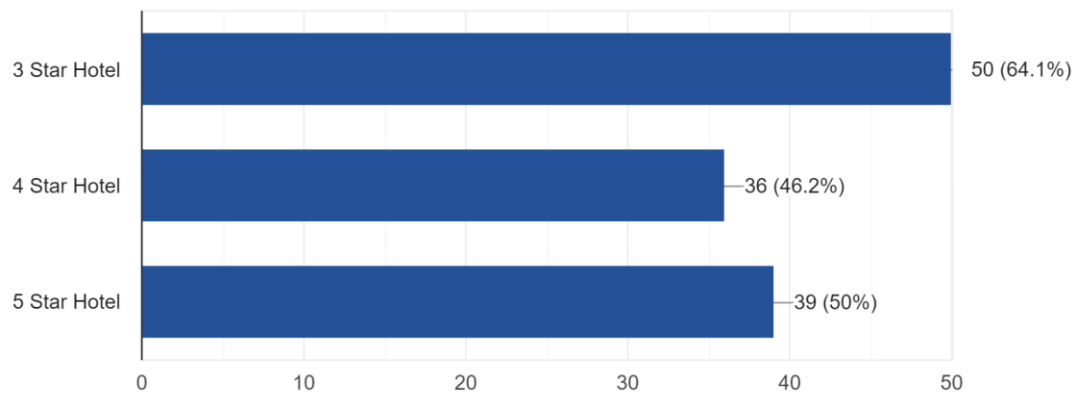
What is your annual income?

81 responses



Q 6. Interpretation: 54.3% of the respondents have an annual income of below 5 lakh, 27.2% between 5 Lakh -10 Lakh, 9.9% between 10 L - 15 L and 8.6% have an annual income of above 15 Lakh.

You have stayed in a
78 responses



Q 7. Interpretation: The majority of the respondents have stayed at a 3 star hotel followed by 5 star and last the 4 star hotel.

Do you use Social Media?

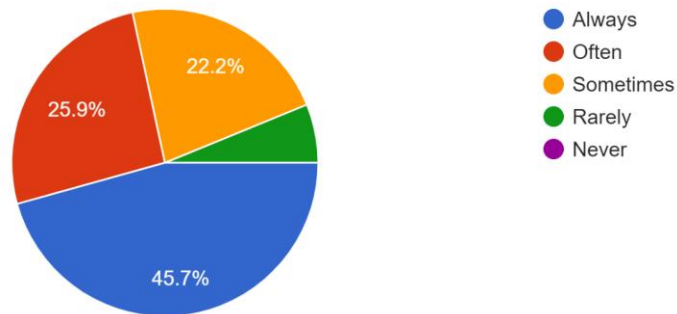
81 responses



Q 8. Interpretation: All the respondents use social media.

How frequently do you use social media?

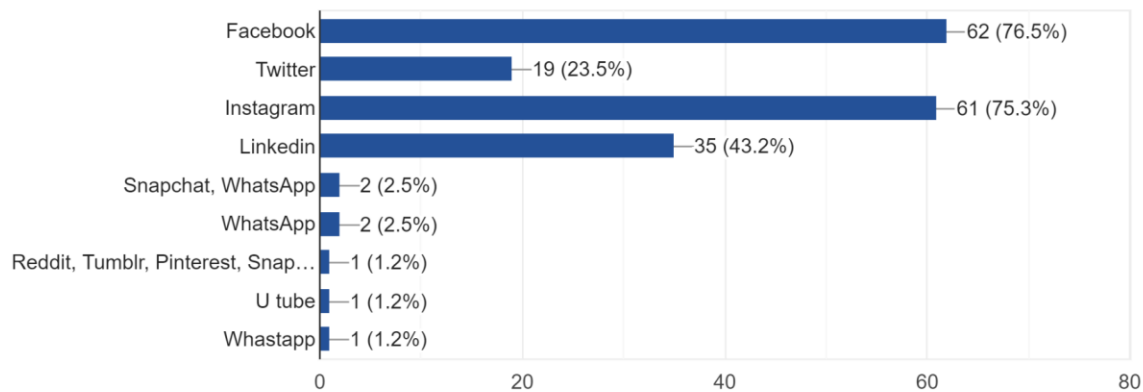
81 responses



Q 9. Interpretation: Of the 81 respondents, it can be inferred that 45.7% always use social media, 25% often use social media, 22.2% sometimes use social media and 6.2% rarely use social media.

Which social media platform/s do you use?

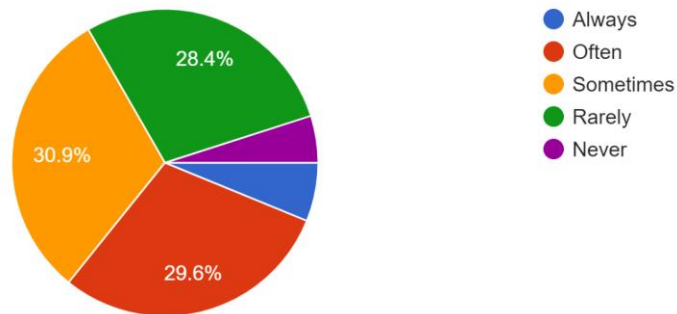
81 responses



Q 10. Interpretation: Facebook and Instagram are the majorly used social media platforms by the respondents, followed by LinkedIn and Twitter.

I read the content posted by hotels on various social media platform/s

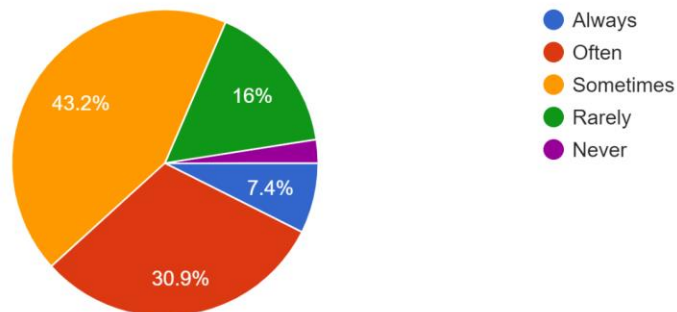
81 responses



Q 11. Interpretation: Of the 81 respondents, 30.9% read the content posted by hotels on various social media platforms sometimes, 29.6% often read the content posted by hotels, 28.4% rarely read the content posted by hotels, 6.2% always read the content posted by hotels and 4.9% never read the content posted by hotels on social media platforms.

I view pictures/photos posted by hotels on various social media platform/s

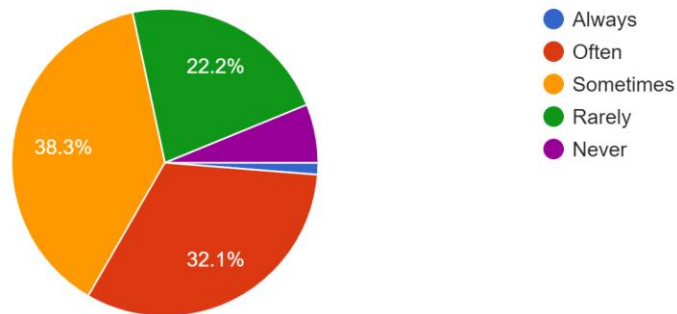
81 responses



Q 12. Interpretation: Of the 81 respondents, 43.2% sometimes view pictures/photos posted by hotels on various social media platforms, 30.9% often view pictures/photos posted by hotels, 16% rarely view pictures/photos posted by hotels, 7.4% always view pictures/photos posted by hotels and 2.5% never view pictures/photos posted by hotels on various social media platforms.

I watch videos posted by hotels on various social media platform/s

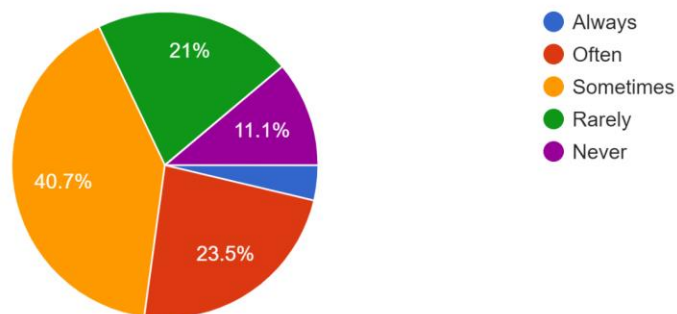
81 responses



Q 13. Interpretation: Of the 81 respondents, 38.3% sometimes watch videos posted by hotels on various social media platforms, 32.1% often watch videos posted by hotels, 22.2% rarely watch videos posted by hotels, 6.2% never watch videos posted by hotels and only 1.2% always watch videos posted by hotels on social media platforms.

I 'like' content posted by hotels on various social media platform/s

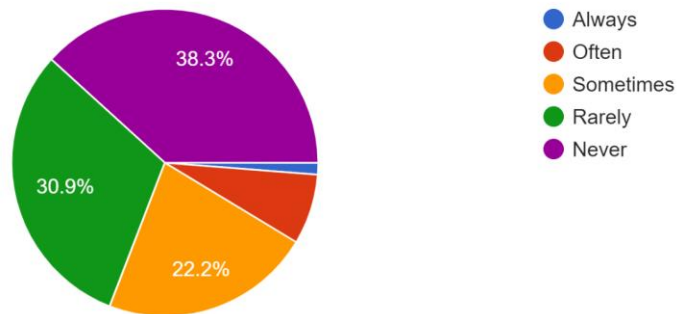
81 responses



Q 14. Interpretation: Of the 81 respondents, 40.7% sometimes like content posted by hotels on various social media platforms, 23.5% often like content posted by hotels, 21% rarely like content posted by hotels, 11.1% never like content posted by hotels and only 3.7% always watch videos posted by hotels on social media platforms.

I 'share/retweet' content posted by hotels on my own social page or with my friends

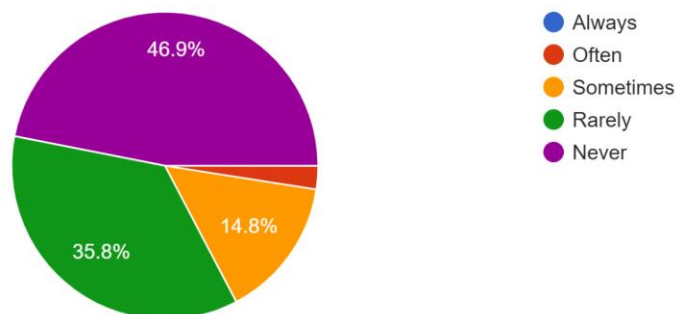
81 responses



Q 15. Interpretation: Of the 81 respondents, 38.3% never share or retweet content posted by hotels on their social pages or with their friends, 30.9% rarely share or retweet content posted by hotels, 22.2% sometimes share or retweet content posted by hotels, 7.4% of the respondents often share or retweet content posted by hotels and only 1% always share or retweet content posted by hotels on their social page or with their friends.

I 'comment' on posts, videos, images or forums posted by hotels on their social media platform/s

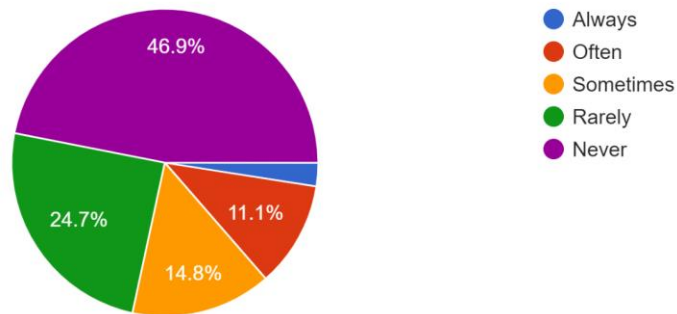
81 responses



Q 16. Interpretation: Of the 81 respondents, 46.9% never comment on posts, videos, images or forums posted by hotels on their social media, 35.8% rarely comment on posts, videos, images or forums posted by hotels, 14.8% sometimes comment on posts, videos, images or forums posted by hotels, and only 2.5% often comment on posts, videos, images or forums posted by hotels on their social media platforms.

I initiate posts related to hotels on my social page/s

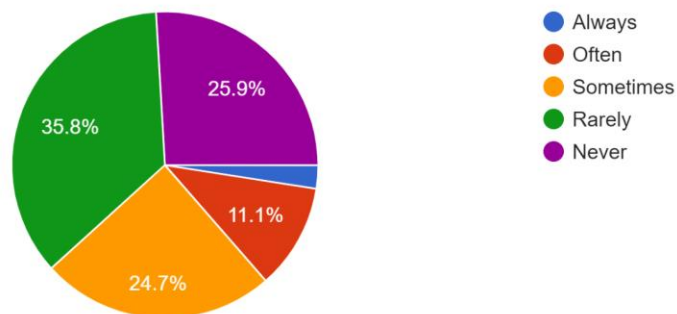
81 responses



Q 17. Interpretation: Of the 81 respondents, 46.9% never initiate posts related to hotels on their social page, 24.7% rarely initiate posts related to hotels on their social page, 14.8% sometimes initiate posts related to hotels on their social page, 11.1% often initiate posts related to hotels on their social page and only 2.5% always initiate posts related to hotels on their social page.

I post pictures, videos or personal images related to hotels on my social media platform/s

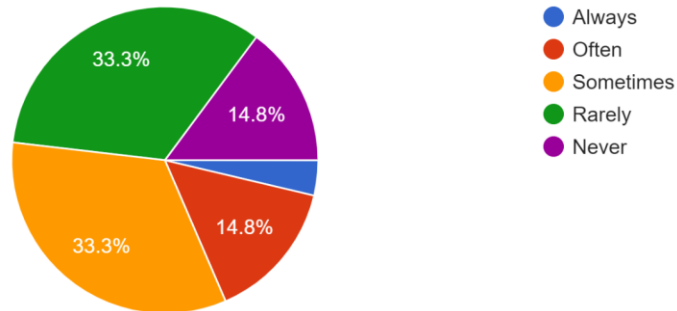
81 responses



Q 18. Interpretation: Of the 81 respondents, 35.8% rarely post pictures, videos or personal images related to hotels on their social media platforms, 25.9% never post pictures, videos or personal images related to hotels, 24.7% sometimes post pictures, videos or personal images related to hotels, 11.1% often post pictures, videos or personal images related to hotels and only 2.5% always post pictures, videos or personal images related to hotels on their social media platforms.

I read posts, forum threads, and comments of others about hotels on various social media platform/s

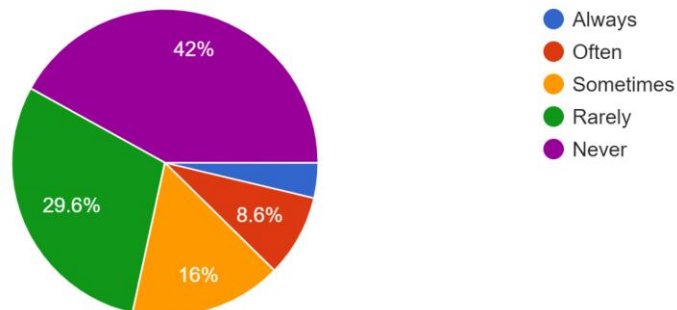
81 responses



Q 19. Interpretation: Of the 81 respondents, 33.3% both either rarely & sometimes read posts, forum threads, and comments of others about hotels social media platforms, 14.8% both either often or never read posts, forum threads, and comments of others about hotels and only 3.7% always read posts, forum threads, and comments of others about hotels on various social media platforms.

I add hashtags on my posts related to hotels on my social media page/s

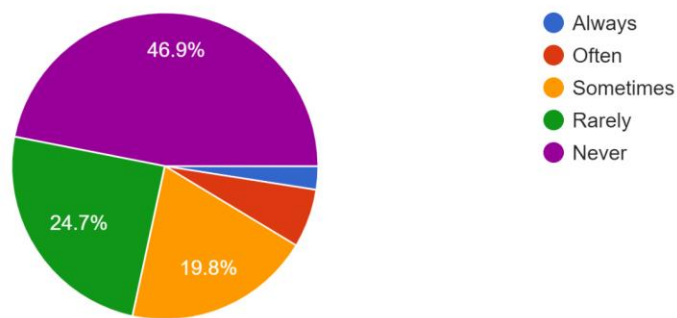
81 responses



Q 20. Interpretation: Of the 81 respondents, 42% never add hashtags on their posts related to hotels on their social media pages, 29.6% rarely add hashtags on their posts related to hotels, 16% sometimes add hashtags on their posts related to hotels, 8.6% often add hashtags on their posts

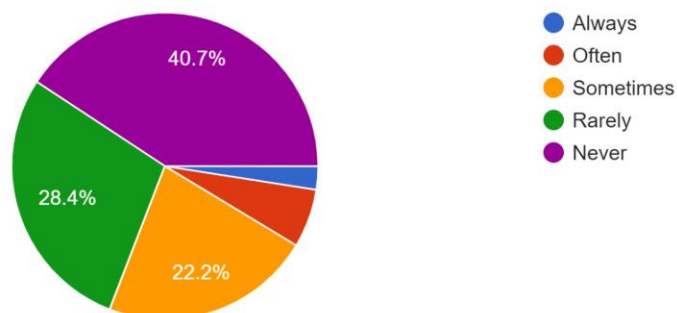
related to hotels and only 3.7% always add hashtags on their posts related to hotels on their social media pages.

I write reviews, forums threads and personal opinions related to hotels on my social media page/s
81 responses



Q 21. Interpretation: Of the 81 respondents, 46.9% never write reviews, forums threads and personal opinions related to hotels on their social media pages, 24.7% rarely write reviews, forums threads and personal opinions related to hotels, 19.8% sometimes write reviews, forums threads and personal opinions related to hotels, 6.2% often write reviews, forums threads and personal opinions related to hotels and only 2.5% always write reviews, forums threads and personal opinions related to hotels on their social media pages.

I comment on hotel service posts on social media platform/s
81 responses

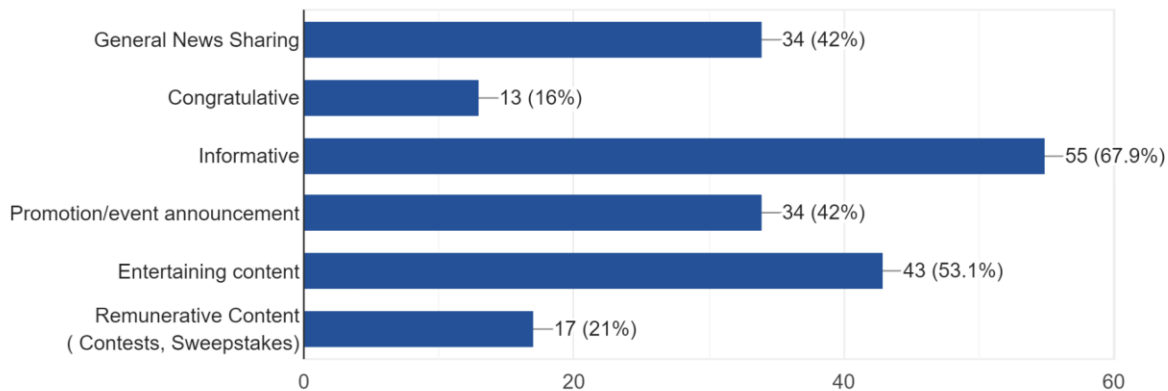


Q 22. Interpretation: Of the 81 respondents, 40.7% never comment on hotel posts on social media platforms, 28.4% rarely comment on hotel posts, 22.2% sometimes comment on hotel posts,

6.2% often comment on hotel posts and only 2.5% always comment on hotel posts on social media platforms.

What type of social media content do you like?

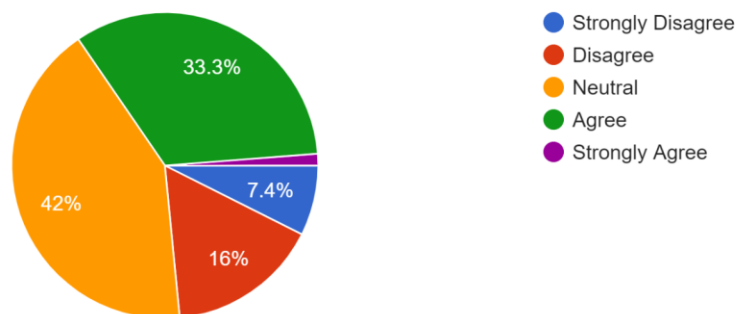
81 responses



Q 23. Interpretation: Majority of the respondents like informative social media content followed by entertaining, general news sharing, promotions/events, remunerative content and congratulatory content.

Interacting (like/share/comment) with a hotel's social media platform/s influences my intention to purchase its services

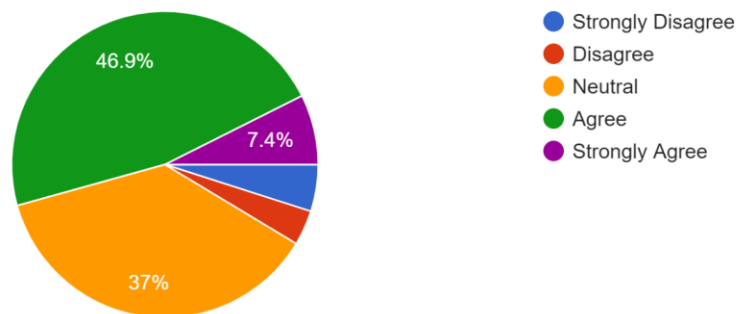
81 responses



Q 24. Interpretation: Of the 81 respondents, 42% are of a neutral opinion that interacting with a hotel's social media platforms influences their intention to purchase its services, 33.3% agreed that interacting with a hotel's social media platforms influences their intention to purchase its

services, 16% disagreed that interacting with a hotel's social media platforms influences their intention to purchase its services, 7.4% strongly disagreed that interacting with a hotel's social media platforms influences their intention to purchase hotel services and only 1.2% strongly agree that interacting with a hotel's social media platforms influences their intention to purchase its services.

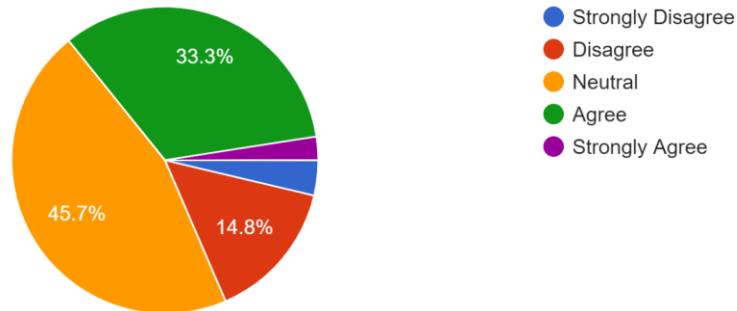
I am very likely to purchase the hotel services recommended by my friends through social media platform/s
81 responses



Q 25. Interpretation: Of the 81 respondents, 46.9% agree that they are very likely to purchase the hotel services recommended by my friends through social media platforms, 37% are of a neutral opinion that they are very likely to purchase the hotel services recommended, 7.4% strongly agreed that they are very likely to purchase the hotel services recommended, 4.9% strongly disagreed that they are very likely to purchase the hotel services recommended and only 3.7% disagree that they are very likely to purchase the hotel services recommended by my friends through social media platforms.

I share information about hotels with which I interact (like/share/comment) on various social media platforms with my friends

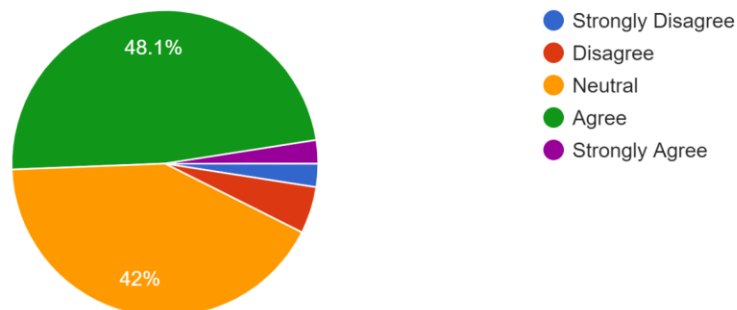
81 responses



Q 26. Interpretation: Of the 81 respondents, 45.7% are of a neutral opinion that they share information about hotels with which they interact social media platforms with their friends, 33.3% agreed that they share information about hotels with which they interact social media platforms, 14.8% disagreed that they share information about hotels with which they interact, 3.7% strongly disagreed that they share information about hotels with which they interact and only 2.5% strongly agree that interacting with a hotel's social media platforms influences their intention to purchase its services.

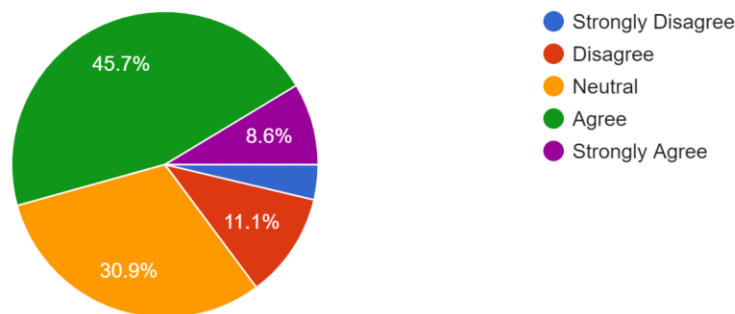
I learn about the hotels' products/services from the content shared on the hotels' social media platform/s

81 responses



Q 27. Interpretation: Of the 81 respondents, 48.1% agree that they learn about the hotels' products/services from the content shared on their social media platforms, 42% are of a neutral opinion that they learn about the hotels' products/services from the content shared by them, 4.9% disagree that they learn about the hotels' products/services from the content shared, and only 2.5% both strongly agree & strongly disagree that they learn about the hotels' products/services from the content shared on their social media platforms.

I recommend hotels brands with which I have a favorable interaction (like/share/comment) with on social media platform/s to someone who seeks my advice
81 responses



Q 28. Interpretation: Of the 81 respondents, 45.7% agree that they recommend hotels brands with which they have a favorable interaction with on social media platforms to someone who seeks their advice, 30.9% are of a neutral opinion that they recommend hotels brands with which they have a favorable interaction with on social media platforms, 11.1% disagree that they recommend hotels brands with which they have a favorable interaction with on social media platforms, 8.6% strongly agree that they recommend hotels brands with which they have a favorable interaction with on social media platforms and only 3.7% strongly disagree that they recommend hotels brands with which they have a favorable interaction with on social media platforms.

II. FINDINGS

- Informative post content is preferred by the majority of responders, followed by entertaining content, general news sharing, promotion, and contests.

- Engaging with hotels through their social media platforms does influence the purchase intention of the consumers.
- More than 50% of the respondents say that they are more inclined to book/purchase hotel services based on social media recommendations.
- 50% of respondents said they learn about the products and services a hotel has to offer its customers through social media.
- More than 50% of the respondents stated that they are more likely to suggest a hotel brand with which they have had a positive social media interaction.

III. SECONDARY DATA

In regard to the content collected, the dataset comprises 225 posts of 5 different 5-star hotels posted between the period of January '22 - April '22, based in Candolim (photo posts, video posts link posts) that were common across Instagram, Facebook, Twitter and LinkedIn. Information about posts, comments, likes and shares for posts have also been collected.

94.09 % of posts received likes/views for the post across the different social media platforms, while 5.91% received no likes/views, the average number of likes received by a post is 58.16. Furthermore, among the posts across all the channels 16.54% of posts received comments, while 83% of the posts did not receive comments at all, the average number of comments received by a post is 4.71. Finally, 36.81% of posts got shared, while the average number of shares of a post is 2.28.

As can be seen in the dataset the engagement rate on posts shared on Instagram is the highest, followed by Facebook, LinkedIn and Twitter. The consumer engagement rates depend on the enactment in the post's message. It shows that there are noticeable differences in the consumer engagement rates depending on the post's message. In particular, it shows that posts related to the product, food and beverage reels, posts that include guests, influencers experience, and offers/contests get more engagement for the audience.

B. ANALYSIS

1. Reliability Analysis

In Table 1.0 below, reliability analysis was conducted for Section B of the Questionnaire. The Cronbach's alpha for the twelve items is 0.925, suggesting that the items have relatively high internal consistency.

Table 1.0 Cronbach's Test for Section B of the Questionnaire

Reliability Statistics	
Cronbach's Alpha	N of Items
.925	12

In Table 2.0 below, reliability analysis was conducted for Section C of the Questionnaire. The Cronbach's alpha for the five items is 0.794, suggesting that the items have relatively high internal consistency.

Table 2.0 Cronbach's Test for Section C of the Questionnaire

Reliability Statistics	
Cronbach's Alpha	N of Items
.794	5

2. Correlation Analysis

The correlation result is tabulated in Table 3.0. The correlation analysis helps to understand the relationship between social media engagement (like, share and comment) and its influence on purchase intention, brand awareness and word of mouth.

Correlations							
		LIKE	SHARE	COMMENT	PURCHASE INTENTION	AWARENESS	RECOMMEND
LIKE	Pearson Correlation	1	.428**	.309**	-.248*	-.204	-.295**
	Sig. (2-tailed)		.000	.005	.025	.067	.008
	N	81	81	81	81	81	81
SHARE	Pearson Correlation	.428**	1	.590**	-.169	-.102	-.239*
	Sig. (2-tailed)	.000		.000	.133	.363	.032
	N	81	81	81	81	81	81
COMMENT	Pearson Correlation	.309**	.590**	1	-.133	-.241*	-.212
	Sig. (2-tailed)	.005	.000		.235	.030	.058
	N	81	81	81	81	81	81
PURCHASE INTENTION	Pearson Correlation	-.248*	-.169	-.133	1	.462**	.540**
	Sig. (2-tailed)	.025	.133	.235		.000	.000
	N	81	81	81	81	81	81
AWARENESS	Pearson Correlation	-.204	-.102	-.241*	.462**	1	.477**
	Sig. (2-tailed)	.067	.363	.030	.000		.000
	N	81	81	81	81	81	81
RECOMMEN D	Pearson Correlation	-.295**	-.239*	-.212	.540**	.477**	1
	Sig. (2-tailed)	.008	.032	.058	.000	.000	
	N	81	81	81	81	81	81
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

RECOMMENDATION TO THE COMPANY

- **Type of Social Media Content:** According to the findings on the research, the type of content posted had an impact on total interaction across multiple social media platforms. The likelihood of receiving a higher degree of engagement increased when entertaining content, informative content, food and beverage reels, and celebratory postings were used. As a result, Hyatt Centric should boost the frequency of this type of content among other posts, which will increase interaction and, in turn, assist to grow the number of followers.
- **Invest in marketing assets and media:** Guests like hotel photography or marketing videos that reflect the property and the experience they'll have there. Hotel guests want to see exactly where they'll be staying, the areas they'll hang out in.
- **Invest in a social media Posting and Scheduling Tool:** In order to make social media scheduling and posting more manageable. One can design and bulk schedule multiple posts at once using social media scheduling software platforms. You can do this at a time that suits you to engage with as many of your audience as possible, you need to post at these peak times.
- **Partner with Local Businesses:** Hyatt Centric should collaborate with local businesses in and around Candolim to improve their guest experience. Having a partnership with local restaurants, water sports activities providers, or small businesses gives a comprehensive experience for the guests.
- **Evolve Hotel Operations Based on Guest Feedback:** Being an excellent listener to your visitors is a crucial strategy for increasing your hotel's image. Hotel and resort reputation management is an effective marketing approach since what guests say about you influences the likelihood that other guests will trust your property in the future.
- **Guest-Care Before, During, and After:** Share outreach content and assist guests in pre-customizing their room preferences. With online and mobile tools, you can anticipate their

arrival and make check-in simple. During their stay, attend to your guests' needs and check in with them on a regular basis to ensure that they are happy with the amenities and services. Wait a few minutes after a guest has checked out before sending a post-stay experience message. Thank each guest for their visit and ask honest comments on their likes, least favorites, and future suggestions.

LEARNINGS

- **Getting exposure and working with the marketing team:** The team designs marketing strategies and are responsible for developing and maintaining impactful marketing methods within an organization like Conducting campaign management for marketing initiatives, producing marketing and promotional materials, Monitoring and managing social media, producing internal communications, etc.
- **Development of monthly social media plan for the social media platforms:** Monitor social channels for trending news, ideas, then capitalize on those trends through our social media accounts
- **Creation of content for the social media platforms:** Assist in the creation of written, video, and graphic material for marketing channels.
- **Preparation of monthly report:** Preparing monthly marketing presentations showing social channels' performance over a period of time. It includes crucial social media data like engagement, reach, and conversions.
- Responding to online customer reviews
- Assisting with advertising and marketing promotions & events organized at the hotel.
- Support the marketing team in daily administrative tasks.
- Updating the website content
- Participate regularly in brainstorming sessions for the development of marketing campaigns.

ANNEXURE

QUESTIONNAIRE

1. What Gender do you identify as?
 - Male
 - Female
 - Prefer Not to Say
2. Please mention the Age Group you belong to
 - 20-30
 - 30-40
 - 40-50
 - 50-60
 - Above 60
3. Please share your Marital Status
 - Single
 - Married
 - Divorced
 - Prefer Not to Say
4. What is the highest degree or level of education you have completed?
 - High School
 - Bachelor's Degree
 - Master's Degree
 - Ph.D. or higher
 - Prefer not to say
 - Other:
5. What is your current Employment Status?
 - Employed Full Time
 - Employed Part Time
 - Self Employed
 - Entrepreneur

- Retired
 - Homemaker
 - Prefer Not to Say
6. What is your annual income?
- Below 5 Lakh
 - 5 Lakh -10 Lakh
 - 10 Lakh -15 Lakh
 - Above 15 Lakh
7. You have stayed in a
- 3 Star Hotel
 - 4 Star Hotel
 - 5 Star Hotel
8. Do you use Social Media?
- Yes
 - No
9. How frequently do you use social media?
- Always
 - Often
 - Sometimes
 - Rarely
 - Never
10. Which social media platform/s do you use?
- Facebook
 - Twitter
 - Instagram
 - Linkedin
 - Other:
11. I read the content posted by hotels on various social media platform/s
- Always
 - Often

- Sometimes
- Rarely
- Never

12. I view pictures/photos posted by hotels on various social media platform/s

- Always
- Often
- Sometimes
- Rarely
- Never

13. I watch videos posted by hotels on various social media platform/s

- Always
- Often
- Sometimes
- Rarely
- Never

14. I 'like' content posted by hotels on various social media platform/s

- Always
- Often
- Sometimes
- Rarely
- Never

15. I 'share/retweet' content posted by hotels on my own social page or with my friends

- Always
- Often
- Sometimes
- Rarely
- Never

16. I 'comment' on posts, videos, images or forums posted by hotels on their social media platform/s

- Always

- Often
- Sometimes
- Rarely
- Never

17. I initiate posts related to hotels on my social page/s

- Always
- Often
- Sometimes
- Rarely
- Never

18. I post pictures, videos or personal images related to hotels on my social media platform/s

- Always
- Often
- Sometimes
- Rarely
- Never

19. I read posts, forum threads, and comments of others about hotels on various social media platform/s

- Always
- Often
- Sometimes
- Rarely
- Never

20. I add hashtags on my posts related to hotels on my social media page/s

- Always
- Often
- Sometimes
- Rarely
- Never

21. I write reviews, forums threads and personal opinions related to hotels on my social media page/s

- Always
- Often
- Sometimes
- Rarely
- Never

22. I comment on hotel service posts on social media platform/s

- Always
- Often
- Sometimes
- Rarely
- Never

23. What type of social media content do you like

- General News Sharing
- Congratulative
- Informative
- Promotion/event announcement
- Entertaining content
- Remunerative Content (Contests, Sweepstakes)

24. Interacting (like/share/comment) with a hotel's social media platform/s influences my intention to purchase its services

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

25. I am very likely to purchase the hotel services recommended by my friends through social media platform/s

- Strongly Disagree

- Disagree
- Neutral
- Agree
- Strongly Agree

26. I share information about hotels with which I interact (like/share/comment) on various social media platforms with my friends

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

27. I learn about the hotels' products/services from the content shared on the hotels' social media platform/s

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree


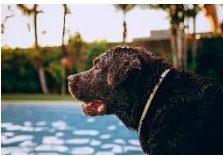


28. I recommend hotels brands with which I have a favorable interaction (like/share/comment) with on social media platform/s to someone who seeks my advice

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

B. SECONDARY DATA TABLE







HYATT CENTRIC CANDOLIM GOA


Facebook	Twitter	Instagram	Linkedin
7549	719	4432	1206

	POST	CHANNEL	POST TYPE	LIKE	COMMENT	SHARE
1		Instagram	Destination	29	-	-
		Facebook		6		1
2		Instagram	Pet friendly	54	-	-
		Facebook		11	-	-
3		Instagram	Product	43	-	-
		Facebook		16	-	1
		Linkedin		55	-	1
4		Instagram	F&B	48	-	-
		Facebook		15	-	1
5		Instagram	-	73	-	-

		Facebook	Aesthetics	17	-	1
		Linkedin		45	-	-
6		Instagram	Product	32	-	-
		Facebook		8	-	-
7		Instagram	F&B	29	-	-
		Facebook		11	-	-
8		Instagram	Review	59	-	-
		Facebook		11	-	-
9		Instagram	Product	64	-	-
		Facebook		15	-	-
10		Instagram	Republic Day	155	-	-
		Facebook		42	-	-
		Twitter		2	-	1

		Linkedin		87	-	4
11		Instagram	F&B	48	-	-
		Facebook		6	-	2
12		Instagram	Destination	57	-	-
		Facebook		11	-	1
		Twitter		3	-	1
13		Instagram	F&B	42	-	-
		Facebook		11	-	-
		Twitter		2	-	1
14		Instagram	Valentine Campaign	66	-	-
		Facebook		14	-	2
		Twitter		2	-	2
15		Instagram	Destination	28	-	-
		Facebook		6	-	-
		Twitter		1	-	2
16		Instagram	Valentines	47	-	-
		Facebook		14	-	2







		Twitter		2	1	3
17		Instagram	Humans @ Centric	168	-	-
		Facebook		18	2	1
		Linkedin		28	-	2
18		Instagram	Post Event	100	-	-
		Facebook		26	-	2
		Twitter		1	-	1
		Linkedin		87	-	2
19		Instagram	Holi Event	34	-	-
		Facebook		5	-	3
		Twitter		1	-	1
20		Instagram	Post Event	72	-	-
		Facebook		24	4	3
		Twitter		1	-	1
21		Instagram	Collabora-tion	89	-	-
		Facebook		40	2	1





		Twitter		4	-	2
22		Instagram		167	-	-
		Facebook	Humans @ Centric	30	5	3
		Linkedin		47	-	3
23		Instagram	F&B	38	-	-
		Facebook		4	-	-
		Twitter		3	1	3
24		Instagram	Product	30	-	-
		Facebook		2	-	1
		Twitter		2	-	2
25		Instagram	Congratulatory	60	-	-
		Facebook		34	6	3
		Twitter		3	-	2
26		Instagram	Brunch	47	-	-
		Facebook		8	-	3
		Twitter		5	-	3
27		Instagram	Brunch	83	-	-
		Facebook		21	2	5

		Twitter		4	-	4
28		Instagram	World heritage day	40	-	-
		Facebook		13	-	3
		Twitter		6	-	2
29		Instagram	Earth Day	28	-	-
		Facebook		4	1	2
		Twitter		1	-	1
30		Instagram	Humans at Centric	147	19	-
		Facebook		30	4	3
		Linkedin		67	4	3
31		Instagram	F&B	43	-	-
		Facebook		17	4	-
		Twitter		1	-	2
32		Instagram	F&B	33	-	-
		Facebook		3	-	1

		Twitter		3	-	2
33		Instagram	Product	87	3	-
		Facebook		13	4	1
		Twitter		2	-	1
34		Facebook	Aesthetics	10	2	2
		Twitter		2	1	3
35		Instagram	Review	30	-	-
		Facebook		3	-	-
		Twitter		2	-	1
36		Instagram	F&B	32	-	-
		Facebook		6	-	1
		Twitter		5	-	3
37		Instagram	Pet Friendly	54	-	-
		Facebook		4	-	1






38		Instagram	F&B	53	-	-
		Facebook		11	2	1
		Twitter		1	-	2
39		Instagram	Pet Friendly	76	-	-
		Facebook		9	-	1
		Twitter		1	-	1
		Linkedin		11	-	-
40		Instagram	Destination	75	-	-
		Facebook		14	-	1
		Twitter		3	-	1
41		Instagram	Review	38	-	-
		Facebook		9	-	1
		Twitter		1	-	1
		Linkedin		34	-	-
42		Instagram	F&B	64	-	-
		Facebook		5	-	1
		Twitter		1	-	1

43		Instagram	F&B	42	-	-
		Facebook		8	-	1
		Twitter		3	-	1
44		Instagram	F&B	92	-	-
		Facebook		11	-	2
		Twitter		4	-	3
45		Instagram	Product	82	-	-
		Facebook		11	-	1
		Twitter		6	1	4
46		Instagram	Destination	73	-	-
		Facebook		8	-	-
		Twitter		2	-	2
47		Instagram	Recreation	65	-	-
		Facebook		12	-	1
		Twitter		3	-	1
48		Instagram	Contest	68	25	-
		Facebook		3	-	1

49		Instagram	Review	37	-	-
		Facebook		14	-	2
		Twitter		2	-	2
		Linkedin		34	-	-
50		Instagram	Review	120	-	-
		Facebook		22	2	7
		Twitter		4	-	1
		Linkedin		30	-	-
51		Linkedin	Congratulatory	101	10	3
52		Linkedin	CSR	26	-	3
		Linkedin	CSR	38	-	3

HILTON GOA RESORT, CANDOLIM

Facebook	Twitter	Instagram	Linkedin
4454	NA	6367	NA

	POST	CHANNEL	POST TYPE	LIKE	COMMENT	SHARE
1		Instagram	Product	37	-	-
		Facebook		15	-	2
2		Instagram	Mothers Day	44	3	
		Facebook		12	-	1
3		Instagram	Product (Video)	97	2	
		Facebook		31	-	5
4		Instagram	Post Event	8,071(Views)	3	-
		Facebook		9	-	1
5		Instagram	Product	52	-	-
		Facebook		10	-	-
6		Instagram		38	1	-


		Facebook	Bruch	8		1
7		Instagram	Earth Day	135	2	-
		Facebook		2	-	-
8		Instagram	Easter Throwback	79	2	
		Facebook		16	-	-
9		Instagram	Product	55	1	
		Facebook		14	-	1
10		Instagram	Product	23	1	
		Facebook		5	-	-
11		Instagram	Easter Campaign	35	1	
		Facebook		12		
12		Instagram	Event	39		
		Facebook		9		

13		Instagram	Room	70	1	
		Facebook		7		
14		Instagram	Easter Campaign	101	1	
		Facebook		11		
15		Instagram	Brunch	42		
		Facebook		12	-	1
16		Instagram	F&B	48	1	
		Facebook		7	-	-
17		Instagram	General	90		
		Facebook		11		
18		Instagram	Product	141		
		Facebook		12		1

19		Instagram	F&B	45	2	
		Facebook		6		1
20		Instagram	Brunch	58		
		Facebook		5	-	-
21		Instagram	Guest	59	1	
		Facebook		7		
22		Instagram	Recreation	54	1	
		Facebook		10	-	-
23		Instagram	F&B	264	22	
		Facebook		10		
24		Instagram	Event	60		
		Facebook		11	-	-
25		Instagram		51	2	

		Facebook	Brunch	14		
26		Instagram	Holi	50	1	
		Facebook		12		
27		Instagram	Awards	445(Views)	8	
		Facebook		16		
28		Instagram	F&B	28		
		Facebook		7		
29		Instagram	F&B	34		
		Facebook		5		1
30		Instagram	Event	483(views)		
		Facebook		14		1
31		Instagram	Holi	25		
		Facebook		11		1
32		Instagram		541(views)		

		Facebook	Brunch	11		2
33		Instagram	Brunch	61	2	
		Facebook		15		1
34		Instagram	F&B	34		
		Facebook		9	3	1
35		Instagram	F&B	87	4	-
		Facebook		11	-	1
36		Instagram	Women's Day	51	4	-
		Facebook		10	-	-
37		Instagram	Award	29	-	-
		Facebook		5	2	2
38		Instagram		65	4	-

		Facebook	F&B	13	-	-
39		Instagram	Women's Day	31	-	-
		Facebook		10	-	-
40		Instagram	Post event	219	3	-
		Facebook		16	-	-
41		Instagram	Holi campaign	67	-	-
		Facebook		17	-	-
42		Instagram	Product	101	-	-
		Facebook		24	-	-
43		Instagram	Brunch	28	-	-
		Facebook		9	-	-
44		Instagram		25	-	-

		Facebook	Award	8	-	-
45		Instagram	F&B	108	15	-
		Facebook		3	-	1
46		Instagram	F&B Interactive	72	-	-
		Facebook		6	-	-
47		Instagram	Awards	34	2	-
		Facebook		5	-	1
48		Instagram	Brunch	62	-	-
		Facebook		15	-	1
49		Instagram	Product	10345(views)	3	-
		Facebook		13	-	-
50		Instagram	Valentine	26	-	-
		Facebook		9	-	-

THE WESTIN GOA




Facebook	Twitter	Instagram	Linkedin
3312	NA	6790	NA

	POST	CHANNEL	POST TYPE	LIKE	COMMENT	SHARE
1		Instagram	F&B	35	-	-
2		Instagram	Product	141	-	-
		Facebook		8	-	-
3		Facebook	Event	2	1	1

4		Facebook	Easter	4		3
5		Instagram	Award	375	-	-
		Facebook		8	-	3
6		Instagram	Guest	79	-	-
		Facebook		1	-	1
7		Instagram	Guest	617	136	-
		Facebook		9	-	1
8		Instagram	Guest	195	-	-
		Facebook		16	-	2
9		Instagram	Event	214	4	-
		Facebook		12	-	-
10		Instagram		289	6	-


		Facebook	Event	5	-	-
11		Instagram	Announcement		3	-
		Facebook		10	-	3
12		Facebook	Event	7	-	-
13		Instagram	Guest	149	-	-
		Facebook		11	-	-
14		Instagram	F&B	117	-	-
		Facebook		14	-	2
15		Instagram	F&B	79	-	-
		Facebook		4	-	-
16		Instagram		143	-	-

		Facebook	F&B	7	-	2
17		Instagram		158	-	-
		Facebook	Product	11	-	1
18		Instagram	Aesthetics	87	-	-
		Facebook		3	-	-
19		Instagram	Guest	111	-	-
		Facebook		9	-	-
20		Facebook	Offers	9		
21		Instagram		67	-	-

		Facebook	Product	2	-	-
22		Instagram	Guest	146	-	-
		Facebook		8	-	-
23		Instagram	F&B	142	-	-
		Facebook		3	-	-








NOVOTEL GOA RESORT AND SPA

Facebook	Twitter	Instagram	Linkedin
36163	NA	5798	NA

	POST	CHANNEL	POST TYPE	LIKE	COMMENT	SHARE
1		Instagram	Eid	77 (Views)	-	-
		Facebook		2	-	-
2		Instagram		13	-	-

		Facebook	Events	1	-	-
3		Instagram	Product	12	-	-
		Facebook		5	-	1
4		Instagram	Recreation	29	-	-
		Facebook		1	-	1
5		Instagram	Facts	3066(Views)	-	-
		Facebook		-	-	-
6		Instagram	Product	166(Views)	-	-
		Facebook		1	-	-
7		Instagram	Wishes	6	-	-
		Facebook		2	-	-
8		Instagram	Brunch	1898	-	-
		Facebook		962	1	3


9		Instagram	Facts	11562(Views)	-	-
		Facebook		3	-	-
10		Instagram	F&b	6	-	-
		Facebook		-	-	1
11		Instagram	Product	-	-	-
		Facebook		794	-	7
12		Facebook	Destination	33	-	1
13		Instagram	Launch	60	-	-
		Facebook		8	-	2
14		Instagram	F&b	15	-	-
		Facebook		1	-	2
15		Instagram	Events	7	-	-
		Facebook		1	-	-
16		Instagram		91 Views	-	-


		Facebook	Earth hour	14	-	-
17		Instagram	Destination	3760 views	-	-
		Facebook		16	-	-
18		Instagram	F&B	19	-	-
		Facebook		5	-	1
19		Instagram	Packages	18486 Views	-	-
		Facebook		119	-	4
20		Instagram	offers	2057	-	-
		Facebook		182	1	1
21		Instagram	F&B	6	-	-
		Facebook		2	-	1
22		Instagram	Holi	87 views	-	-
		Facebook		1	5	3
		Twitter		1	-	-

23		Instagram	Events	1957	-	-
		Facebook		978	-	1
24		Instagram	Holi Bruch	19	-	-
		Facebook		1	-	-
25		Instagram	Destination	12	-	-
		Facebook		1	-	1
26		Instagram	Holi	4770 views	-	-
		Facebook		5	-	-
27		Instagram	F&B	17	-	-
		Facebook		4	-	-
28		Instagram	Points	12	-	-
		Facebook		1	-	-
29		Instagram	Women's Day	60	-	-
		Facebook		6	1	-

30		Instagram	Guest	22	-	-
		Facebook		3	-	-
31		Facebook	Product	7	-	1
32		Instagram	Event Calendar	6	-	-
		Facebook		3	-	1
33		Instagram	Event	22	-	-
		Facebook		5	-	1
34		Instagram	Destination	15	-	-
		Facebook		3	-	-
35		Facebook	Event	2.9k	11	2
36		Instagram		15	-	-

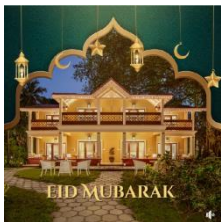


		Facebook	F&B	2	-	1
37		Instagram	Package	3568 views	-	-
		Facebook		4	-	
38		Instagram	Spa	629	-	-
		Facebook		364	-	3
39		Instagram	Destination	6060 views	-	-
		Facebook		1	-	-
40		Instagram	Valentines	78 views	-	-
		Facebook		3	-	-
41		Instagram	Valentines	26	-	-
		Facebook		4	-	1
42		Instagram	F&B	798	-	-
		Facebook		447	3	5

43		Instagram	Valentine	13	-	-
		Facebook		1	-	1
44		Instagram	Tips	82 views	-	-
		Facebook		1	-	-
45		Instagram	Event Calendar	9	-	-
46		Instagram	Guests	11	-	-
		Facebook		3	-	-
47		Instagram	Recreation	145 views	-	-
		Facebook		12	-	1
48		Instagram	Republic Day	69 views	-	-
		Facebook		1	-	-
49		Instagram	Travel	86	-	-
		Facebook		3	-	-


50		Instagram	Event	177 views	-	-
		Facebook		2	1	-





TAJ HOLIDAY VILLAGE RESORT & SPA

Facebook	Twitter	Instagram	Linkedin
9654	801	7758	NA

	POST	CHANNEL	POST TYPE	LIKE	COMMENT	SHARE
1		Instagram	Destination	221 views	-	-
		Facebook		16	-	-
		Twitter		8	-	2
2		Instagram	Spa	72	-	-
		Facebook		11	-	-
		Twitter		6	-	3
3		Instagram	Product	82	-	-
		Facebook		24	-	1
		Twitter		9	-	6
4		Instagram		144	-	-


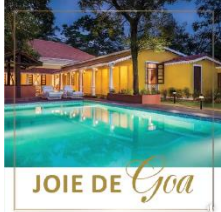

		Facebook	Guest	24	-	-
		Twitter		8	-	2
5		Instagram	Event	130	-	-
		Facebook		16	-	-
		Twitter		9	-	2
6		Instagram	Guest	231	-	-
		Facebook		31	-	-
		Twitter		13	-	8
7		Instagram	Earth Day	156	-	-
		Facebook		18	-	1
		Twitter		9	1	3
8		Instagram	Pet Friendly	46		
		Facebook		6		
		Twitter		7	-	5
9		Instagram	Product	133		
		Facebook		21		8
		Twitter		2	-	1

10		Instagram	Product	72	-	-
		Facebook		11	-	-
		Twitter		4	-	3
11		Instagram	Easter	47	-	-
		Facebook		5	-	-
		Twitter		4	-	2
12		Instagram	Membership	45	-	-
		Facebook		6	-	-
		Twitter		6	-	1
13		Instagram	Wish	52	-	-
		Facebook		9	-	1
		Twitter		5	-	3
14		Instagram	F&B	87	-	-
		Facebook		13	-	-
		Twitter		7	-	4
15		Instagram		155	2	-
		Facebook	Guest	17	-	-
		Twitter		3	-	5

16		Instagram	Spa	58	-	-
		Facebook		6	-	-
		Twitter		5	-	5
17		Instagram	Product	179	-	-
		Facebook		21	-	-
		Twitter		5	1	2
18		Instagram	Product	190	-	-
		Facebook		20	-	-
		Twitter		6	1	3
19		Instagram	Product	178	-	-
		Facebook		23	-	1
		Twitter		7	-	4
20		Instagram	Guest	238	2	
		Facebook		22		
		Twitter		9	1	5
21		Facebook	Pet Friendly	11	-	-
		Twitter		12	-	5
22		Instagram		148	1	-

		Facebook	Events	17	-	2
		Twitter		5	1	2
23		Instagram	Product	186	1	-
		Facebook		32	-	2
		Twitter		9	1	4
24		Instagram	Spa	69	1	
		Facebook		12		
		Twitter		9	1	3
25		Instagram	Holi	-	-	-
		Facebook		22	-	2
		Twitter		8	3	5
26		Instagram	Holi	78	-	-
		Facebook		12	-	-
		Twitter		10	1	5
27		Instagram	Holi	112	-	-
		Facebook		16	-	-
		Twitter		9	1	6

28		Instagram	Plant a flower day	221	-	-
		Facebook		25	-	-
		Twitter		6	-	2
29		Instagram	Sunset	141	-	-
		Facebook		28	-	-
		Twitter		6	1	4
30		Instagram	Holi	72		
		Facebook		11		
		Twitter		6		3
31		Instagram	Women's Day	-	-	-
		Facebook		7	-	-
		Twitter		8	-	4
32		Instagram	Celebration	142	1	-
		Facebook		22	-	-
		Twitter		8	-	5
33		Instagram	Membership	-	-	-
		Facebook		2	-	-
		Twitter		8	-	3

34		Instagram	F&B	97	-	-
		Facebook		22	-	-
		Twitter		11	-	4
35		Instagram	Pet Friendly	71	-	-
		Facebook		16	-	-
		Twitter		9	-	5
36		Instagram		132		
		Facebook	F&B	23		1
		Twitter				
		Linkedin				
37		Instagram	Destination	-	-	-
		Facebook		14	-	-
		Twitter		5	-	4
38		Instagram	Destination	177	3	-
		Facebook		20	-	-
		Twitter		12	-	5
39		Instagram		124	2	-

		Facebook	Product	26	-	-
		Twitter		8	-	7
40		Facebook	F&B	13	1	-
		Twitter		11	-	6
41		Instagram	Valentine	61	2	-
		Facebook		9	-	2
		Twitter		3	-	3
		Linkedin				
42		Instagram	Valentine	411	3	-
		Facebook		15	-	9
		Twitter		9	-	6
43		Instagram	Spa	53	-	-
		Facebook		18	-	-
		Twitter		9	-	6
44		Instagram	Valentine	-	1	-
		Facebook		15	-	1
		Twitter		9	-	5

45		Instagram	Event	-	-	-
		Facebook		14	-	1
		Twitter		9	-	5
46		Instagram	Valentine	116	1	-
		Facebook		38	-	4
		Twitter		13	-	7
47		Instagram	Valentine	-	-	-
		Facebook		9	-	-
		Twitter		7		5
		Linkedin				
48		Instagram		186	-	-
		Facebook	Product	35	-	-
		Twitter		6	-	4
49		Instagram		76	3	-
		Facebook	F&B	16	-	-
		Twitter		6	-	4
50		Instagram		140	2	-
		Facebook	Product	30	-	2

		Twitter		12	-	4
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