

Why hotels should shutter ad campaigns

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Commercials are outdated, nearly all are the same, and at times deceiving

Hotels are feverishly upgrading these days, trying to offer faster Internet service, or better beds, or all non-smoking properties. But while they're trying to make their properties more modern and appealing for today's travelers, they seem to have forgotten to upgrade their ad campaigns.

Do travelers even pay attention to hotel ads any more? I think hotel advertising is becoming obsolete and unnecessary, and here are a few reasons why:

Rates rule. It's easy for consumers to compare hotel rates these days. No more calling around to dozens of hotels at their destination. With a few clicks, prospective guests can see a list of hotels, their location, their ratings and their rates on one Web site. People want to find that balance of a good hotel at a great price. In a slumping economy, no amount of persuasive advertising is going to make tight travelers spend more money than they want to.

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