



TREMENTO
HASHTAG PLAYBOOK
FOR HOSPITALITY

TREMENTO
HOSPITALITY
MARKETING

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The power of **GOOD HASHTAGS**

What the tag? □

Ok, so, you've heard it: you should use hashtags. But, what are hashtags? And what are people in the unicorn's name talking about when they say 'tag me'? And then, geotags - geowhats?

Okay, so **hashtags** are #thesethings, and they help you to show up in the Instagram feed for specific keywords. People can search for #hashtags in Instagram. It works a little bit like Google. Just one important thing to remember: hashtags can't contain spaces. And they're more like keywords, not complete phrases.

Instagram posts that use hashtags gain a **12.6% increase in engagement** compared those without. So adding them is definitely recommended.

When you use a hashtag, your post will appear on the page for that hashtag. If you use a hashtag in Instagram Stories, then your story can also be featured in the relevant hashtag Story, which also appears on the hashtag page. Sounds difficult? No worries, here's an example. [Click here](#), and then click on the image at the top left corner (the one in the circle). That's the featured hashtag story!

People can also choose to follow hashtags, which means they could see your hashtagged post in their feed even if they don't follow you (yet). Instagram hashtags can be a great way of building community online so people are motivated to engage with your brand.

Geotags are location tags. They are displayed just under someone's username with each post (if added). I highly recommend hospitality brands to use these, because they'll help you to collect more user generated content. If you always use geotags with your posts (so you add your property's location to each post), then people will see this and they'll know they can use the same location with their own posts, when they visit you.



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If you want an example, then definitely check out the geotag of 'Koffieschenkerij'. You'll see there are many posts from OTHER accounts using this geotag.

This will also help other people to discover your brand. Because when a friend of theirs posts something to their timeline, with your location tagged, they'll be able to click on it and discover more about your place.

Last but not least, the mention tags. @username, basically. If you use a mention tag, then that person is going to get a notification. A great way to give a shoutout to someone, credit someone, or ask someone for a recommendation or reply on your post.

Instagram hashtags can make or break your Instagram strategy. Use them correctly and you'll get your posts seen by more people likely to be interested in your products or brand.

However, when you use the wrong hashtags they can actually do your account damage. They will annoy potential followers and can even get you penalized by Instagram's algorithm. To use hashtags for Instagram effectively, you need to understand exactly how they work and create a strategy.

That strategy is going to look like this: you'll target low competition and medium competition hashtags. Leave the high competition hashtags aside.



What are some popular Instagram hashtag categories? □

Product or service hashtags: These are basic keywords to describe your product or service, like #restaurant or #coffeehouse or #bnb

Niche hashtags: These get a little more specific, showing where you fit in the context of your industry, like #bedandbreakfastit #bedandbreakfastus #londonrestaurants

Instagram community hashtags: Communities exist on Instagram, and these hashtags help you find and join them. Think #airbnbsuperhost or #superhosts

Special event or seasonal hashtags: These can refer to real holidays or seasons, like #summerdays, or they can be used for all those National [Thing] Day holidays, like #nationalicecreamday or #nationalpastaday

Location hashtags: Even if you geo-tag your Instagram post, it can still be a good idea to include a hashtag that refers to your location, like #vancouvercraftbeer or #londoneats

Daily hashtags: Every day has plenty of its own hashtags, from #MondayBlues right through to #SundayFunday. We created a whole list of daily hashtags for you to choose from if you're looking for an easy source of hashtags to add to your posts. **Please do your research first** and find the less crowded hashtags!

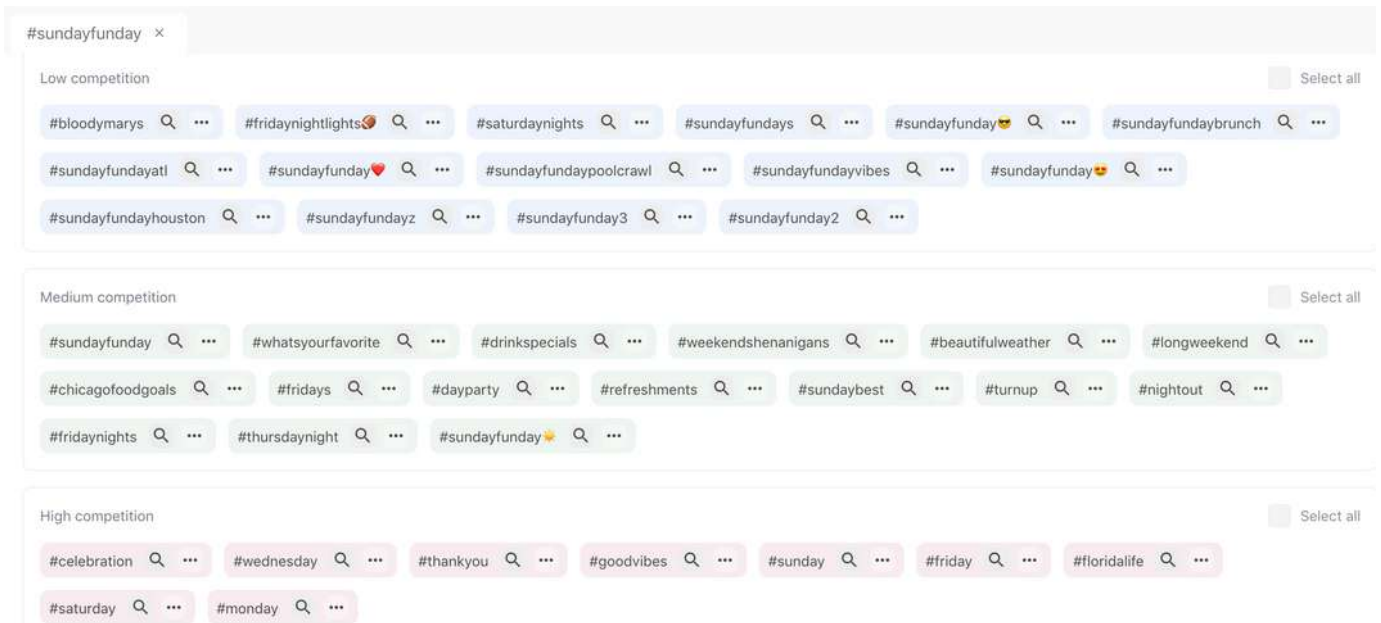
Relevant phrase hashtags: These hashtags combine elements of product hashtags, niche hashtags, and community hashtags. Basically, they're phrases people use on Instagram to connect to existing communities in a slightly insider way, like #amwriting or #shewhowanders

Acronym hashtags: Perhaps the best-known acronym hashtag is #TBT for Throwback Thursday. Other popular acronym hashtags include #OOTD for outfit of the day, #FBF for flashback Friday, and #YOLO for you only live once. **I do not recommend using these hashtags** as they are often high competition hashtags. You could however make your own acronym hashtag!

Research

Don't just go with the main hashtag. Try to niche down. See here an example of low, medium and high competition hashtags that are related to #sundayfunday.

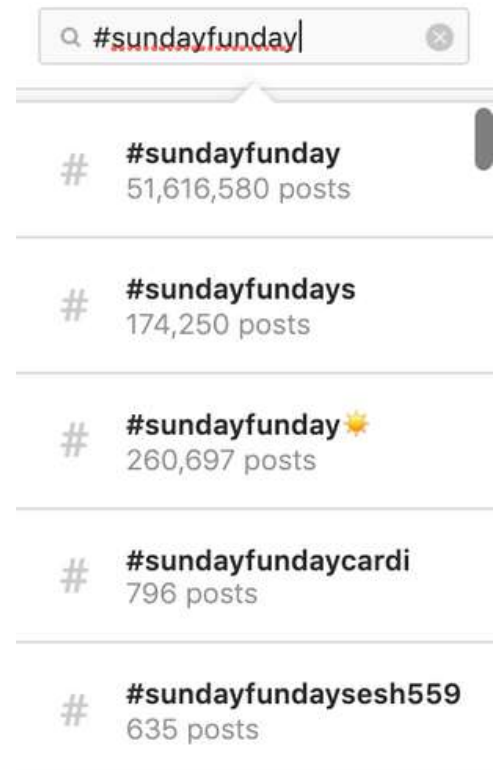
As you can see, #sundayfunday is a medium competition hashtag. You'd be smart to use, for example, #sundayfundays as well, since that's a low competition hashtag.



So how do you find these hashtags?

Well, if you are a member of the Tramento Tribe, then you can ask our team to do some hashtag research for you. Or you can get the app [Flick](#) yourself. **Or** you can go the bit more time intensive but also effective way: search yourself!

Type in the hashtag, like #sundayfunday, into the Instagram search bar and see what other options pop up. You'll see the amount of posts using that hashtag right under the hashtag. Find the smaller ones and try to use some that are below 1k and 10k.



Research

Another way to do research is to check out your competition. See what hashtags they are using. Write them down, and then create a spreadsheet. Note how often the hashtag is used according to Instagram. Then make your selection.

Always go for a combination of low and medium competition hashtags. Of course you can also add some high competition hashtags, but I'd recommend only 3 or 4 of those: you'll be quickly devoured by your competition. A high competition hashtag would be something like #hotel or #travel.

#travel

504.298.898 berichten

Volgen

Gerelateerde hashtags #wanderlu
#aroundtheworld #trips

#hotel

30.328.365 berichten

Volgen

Gerelateerde hashtags #hotelroom #
#hotelreview

As you can see, those hashtags are being used TONS of times. If you post your content and use one of these hashtags, then you'll be guaranteed your post is quickly going to disappear. So niche down! And niche down *even further* if you need to. As you'll see below, #hotelbali has almost 200k posts, whereas #hotelinbali has 12.901. So your better aim would be the second!

#hotelbali

197.264 berichten

Volgen

Gerelateerde hashtags #balil
#balivillarental #jualvillabali #

#hotelinbali

12.901 berichten

Volgen

Gerelateerde hashtags #j
#gilitrawanganisland #inc



GOOD HASHTAGS

Okay, so now that you understand the basics, let's dive into some hashtag research I've done for you.

The next 3 pages will cover example hashtags for restaurants, hotels and BnBs. You can use a variety of hashtags, either from your own industry or you can create a mix. However, please don't forget to also:

- include location related hashtags
- include niche related hashtags
- and... check if the hashtags *match your post*.

I really want to emphasize this last one. Instagram punishes you if you use hashtags that have absolutely nothing to do with your content, like #followforfollow, #likeforlike and #love, #friends, #kimkardashian. Yeah, this that make you giggle? I hope so, and I hope that means you were not actually considering using these hashtags.

They're a complete waste and can do your post more harm than good.

Anyway, here's the workflow I recommend:

1. Create a spreadsheet (Google Spreadsheets is an absolute winner)
2. Create a few categories for yourself. Take a look at your current profile. What kind of posts are you posting right now? You could categorize them in for example "general", "food", "drinks", "nature", "town", "people"
3. Then start doing your hashtag research. Use some of the hashtags named in the next few pages, but also look for local hashtags and post-relevant hashtags. Put them in the spreadsheet and create lists of somewhere between 20-30 hashtags. Mainly low and medium competition.
4. Every time you post, pick a variety of new hashtags from your document. Always adjust it a little! This helps you to win the algorithm game.

Let's get started!

General Hashtags - Low competition for restaurants

#travelfoodies #travelfoodblogger #dametravelerfoodie #travelandeat
#willtravelforfood #travelandfoodblogger #travellingfoodie #foodietravels
#brunchspot #adventuresinfood #foodiefob #thatfoodcray #eatheworld
#culturetripfood #indulgenteats #shareyourtablestories #foodwriterlife
#restauranteur #foodwriters #foodforeveryone #marketfresh
#summereats 🌞 #chefitup #fallmenu #sundayfood #hangoverfood
#foodphotosunday #sharingplatter #comfortfoodie #mycomfortfood

**Always vary your hashtags.
Use a few from different categories.**

General Hashtags - Medium competition for restaurants

#foodadventures #freshingredients #seriouseats #foodtoography
#healthycomfortfood #comfortfoods #foodisart #foodpornography
#vegancomfortfood #personalchef #tastingtable #dinein #livetoeat
#weekendspecial #travelforfood #foodfoodfood #eattheworld #eatstagram
#travelfoodie #eatwithme #eatlikealocal #traveleats #traveltoeat #eeeats
#eatmunchies #foodtour #foodtravel #wheretoeat #travelandfood
#travelingfoodie #openkitchen #greatfood #eatingout #makeitdelicious
#eatseasonal #fromscratch #seasonalfood #hereismyfood #freshisbest
#bonappetitmag #testkitchen #onmyplate #ourfoodstories
#shareyourtable

General Hashtags - Low competition for hotels

#smallluxuryhotelsoftheworld #luxuryhotelstay #luxuryhotelsdaily
#luxuryhotelsworldwide #travelandleisuremagazine #lifewelltravelled ☐
#lifewelltravelled #travelustcouples #travelustcouple #holidaydeals
#holidayspecial #secretgetaway #alwaystravel #nothingelseneeded
#enjoyholidays #secretgetaways #openallyear #thatviewthough #bookearly
#holidayaccommodations #luxuryboutiquehotel #smallboutiquehotels
#designerhotels #livelovetravel #roomview #placetostay♥
#instatravelphotography #wanderaround #instatravelhub #hotelviews
#lifestylehotels #lifestylehotel

You can use up to 30 hashtags! Don't want to spam your caption? Then put them in the first comment.

General Hashtags - Medium competition for hotels

#luxuryhotels #travelandleisure #luxuryplaces #luxurytravels #hoteldesign
#hotellobby #hotelview #hotelgoals #luxuryescapes #boutiquehotels
#designhotels #justtravel #hotelliving #takemethere #luxuryhotelsworld
#luxuryhotelsoftheworld #borntotravel #lifewelltravelled #travellust
#livetoexplore #getlostnow #suitcasetravels #darlingescape #iamatraveller
#culturetrip #traveltagged #thediscoverer #traveldreamseekers
#happytravels #travelwithus #traveldreams #holidayaccommodation
#summertravel #travelcouplegoals #historichotel #shorttermrental
#roomwithaview #holidayrental #holidayhome #poolwithaview
#placetostay #luxuryworldtraveler #neverstoptraveling #travelblogging
#instatraveler #traveltoexplore #discovertheglobe #thedailyadventurer
#youmustsee #traveldudes #travelstory

General Hashtags - Low competition for BnBs

#bedandbreakfastlife #bedandbreakfasteurope #holidayhomerental
#holidaydeals #thatviewthough #roomwithaview 😊 #roomwithaview ☆☆
#beingatourist #weekendbreaks #aroundtown #thathiddengem
#bedandbreakfastqualityoflife #superhosts #superhost365 #superhostlife
#superhosting #superhosttips #superhostclub #superhostess #innkeeper
#porchview #innkeeperlife #innkeepers #innkeeperslife #uniquestays
#homerental #uniquehomestays #uniqueluxurystays #uniqueholidaystays
#alwayschooseadventure #chooseadventures #adventureladies
#liveoutthere #moretoexploreoutdoors #breakfastview #breakfastviews
#breakfastwithview #breakfastview☕ #bestbreakfastview

**You can use hashtags from other categories too.
Make sure they are relevant to the post!!!**

General Hashtags - Medium competition for BnBs

#holidaycottage #roomwithaview #vacationrentals #holidayrental #bandb
#placetostay #homeaway #holidayhouse #holidayhome #airbnboftheday
#luxuryhotels #bedandbreakfasts #villarental #besthotel #localexpert
#vacationhome #shorttermrental #rentalhouse #airbnbphoto
#weekendescape #wheretostay #getaways #travelplans #luxuryroom
#comestaywithus #superhost #weekendaway #hiddengem #minibreak
#morningview #weekendbreak #takemethere #thatviewtho #lovethisplace
#wherenext #holidaycottages #holidayideas #amazingplace
#holidayrentals #weekendbreakfast #escapetothecountry #holidaylet
#secluded #countrycharm #shortbreak #chooseadventure #livetoeexplore
#roadtripping #seekadventure #discovertheglobe #findmeoutside
#neverstoptraveling #getlostnow #traveldreamseekers

Time to tackle

THOSE HASHTAGS

So now you know how to tackle your hashtags.

I hope this guide was useful to you and will continue to be useful in the near future. If you have any hashtag questions, then feel free to reach out. Tremento Tribe members: please ask away. We are happy to do some hashtag research for you by using [Flick.tech](#).

We can't wait to see your results using these hashtag strategies. Please share them on social media and don't forget to tag us @trementohospitality.

Happy taggin'!



Join the Tribe!

This is for (small) hospitality businesses who struggle coming up with:

- new content for your social media
- getting more likes, followers and engagement
- using online tools like canva.com, planning tools, and so on
- (paid) advertising and promotions, turning 'lookers' into 'bookers'

Join the Tribe!

For more information visit
WWW.TREMENTO.COM/TRIBE