

MYRTLE BEACH, S.C., Oct. 30, 2013 /PRNewswire/ -- The Brandon Agency, a full-service marketing firm in Myrtle Beach, South Carolina, has published a comprehensive research study that provides insights into how leisure travelers plan and book their accommodations. An overview of the study entitled 'Hotel Marketing Guide: How to Destroy Your Competition,' provides a summary of how today's leisure consumers plan, research and choose a hotel.

The paper has five main focus areas with an emphasis on online hotel marketing, including:

- Hotel planning and booking behavior
- How travelers use online travel agencies (OTAs)
- Social media's influence on hotel booking decisions
- The importance of online reviews in choosing a hotel
- Why content matters in the decision process

The paper is the result of a comprehensive research study conducted by the agency involving leisure travelers who take at least 1.5 leisure vacations per year. Of those surveyed, 2,207 travelers responded. These results, combined with the results of other third-party studies, produced the 'Hotel Marketing Guide: How to Destroy Your Competition.'

Individuals may download a complimentary copy of the paper at <http://www.thebrandonagency.com/whitepaper/>

The Brandon Agency has 54 years of category experience in successfully marketing destinations, heritage and cultural assets, attractions, nature-based experiences, hotels and meetings and conventions. The agency focuses on destination and resort marketing for more than 40 percent of its clients and works daily with a variety of destination marketing organizations, hotels, resorts and marketing co-ops. In 2012, The Brandon Agency drove more than \$500 million in online booking revenue to clients.

About The Brandon Agency Founded in 1959, The Brandon Agency is a full service marketing firm operating on the leading edge of change in the advertising industry. Offering an integrated approach to marketing, advertising, public relations, interactive and social media, the agency administers the "Why We Buy" Consumer Research Panel, an ongoing, in-depth consumer study that predicts how buyers interact with communications to the buying cycle.

The Brandon Agency is headquartered in Myrtle Beach, S.C. with satellite offices in Charleston, S.C. and Charlotte, N.C.

For more information about the agency, call (843) 916-2000 or visit

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