



Sandos Ranks Among the Most Influential Hotel Brands on Social Media

August 2018 - With nine all inclusive resorts set on the best beaches in Mexico and Spain, it's no wonder that Sandos Hotels & Resorts has accumulated its own impressive social media following thanks to its stunning photos, fun-filled videos, and guest interactions.

Right now, each of our resort properties has its own account on all of the top three social media platforms: Facebook, Twitter, and Instagram. Thanks to these accounts, our Sandos guests and fans will find incredible digital spaces where they can interact with their favorite resort, share their own photos, see what we're doing every day, start daydreaming about their next trip, and get some vacation inspiration in the form of gorgeous beach photos.



Some of Our Social Media Numbers

In recent years, Sandos has achieved a strong online presence through these numerous pages, consistently placing among the most highly used social media platforms for Spanish hotel brands:

[According to tech website TreceBits.com](http://www.trecebits.com), Sandos Hotels & Resorts achieved one of the top engagement rates for the year 2017 among Spain's hotel chains (most of which also have a strong presence in Mexico), with a 157% engagement rate: the percentage resulting from dividing all social media interactions by the followers of each group.



Additionally, despite being one of Spain's smallest hotel chains, Sandos Hotels & Resorts boasted a consistently excellent social media ranking among Spanish hotel brands when it came to sheer number of followers in 2018 across the top three social media platforms, [according to travel website HostelTur.com](#):

- 176,543 total Facebook followers (#12)
- 17,595 total Twitter followers (#14)
- 45,039 total Instagram followers (#8)



Follow Along to Get Inspired!

Craving some live videos on a tropical beach? Looking for some local culture? Wanting to get some vacation inspiration? A quick search for any of our resorts on Facebook, Twitter or Instagram will quickly take you to the page you desire. But prepare yourself: One look just might have you wishing you were here.

About Sandos Hotels & Resorts

Sandos Hotels & Resorts is a young brand that has become a hotel industry leader, striving to offer memorable stays to every one of its guests. Today, the company has a total of nine all inclusive properties set among the best beach destinations in Spain and Mexico. Each property is characterized as one of the three Sandos experiences: Eco Experience, Beach Experience, and Lifestyle Experience, with hotels for families and adults alike in search of an unbeatable vacation getaway.

About TreceBits



TreceBits is a Spanish company focusing on the Internet, social media and technology. In addition to offering related news and articles on their website TreceBits.com, they also provide services such as social media consulting, content marketing and community management.

About HostelTur

HostelTur is a Spanish communications group specializing in information and marketing resources for tourism industry professionals through media such as their online journal, community and monthly magazine.

Contact: Xavier Ulloa
+25 (984) 873 4444 Ext. 10071
marketing.mx@sandos.com