REPUTATION MANAGEMENT AND MARKETING FOR 'THE HILTON- NEW YORK FASHION DISTRICT'

Team: Mansi, Shubham, Adebanke
Team Name: Urban Insight Consultants (UIC)
Course: Marketing and AI, Fall 2024
Guidance: Prof. Larry Cohen

MEET THE TEAM

Hilton
HOTELS & RESORTS

MANSI

DATA ANALYSIS LEAD

- Conducted Sentiment Analysis on customer reviews.
- Performed Visual Analysis using Google Vision API.
- Delivered insights on key strengths, weaknesses, and areas of improvement.

SHUBHAM

MARKETING & STRATEGY SPECIALIST

- Developed Marketing Ad Campaign and SEO Keyword Strategy.
- Created actionable Word Clouds to identify key themes.
- Compiled project Conclusion and findings summary.

**ADEBANKE**

INSIGHTS & STRATEGY ANALYST

- Identified Predictive Model Factors influencing guest satisfaction.
- Performed Audience Segmentation for targeted strategies.
- Proposed actionable Recommendations to enhance guest experience.

PROJECT OVERVIEW & HOTEL INTRODUCTION

Objective

To analyze Hilton New York Fashion District's reputation by identifying strengths, weaknesses, and providing actionable recommendations to enhance guest satisfaction and drive marketing success.

- **Location:** Situated in the heart of Manhattan, near Chelsea and key attractions like the Empire State Building.
- **Target Audience:** Couples and Friends (Leisure Travelers), Business Travelers, Families, Tourists
- **Highlighted Strengths:**
  1. Rooftop Bar: Offers stunning views of the city.
  2. Modern Design: Stylish and fashion-themed interiors.
  3. Excellent Location: Close to transportation hubs and iconic landmarks.

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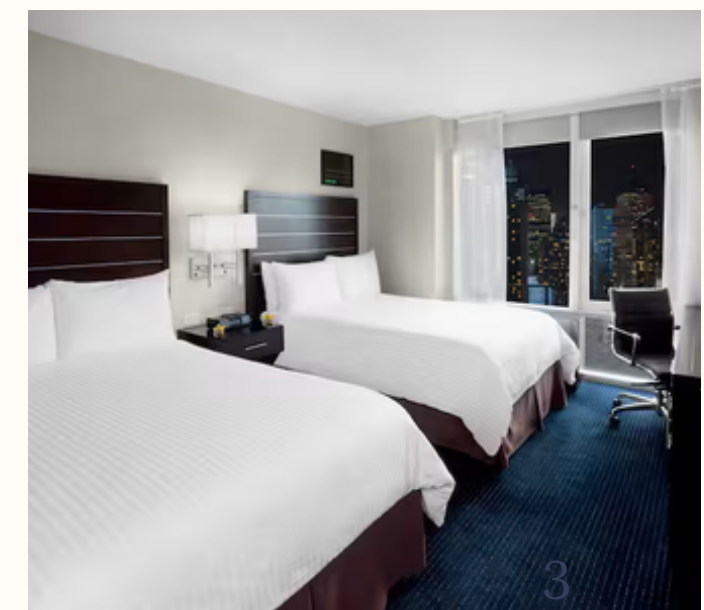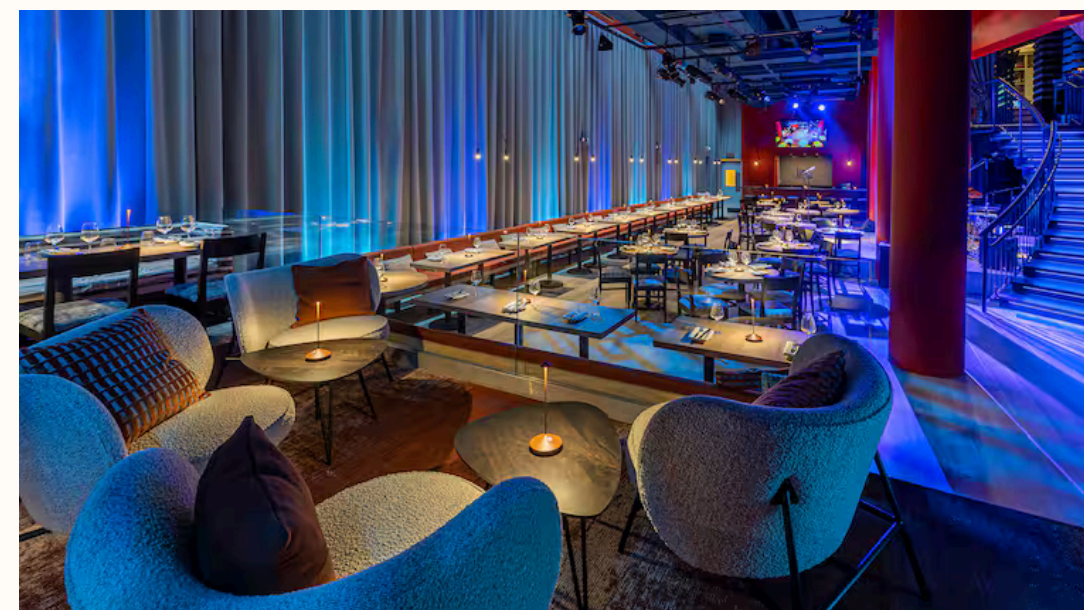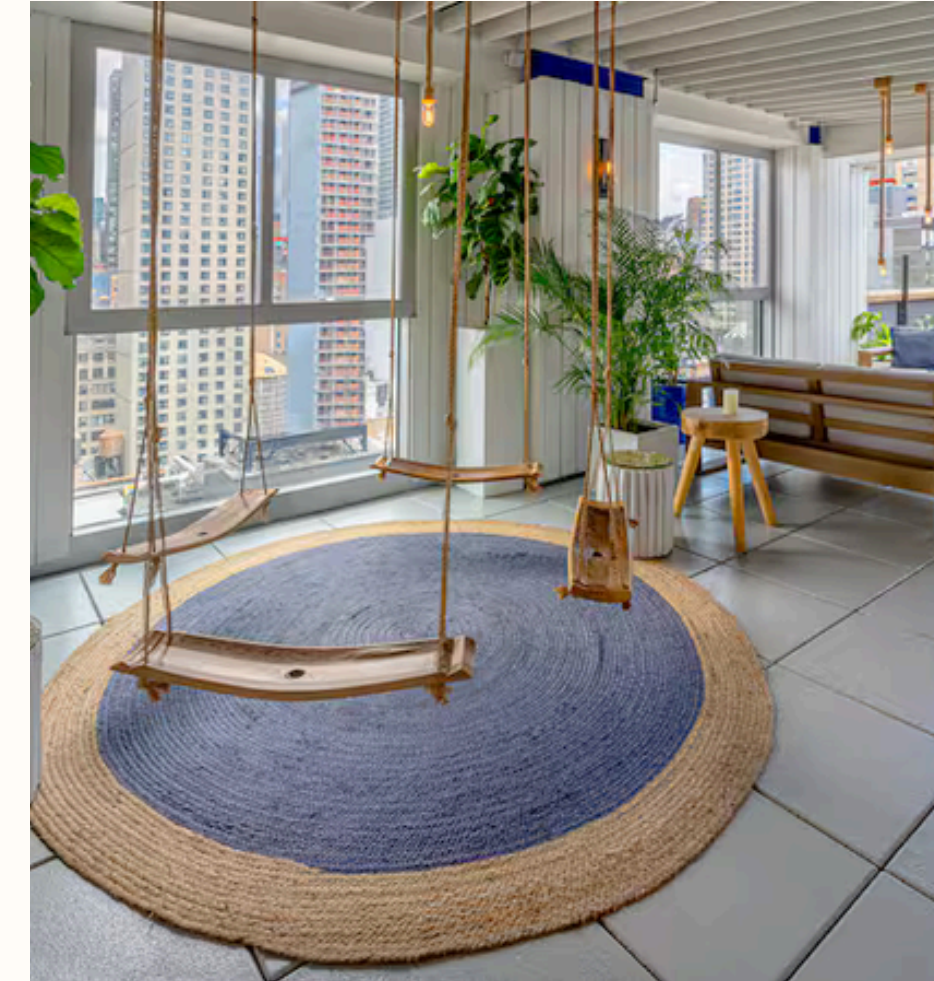
DATA COLLECTION & METHODOLOGY
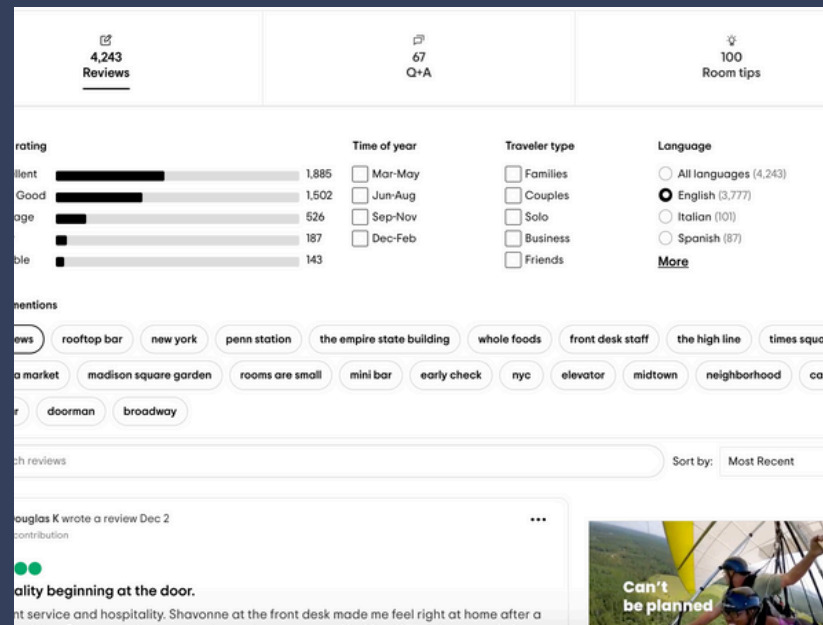
- **Data Sources:** Data was collected from TripAdvisor reviews (1 year) and guest-uploaded images from TripAdvisor and Yelp to evaluate feedback and visual branding.
- **Sentiment Analysis:** Google NLP categorized reviews into positive, negative, and neutral sentiments to highlight strengths and areas for improvement.
- **Visual Analysis:** Using Google Vision API, images were analyzed for objects, labels, and themes, providing insights into amenities and branding alignment.
- **Tools Used:** Excel was used for organizing data, while Free word cloud generator and AI tools created marketing visuals like ads and word clouds.

★★★★★

SENTIMENT ANALYSIS
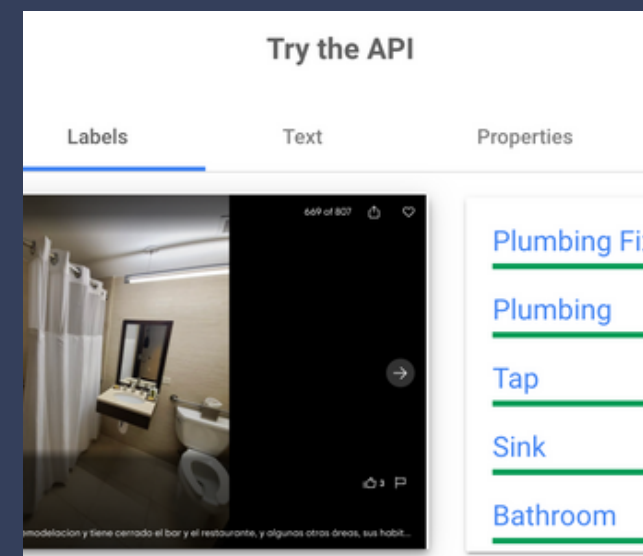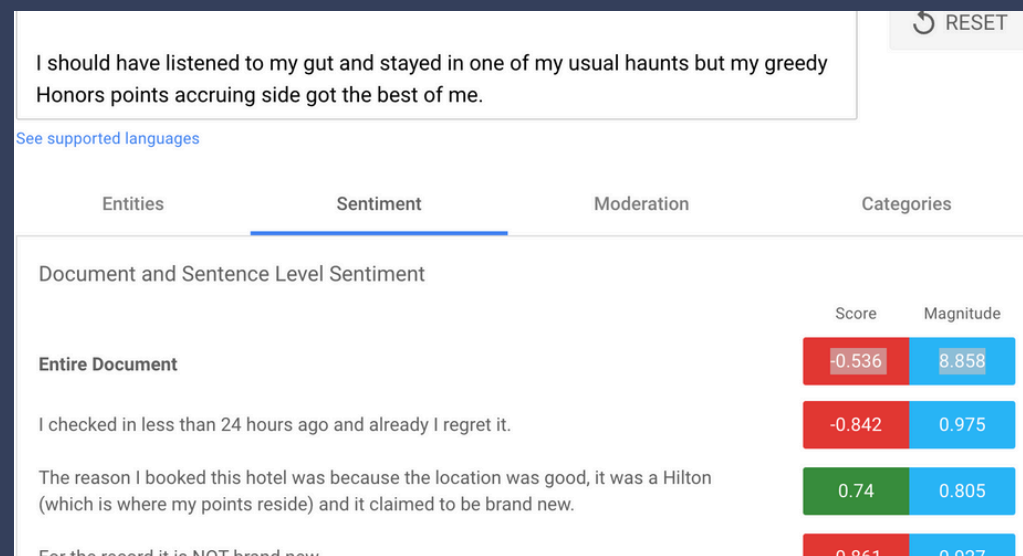
Hilton
HOTELS & RESORTS

1. Positive Sentiment Analysis

Overview: This review highlights the guest's exceptional experience at Hilton Midtown Hotel.

Key Strengths Identified:
- **Location:** Close to attractions and convenient for late-night shows.
- **Cleanliness:** Executive room clean and well-maintained.
- **Executive Lounge:** Free breakfast, light dinner, and great service.
- **Staff:** Special mention of accommodating and kind behavior.

Google NLP Insights:
- **Sentiment Score:** 0.695
- **Magnitude:** 5.891

GUEST QUOTE: "We **truly enjoyed our Stay** at Hilton Midtown Hotel with family of five. **Great location close to every places** we want to visit, **no problem getting back late at night** when watching shows. We stayed at executive room, may need update but **very clean**. Room is pricey but it gives you **access to the executive lounge with free breakfast and light dinner** so turn out not bad at all. Special shoutout to Yordanos, the **lady at the executive lounge for being very accomodating, always has a smile on her face and her kindness we will not forget. Will definitely stay at the Hilton again when we visit.**

Try the API

the executive lounge for being very accomodating, always has a smile on her face and her kindness we will not forget. Will definitely stay at the Hilton again when we visit.

↺ RESET

See supported languages

| Entities | **Sentiment** | Moderation | Categories |

Document and Sentence Level Sentiment

	Score	Magnitude
Entire Document	0.695	5.891
We truly enjoyed our Stay at Hilton Midtown Hotel with family of five.	0.891	0.971
Great location close to every places we want to visit, no problem getting back late at night when watching shows.	0.945	0.989
We stayed at executive room, may need update but very clean.	0.086	0.982
Room is pricey but it gives you access to the executive lounge with free breakfast and light dinner so turn out not bad at all.	0.428	0.986
Special shoutout to Yordanos, the lady at the executive lounge for being very accomodating, always has a smile on her face and her kindness we will not forget.	0.926	0.981
Will definitely stay at the Hilton again when we visit.	0.896	0.983

Score Range | 0.25 – 1.0 | -0.25 – 0.25 | -1.0 – -0.25 |

2. Neutral Sentiment Analysis

This review reflects a mix of positive and negative feedback:

Strengths:
- **Great location:** Convenient for travelers.
- **Nearby amenities:** Quality Italian restaurant is mentioned positively.

Weaknesses:
- **Dated rooms:** Not aligned with expectations for $800/night.
- **Resort fees:** Frustration with additional charges for unused facilities.

Google NLP Insights
- **Sentiment Score:** 0.019
- **Sentiment Magnitude:** 3.046

GUEST QUOTE: "**Great location**, however the **rooms are dated** especially for **$800 a night**. The **resort fee is ridiculous** if you don't drink or use their facilities. **The rooms are equivalent to the Hilton Garden Inn.** **Quality Italian is nearby** and it is **worth the price.**"

Try the API

Great location, however the rooms are dated especially for $800 a night. The resort fee is ridiculous if you don't drink or use their facilities. The rooms are equivalent to the Hilton Garden Inn.   Quality Italian is nearby and it is worth the price.

↺ RESET

See supported languages

| Entities | **Sentiment** | Moderation | Categories |

Document and Sentence Level Sentiment

	Score	Magnitude
Entire Document	0.019	3.046
Great location, however the rooms are dated especially for $800 a night.	-0.021	0.988
The resort fee is ridiculous if you don't drink or use their facilities.	-0.9	0.983
The rooms are equivalent to the Hilton Garden Inn.	0.056	0.086
Quality Italian is nearby and it is worth the price.	0.943	0.989

| Score Range | 0.25 — 1.0 | -0.25 — 0.25 | -1.0 — -0.25 |

3. Negative Sentiment Analysis

Key Issues Highlighted
- **Room Facilities:**
  - Missing amenities like a safe and coffee-making facilities.
- **Elevator Problems:**
  - 2 out of 3 elevators not working, causing delays.
- **Hidden Fees:**
  - Additional daily mandatory charges and deposits felt
  - unreasonable.
- **Technical Issues:**
  - Computer system failure during checkout.

Google NLP Insights
- **Sentiment Score:** -0.649 (Strong Negative Sentiment)
- **Sentiment Magnitude:** 6.403 (High emotional intensity).

Guest Quote: "**No safe in the room. No coffee making facilities. No onsite sit-down restaurant for non-club members. 2 of the 3 elevators to my floor weren't working.The computer system was down** when I wanted to check out.They take **$100 in 'deposit' for every day, charge it to your account and then take 5-7 days to repay the balance.** The upfront **room charge does not include miscellaneous taxes and a daily 'mandatory destination' charge**. These are all debited from your deposit. I **feel cynically cheated.**"

Try the API

days to repay the balance.
The upfront room charge does not include miscellaneous taxes and a daily 'mandatory destination' charge. These are all debited from your deposit.
I feel cynically cheated.

↺ RESET

See supported languages

| Entities | Sentiment | Moderation | Categories |

Document and Sentence Level Sentiment

	Score	Magnitude
Entire Document	-0.649	6.403
No safe in the room.	-0.838	0.958
No coffee making facilities.	-0.88	0.97
No onsite sit-down restaurant for non-club members.	-0.818	0.872
2 of the 3 elevators to my floor weren't working.	-0.92	0.973
The computer system was down when I wanted to check out.	-0.882	0.951
They take $100 in 'deposit' for every day, charge it to your account and then take 5-7 days to repay the balance.	-0.326	0.375
The upfront room charge does not include miscellaneous taxes and a daily 'mandatory destination' charge.	-0.186	0.249
These are all debited from your deposit.	-0.032	0.061
I feel cynically cheated.	-0.962	0.995

Score Range | 0.25 — 1.0 | -0.25 — 0.25 | -1.0 — -0.25 |

VISUAL BRAND ANALYSIS
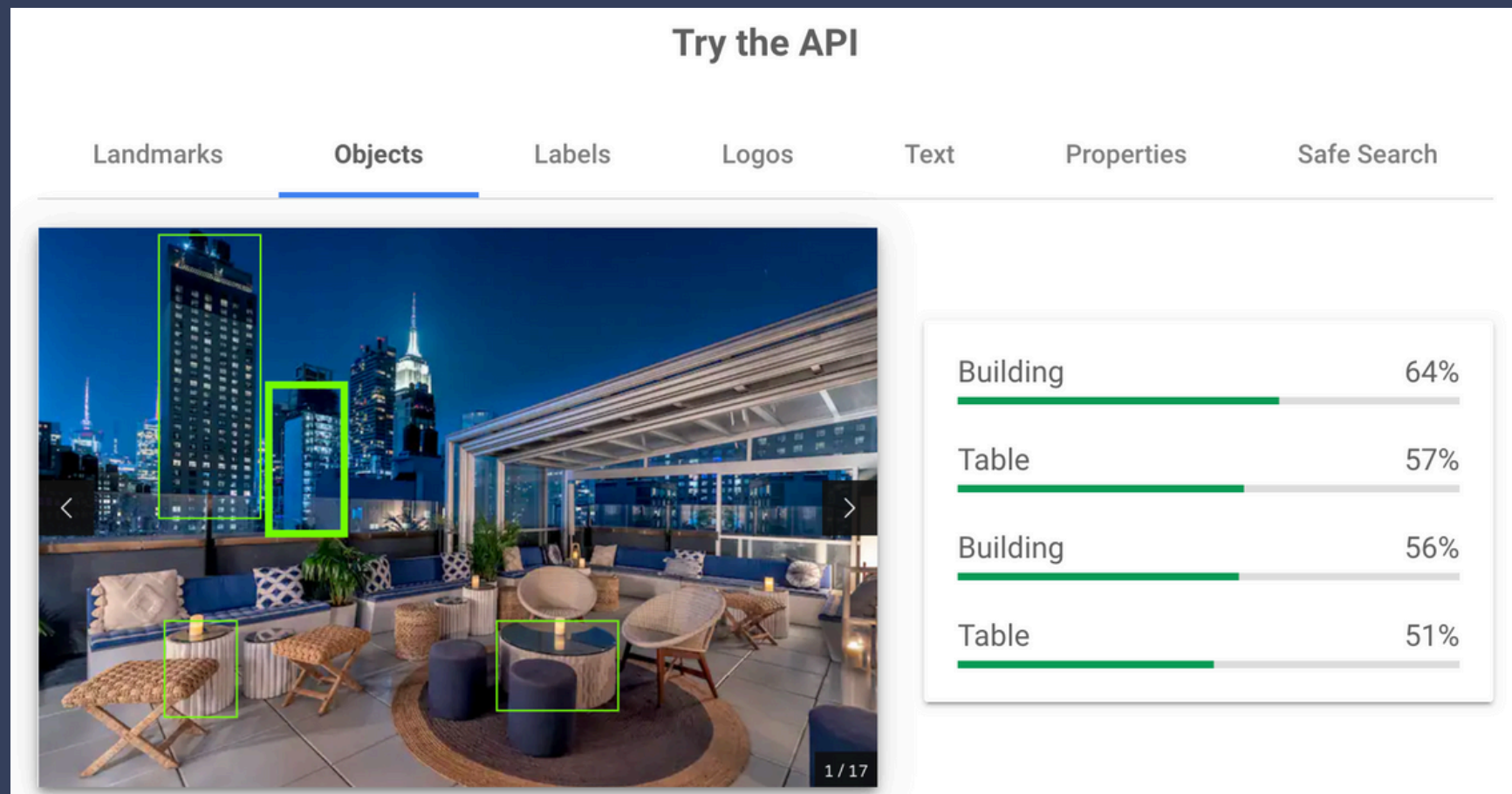
ROOFTOP DINING

Objective: Analyze the visual appeal and standout features of the rooftop bar.

Key Insights (Google Vision):
- **Buildings:** 64% — Iconic city skyline view, including the Empire State Building.
- **Tables:** 57% — Well-arranged furniture offering a relaxing seating area.

Takeaway: The rooftop bar combines modern design and scenic views, making it a key selling point for guests seeking relaxation and a unique NYC experience.
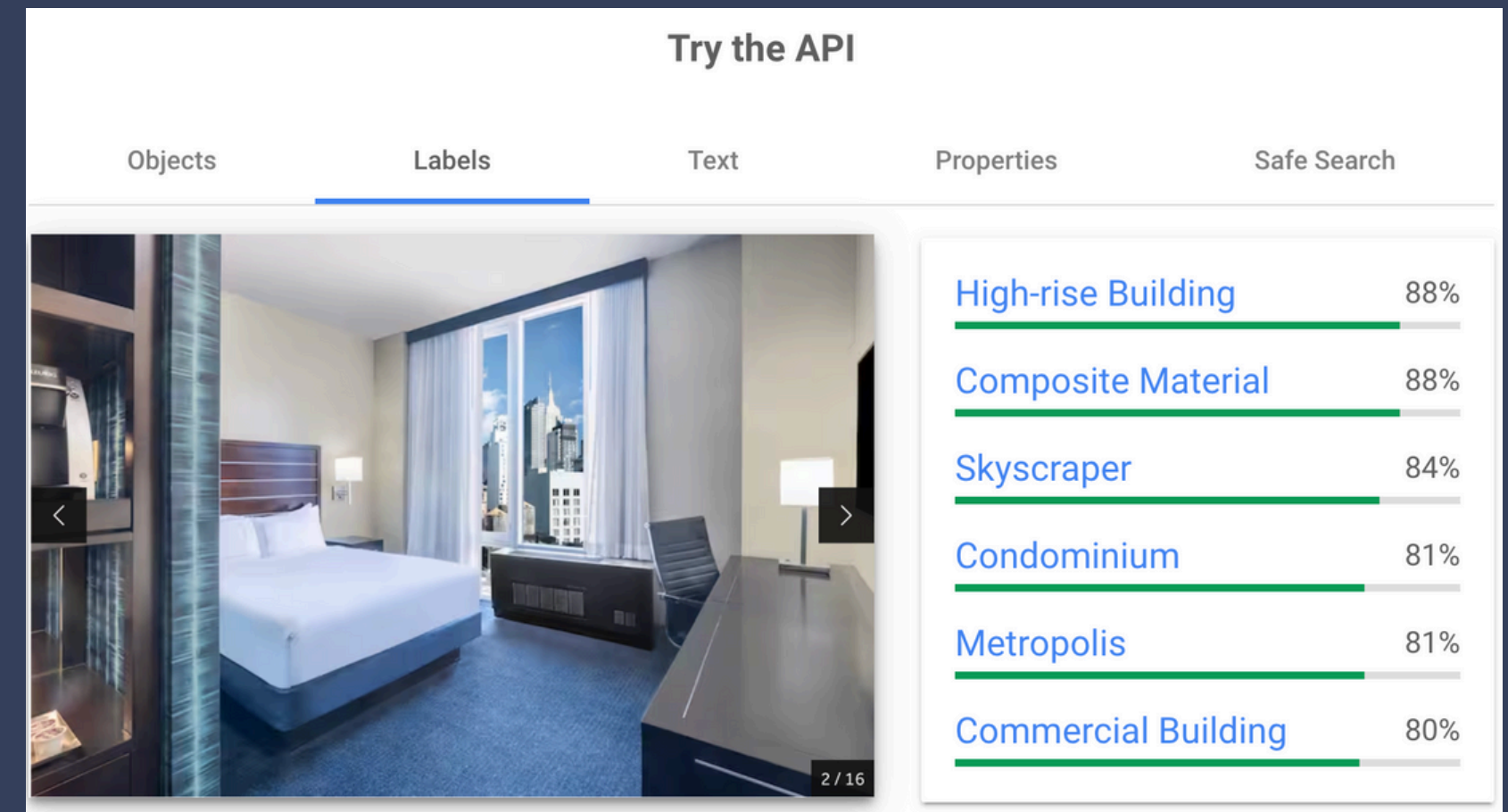

ROOM

Objective: Evaluate the branding and appeal of the guest rooms.

Key Insights (Google Vision):
- **High-rise Building**: 88% — Emphasizes the room's view of NYC skyscrapers.
- **Composite Material**: 88% — Highlights modern and clean design.
- **Skyscraper**: 84% — Reinforces the urban and upscale location.

Takeaway: The modern design and skyline views enhance the room's appeal, aligning with guest expectations for a city-centric, premium hotel experience

VISUAL BRAND ANALYSIS
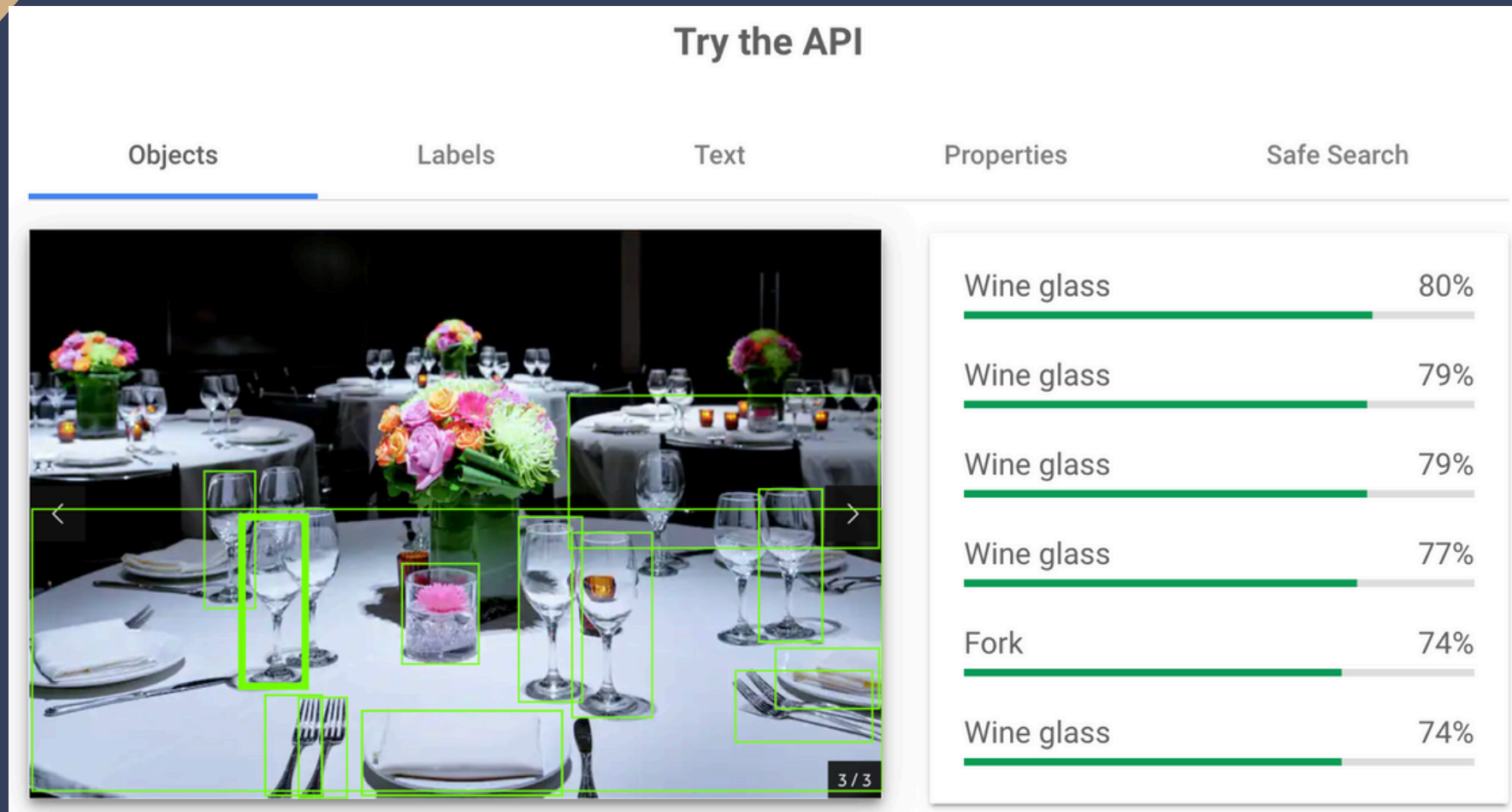
EVENT

Objective: Evaluate guest images to highlight the hotel's visual appeal and strengths in hosting events and upscale experiences.

Insights:
- **Key Focus:** Wine Glasses (80% - 74%) and Forks (74%) dominate the image.
- Highlights a **formal dining setup**, suggesting suitability for events and upscale gatherings.
- **Visual appeal:** Flowers and table decor enhance aesthetic value.

Conclusion: The hotel effectively promotes its event spaces, appealing to guests looking for elegant dining or formal events.
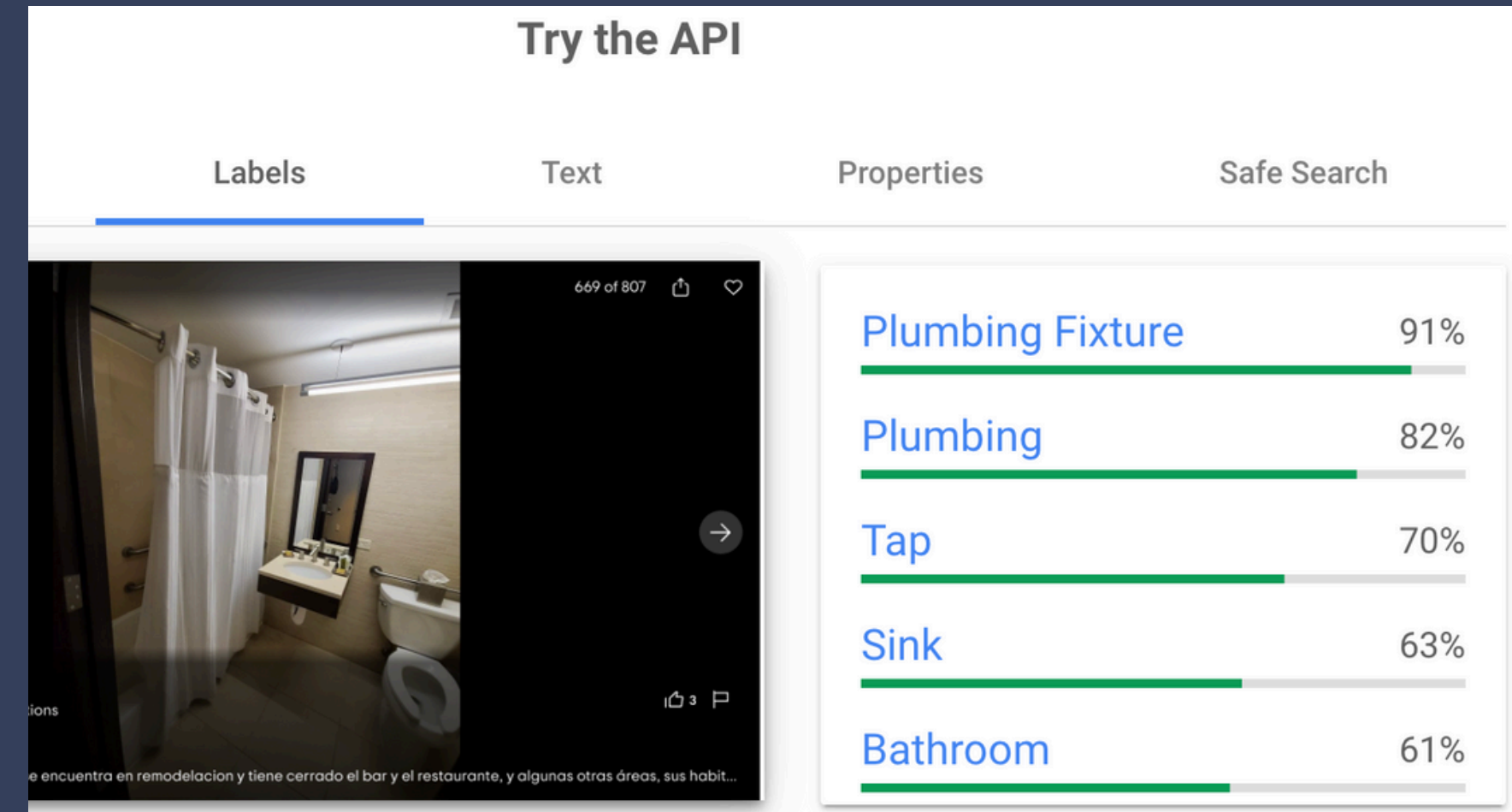
BATHROOM

Objective: Analyze guest-uploaded bathroom images to assess functional aspects and visual appeal using Google Vision API.
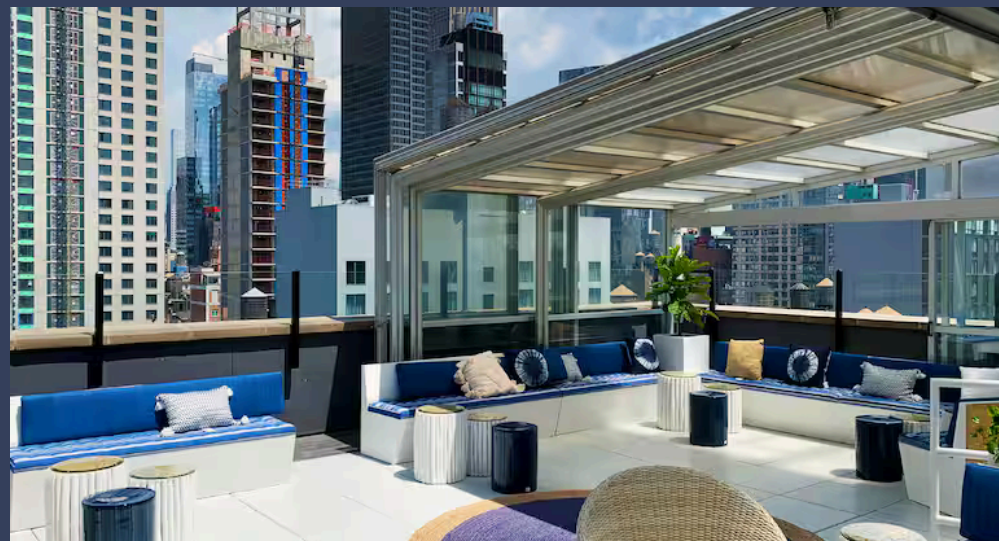
Insights:
- **Key Focus:** Plumbing Fixture (91%), Plumbing (82%), Tap (70%), and Sink (63%).
- **Highlights functionality** but lacks premium features.
- **Overall classification:** Standard and clean bathroom setup.

Conclusion: Opportunity to enhance visual appeal with modern finishes and luxury elements.

PREDICTIVE MODEL

KEY ATTRIBUTES DRIVING 5-STAR REVIEWS

Cleanliness:
- Room and bathroom cleanliness contribute to higher guest satisfaction.
- This is frequently mentioned in positive reviews.

Staff Service Quality:
- Friendly, attentive, and accommodating staff interactions play a significant role in achieving 5-star rating

Location:
- Proximity to popular landmarks, subway stations, and attractions is a recurring factor.

Amenities:
- Positive feedback for amenities such as:
- Rooftop bars, dining options, gym facilities, and in-room services like coffee makers or mini-fridges.

Room Quality:
- Updated, modern, and well-maintained rooms, including factors like size, lighting, and comfort of the bed.

Noise Levels:
- Quiet rooms or noise-free environments are valued by travelers.

KEY REVIEW INSIGHTS – WORD CLOUD

Key Highlights
- **Positives:** Service, staff, location, and rooftop praised.
- **Negatives:** Issues with housekeeping, noise, and outdated facilities.
- **Mixed Feedback:** Breakfast, check-in, and small rooms noted.

Takeaway:

Focus on enhancing housekeeping, facility updates, and service speed to improve guest satisfaction.

BUSINESS TRAVELLER
ELON MUSK
AGE: 54

AUDIENCE ANALYSIS

ABOUT:
Elon Musk is a businessman known for his key roles in the space company SpaceX and the automative company Tesla, Inc. Musk is the wealthiest individual in the world as of December 2024
PAIN POINTS: Slow elevators, noise disturbances, lack of proper desk setup.
NEEDS: Fast Wi-Fi, convenient location near transit hubs, quiet environment for work.
Features to Highlight:
- Strong Wi-Fi connectivity.
- Proximity to business districts.
- In-room workstations (desk, chair, outlets)
- VIP Elevators

COUPLE & LEISURE TRAVELERS
MARK & VIOLET
AGE: 30/35 YEARS

ABOUT:
Mark and Violet are a couple who cherish romantic getaways and leisurely escapes. They look for relaxing stays with exceptional service, on-site dining, and memorable experiences to enjoy together.
PAIN POINTS: Inconsistent service, lack of dining options, room comfort issues.
NEEDS: Relaxing stay, romantic experiences, on-site dining, and great service.
Features to Highlight:
- Rooftop bar for drinks and city views.
- Clean, modern rooms.
- Exceptional customer service and staff attentiveness.

TOURIST
JENIFER
AGE: 28

ABOUT:
Jenifer is an avid traveler who loves exploring iconic attractions and uncovering hidden gems. She seeks centrally located, comfortable, and budget-friendly accommodations to make every adventure unforgettable.
PAIN POINTS: Small rooms, outdated facilities, additional fees.
NEEDS: Central location near attractions, comfortable rooms, value-for-money stay.
Features to Highlight:
- Proximity to Times Square, Empire State Building, Penn Station.
- Rooftop bar with city views.
- Affordable packages or seasonal promotions.

SEO & KEYWORDS STRATEGY

Targeted Keywords:
- **High-Volume:** "Best NYC hotels near Fashion District," "Affordable Midtown Manhattan hotels."
- **Long-Tail:** "Hilton hotel near Penn Station and Empire State Building."
- **Local:** "Chelsea district hotels near subway

Content Optimization:
- **Blogs:** "Top Things to Do Near Hilton NY Fashion District."
- **Landing Pages:** Highlight rooftop bar, boutique charm, and prime location.
- **Meta Tags:** Keyword-rich titles/descriptions (e.g., "Boutique Hotel in Chelsea with Rooftop Views").

INCREASED SEARCH RANKINGS, BETTER GUEST ENGAGEMENT, AND HIGHER BOOKINGS.

Local SEO:
- Optimize Google My Business (photos, reviews, FAQs).
- Encourage guest reviews on TripAdvisor, Google, Yelp

Enhancements:
- Mobile-friendly, voice search optimization, schema markup for ratings/amenities.
- Competitor analysis to identify content gaps.

AD CONCEPT FOR HILTON FASHION DISTRICT

Headline: 🌟 "Experience NYC Like Never Before: Stay at Hilton Fashion District"

Body Text: 🏙 Prime Midtown Manhattan location – steps from the Empire State Building, Times Square, and Chelsea's vibrant neighborhoods.

🍹 Enjoy stunning rooftop views, modern amenities, and impeccable Hilton service.

✨ Perfect for business travelers, families, and city explorers.

CTA (Call to Action): 🔗 "Book Your Stay Now for an Unforgettable Experience!"

Headline: 🏙 "Your NYC Getaway Starts Here: Stay, Sip, and Explore!"

Body Text: ✨ Stylish rooms, world-class amenities, and unbeatable location in the heart of NYC's Fashion District.

🍽 Enjoy a rooftop bar with stunning views, seamless access to Times Square, Penn Station, and the Empire State Building.

🌟 Where comfort meets convenience – the Hilton experience awaits!

CTA (Call to Action): 👉 "Book Now for Exclusive Offers!"

Q&A WITH GENERATIVE AI: INSIGHTS AND METHODOLOGY

Q1: What factors contribute to 5-star reviews?

A: "Guests consistently praised excellent location, the rooftop bar, friendly staff service, and clean rooms."

Q2: What issues cause the most negative reviews?

A: "The key complaints were elevator delays, inconsistent housekeeping, outdated amenities, and noise disturbances."

Q3: What are the most frequent keywords in guest reviews?

A: "Keywords include location, service, breakfast, rooftop, and staff."

Q4: What audience segments does the data suggest for Hilton?

A: "Top segments include families, business travelers, couples, and sightseers looking for convenience."

Q5: What insights can we gather from the sentiment analysis?

A: "The sentiment analysis revealed that positive reviews highlighted location and rooftop service, while negative reviews focused on service delays and outdated facilities."

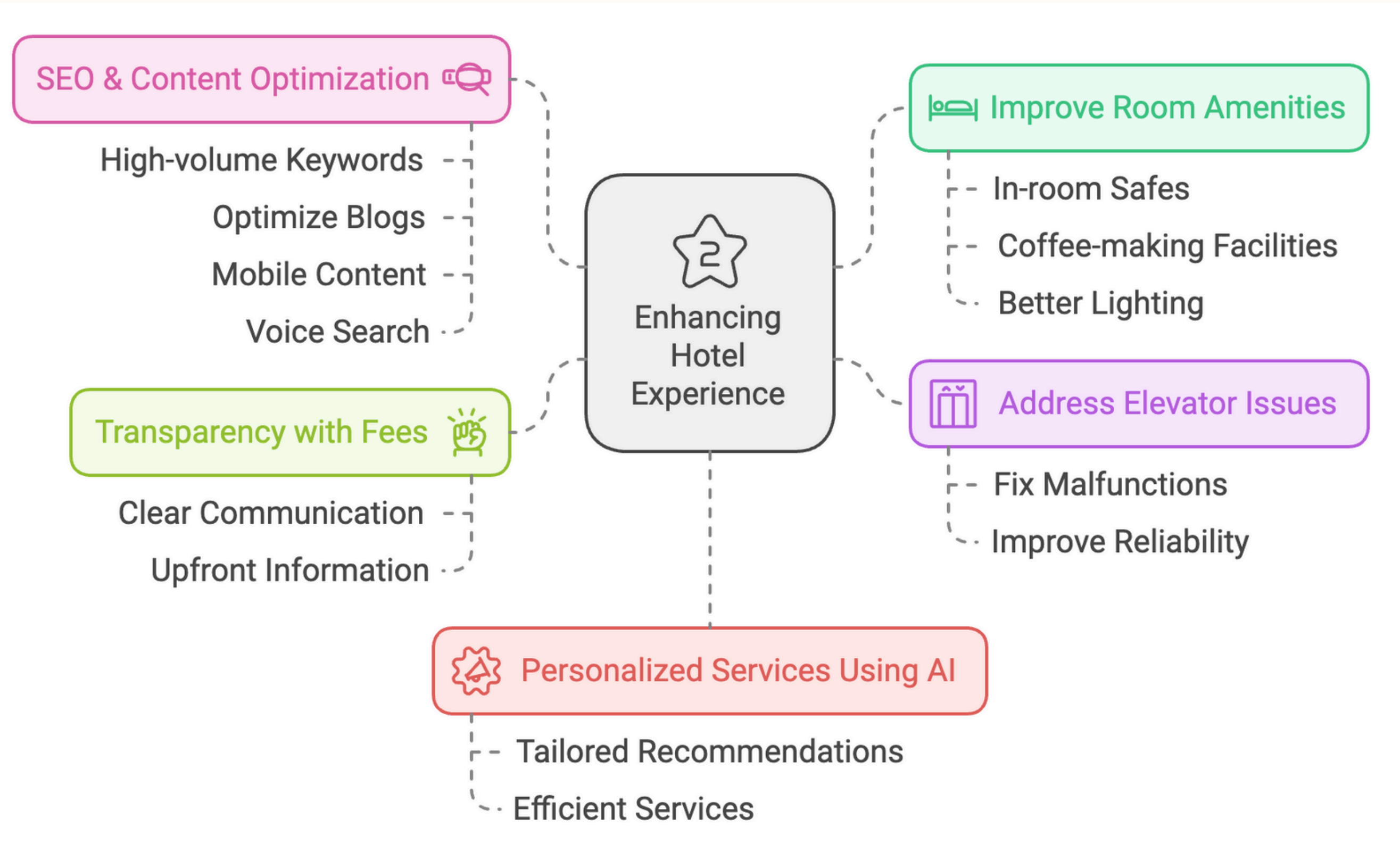**Q6: How can Hilton improve guest satisfaction?**

A: "Focus on updating amenities, addressing elevator delays, improving housekeeping consistency, and enhancing customer service training."

Q7: What keywords should Hilton target for SEO?

A: "Key phrases include 'Best NYC hotels near Times Square', 'Affordable Manhattan stays', and 'Hotels with rooftop views'."