UGC DELIVERS A UNIQUE GUEST EXPERIENCE

A Case Study with Santika Indonesia HOTELS & RESORTS

CROWDYNEWS

About Santika Indonesia

Santika Indonesia Hotels and Resorts is a well-known local hospitality company under the Kompas Gramedia Group, established August 1981. The company's debut property, Hotel Santika Bandung, opened in West Java. Santika Indonesia was quick to recognize the country's unlimited tourism potential as it continued opening hotels throughout Indonesia.

Santika Indonesia manages 105 hotels with five brands in 39 strategic exotic and business locations throughout Indonesia. The properties include the ANVAYA five-star hotel, 10 Hotel Santika Premiere four-star hotels, 26 Hotel Santika three-star hotels, 65 Amaris smart hotels, and luxurious boutique villas of The Royal Collection (The Samaya Seminyak, The Samaya Ubud, and The Kayana). There is also an Amaris hotel in Singapore. Each hotel is unique while providing the same high-quality standards of service, excellent facilities, and relaxing environments.

Social Media Inspires Travelers

Based on recent research from Crowdynews, travelers are more likely to post about travel (hotels, restaurants, events) while they are experiencing their trip versus after they have returned home. Specifically,

✓ Twitter: 51% say Twitter content influenced the consideration of a travel brand

✓ YouTube: 30% of travelers turn to YouTube to get destination/hotel/restaurant reviews

✓ Facebook: 52% of Facebook users say their friend's photo inspired their travel plans (33% changed hotels, 10% changed resorts, 7% changed destinations)

✓ 76% of travelers post their vacation photos to social media

Social Media Strategy

Santika Indonesia uses Crowdynews: 1) to deliver additional content to would-be travelers about destinations (where to go and where to eat) based on what's trending in social media regarding specific locations,
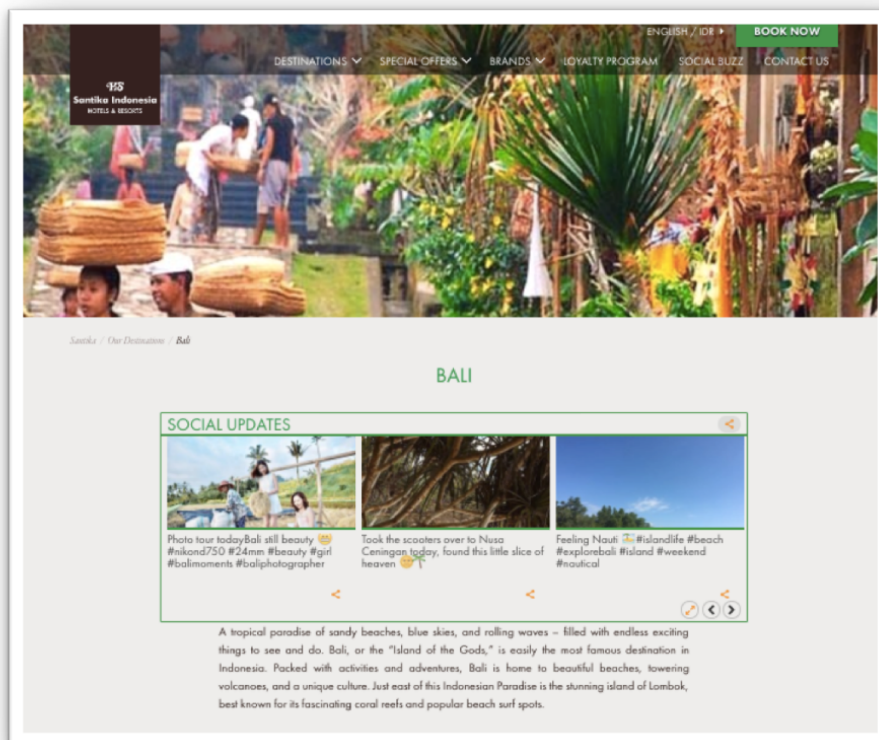
Trending news from the Bali destination.

2) as a communication channel among guests letting them view the "social buzz" on a property's individual social media page,
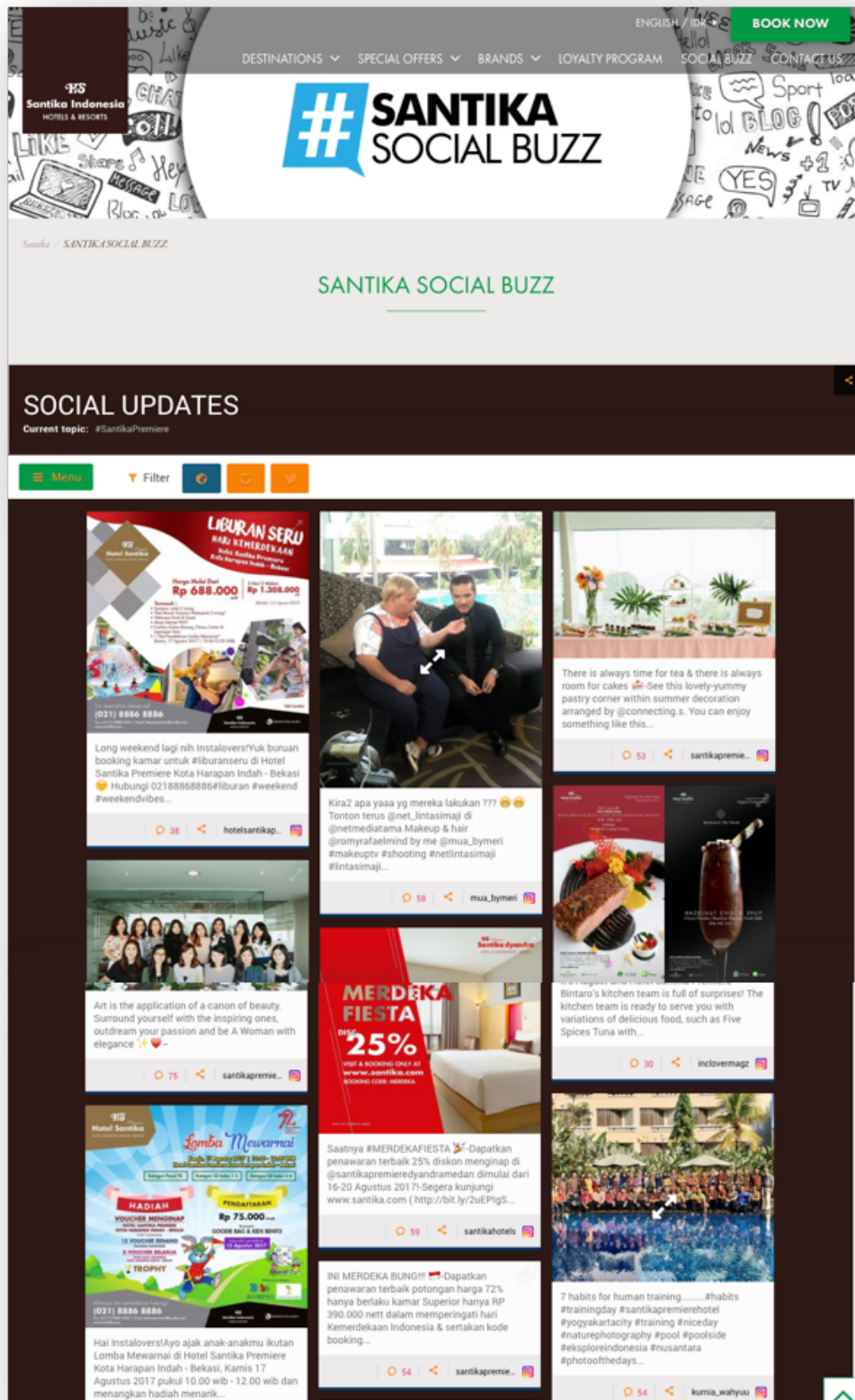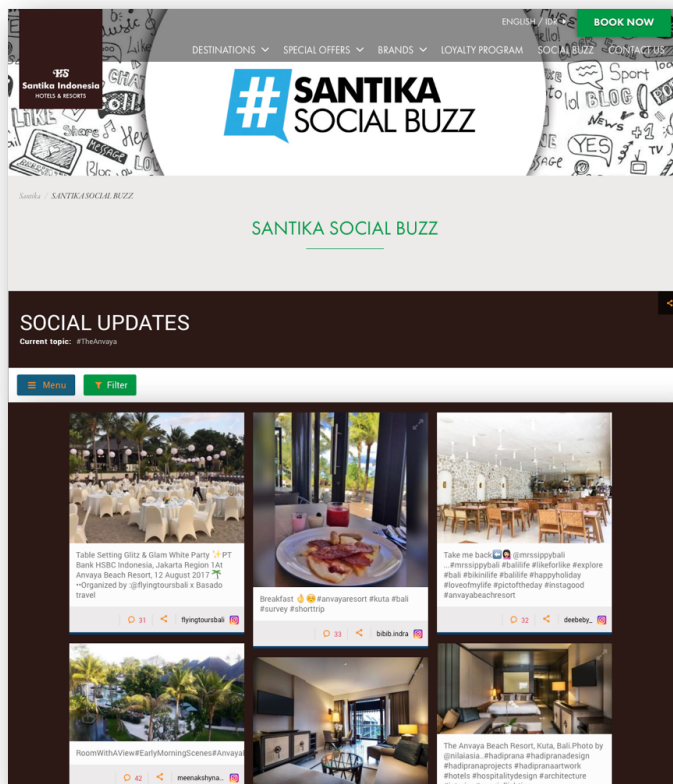

Full-page social stream on Santika Indonesia website.

3) based on a property's hashtag, Santika Group curates user-generated content for all of their properties allowing guests to share what they love most about their hotel, and
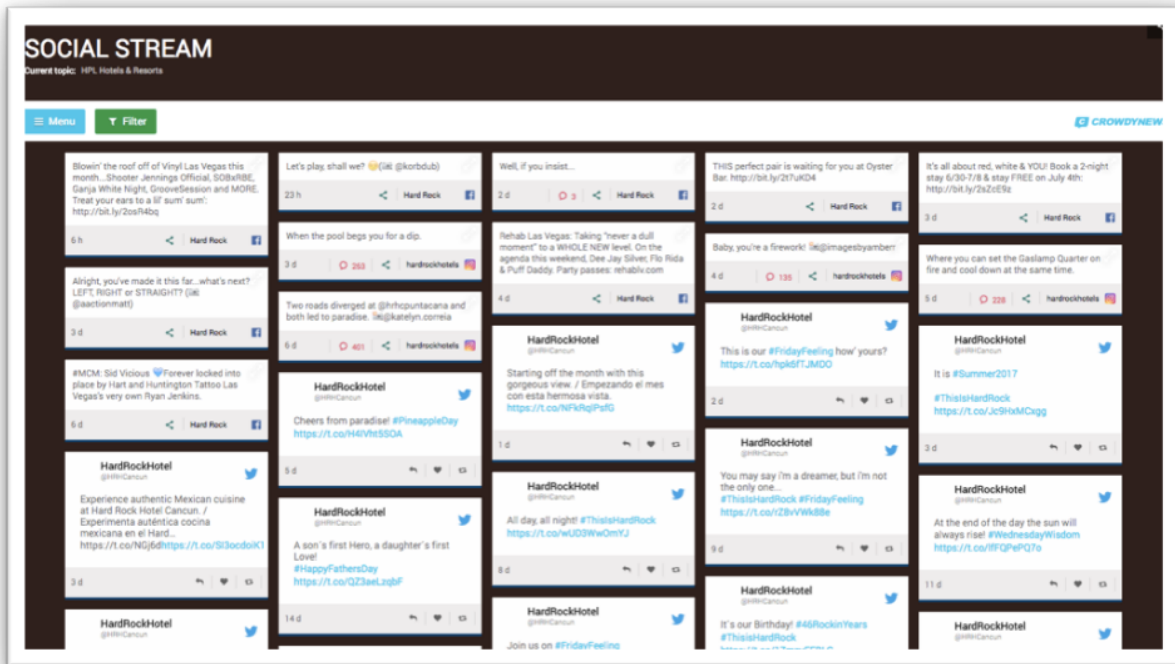

#theKayana

#theAnvaya

4) to monitor competitors - what the guests of other hotels like and don't like about their accommodations.

> As one of the leading group hotel operators in Indonesia, measuring how guests engage with our hotel brands via social media is utmost important to us. Thanks to Crowdynews, we can deliver rich and unique content for either destination-specific, brand-specific, or customized user-generated content to our website visitors and be transparent at the same time. We also use Crowdynews to monitor our competitor's reputation in social media.

- Agustino Fernando

General Manager of E-Commerce and Revenue Management

Next Steps for Santika.com

Santika is currently exploring the possibility of incorporating a social media stream as part of their email marketing program. In addition, they plan to use Crowdynews for their newly remodeled Amaris Hotel. By including user-generated content, they hope to inspire would-be guests based on social media posts.

"
Our goal is to increase traffic to our brands as well as user engagement with the brands and destinations leading to higher conversion.
"

Safe, Relevant & Real-time

Advanced filtering, including white and black listing and profanity blocking, lets Santika automatically exclude posts that are deemed offensive to their guests. In addition, Santika's social media editors can manually reject posts, for example to exclude fuzzy pictures, or items that don't fully represent a property.

Crowdynews' predictive moderation module monitors this curation behavior and learns – the next time a similar post is processed, the system will auto-moderate it out of the stream. Editors may unblock the post later at their discretion; however, auto-moderation saves time and effort on repeatedly screening out the same type of content.

ABOUT SANTIKA INDONESIA HOTELS

Santika Indonesia has carved out its distinctive image and pioneered its way as a preferred brand, particularly among middle- and upper-segment business and leisure travelers. The group's hotels are in well-chosen locations with facilities designed to meet guests' demands well into the future.

Building properties in strategic locations within a city has always been the philosophy of every hotel chain. Santika takes pride in maintaining this tradition, as all of its properties are centrally located to tourism and business needs.

Santika prides itself in its personal way of introducing discerning guests to the magical local culture and color of Indonesia. The virtue of traditional values is truly the group's endless source of inspiration.

With a vision of professionally developing high standards in hotel service, Santika's mature outlook is well ahead of its time and is today a hotel trendsetter. In the highly competitive world of hospitality, Santika Indonesia Hotels and Resorts will consistently strive toward better service, today and in the years to come.

ABOUT CROWDYNEWS

Crowdynews helps content reach its full potential by creating more **credible**, more **encompassing,** and more **valuable** connections between content creators and content consumers. We are the one-stop shop for automating the inclusion of **relevant**, **real-time**, and **safe social content** from Twitter, Facebook, Instagram, YouTube, Vimeo, and more alongside content developed by news media and brands. Using artificial intelligence & natural language processing, we enable our customers to tell **"the whole story"** by augmenting their own content with photos, videos, eyewitness reports, and opinions shared through social media. To learn more visit **www.crowdynews.com**.