



travelworks

Greek Hospitality on LinkedIn 2025

A deep dive into a social media ecosystem —
what works, what doesn't, and the untapped
potential ahead

Deep dive report
July | 2025

Excerpt

A research report on how Greece's hospitality brands use LinkedIn — and where untapped potential lies. From follower growth to storytelling gaps, it maps an evolving ecosystem where trust, consistency, and people-first content can shape real influence.

Disclaimer

Although every effort has been made to provide data that is current and verified, the author of this document does not guarantee or take responsibility for the accuracy of any information included in the report. The content is for informational purposes only.

Report Id

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Introduction

We never intended to do this deep dive report



words by Kostas Panagakis

With a team of more than fifteen people working every day on content, ideas, and strategy for some of the most respected hospitality brands, Travelworks sees firsthand how communication trends shift and reshape. **The truth is, a deep dive into LinkedIn & the Greek hospitality ecosystem was never on our radar.** For years, it felt like too niche a territory for an agency that handles the full spectrum of hospitality communications – from multi-channel storytelling to PR, activations, and brand campaigns. LinkedIn was a significant part of our job but hardly the focus of a market study.

Yet, over time, its role has changed so noticeably that it was impossible not to take a closer look. **LinkedIn has grown from a recruitment tool into a platform that shapes professional credibility,** fosters B2B connections, and amplifies brand reputation far beyond seasonal offers and guest-facing storytelling. **For hospitality groups, it is now a vital channel for attracting talent in a competitive market, nurturing investor and partner relationships, and showcasing sustainability and leadership commitments.** **For individual hotels and resorts, LinkedIn is becoming a quiet but powerful space to stand out** – especially when local stories and authentic voices are shared thoughtfully with a professional community.

With this shift unfolding before our eyes, our curiosity took over. **We wanted to see how other brands were using this space.** We wanted to understand what content and strategies matter most to others. **We wanted to see who is consistent, who is performing, and where there is still room to grow.** More than anything, we wanted to step back from our own accounts and gain a true bird's-eye view of Greece's hospitality community on LinkedIn – a landscape that is clearly more dynamic and nuanced than many might think.

Travelworks is privileged to shape and manage the LinkedIn presence of some of the most respected brands, destinations, and hotel groups in the market. **But we were genuinely curious: what does the rest of the ecosystem look like?** How do other teams use this platform to define their voice, strengthen connections, and build trust in the professional sphere?

This report is the result of that exploration. It is not just a snapshot of numbers – it is a moment to reflect on how an entire industry is redefining its approach towards a social media platform with true impact.

Mapping the Greek Hospitality community on LinkedIn



The team researched more than 300 hospitality brands active in Greece and reviewed more than 190 corresponding LinkedIn accounts

An intro into a complex ecosystem

The Greek hospitality landscape on LinkedIn is far more intricate than it might appear at first glance. What many perceive as a single, unified sector is in fact **a dynamic and layered network, made up of management companies that operate multiple properties, family-owned hotel groups with deep local ties, well-established national chains, boutique independents, and local hotels that represent international flags.** Each segment operates with its own business priorities, distinct audiences, and unique approach to professional communication.

This complexity means that understanding the true nature of Greek hospitality on LinkedIn requires more than a superficial look at post frequency or follower counts. The level of sophistication varies greatly: some brands have embraced the platform as a hub for thought leadership, employer branding and B2B partnerships, while others maintain a more passive presence, used only for the occasional announcement or seasonal recruitment post.

In order to develop a thorough, meaningful understanding of this ecosystem, the Travelworks team approached this project with deliberate care and a clear commitment to segmenting and interpreting the data accurately. **The research began with a wide net – reviewing over 300 hospitality brands active in Greece. Through this initial mapping, the team identified more than 190 LinkedIn pages that showed sustained or strategic activity, worthy of a closer look.**

This broad sample spans the full spectrum of Greek tourism destinations, from the iconic island clusters of Crete, the Cyclades and the Dodecanese, to the urban heart of Attica and the emerging markets of Northern Greece, the Ionian Islands, and the Peloponnese.

Collecting the data

To provide a transparent, accurate picture of how Greek hotels perform on LinkedIn, only publicly available data was used. The core metrics gathered from each official page include new follower growth, number of posts, types of posts, and total engagement – covering reactions, comments, and shares. These metrics together form a baseline understanding of reach, consistency, and resonance.

Yet numbers alone can never tell the full story. The Travelworks team believes that context matters just as much as counts. For example, high engagement rates can signal compelling content but can also reflect timely topics or the role of executive voices and employee resharing. By combining quantitative measures with narrative context, the report moves beyond surface-level analytics to uncover how brands are truly leveraging LinkedIn as a professional tool.

A deep dive in content curation & community management

Beyond the raw metrics, the team committed to a two-month qualitative deep dive to observe how these hospitality accounts actually operate day-to-day. This meant tracking not just what hotels post, but when they post, how they frame their messages, and how they activate their internal communities – from top executives to frontline employees.

This deep dive revealed consistent patterns and notable contrasts: some brands cultivate active employee advocacy, while others depend heavily on corporate announcements. Some hotel groups experiment with behind-the-scenes stories and thought leadership pieces, while others rely more on third-party resharing or curated destination content.

In the end, by combining this quantitative mapping with a human-centred lens, the report presents not just a snapshot of where Greek hospitality stands on LinkedIn today – but a clear, actionable perspective on how the sector can grow its voice, strengthen its network, and unlock new potential on one of the world's most important professional platforms.

Data Specs

Brands researched	320
Accounts reviewed	192
Posts reviewed	1,800
Data collection period	03.03 - 28.06.2025
Source	LinkedIn Insights
Desk research	I. Smyrlaki
Accounts review	D. Moraiti K. Fotopoulou K. Panagakis

Disclosure of active partnerships

In the interest of full disclosure and complete transparency, it needs to be reported that Travelworks is actively managing and curating the LinkedIn presence of more than 30 hospitality-related accounts, some of which are included in this report.

These accounts represent some of the most respected and high-profile brands in the Greek hospitality sector, spanning destinations, hotel groups, international hotel flags and individual properties.

Due to the significance of these accounts within the Greek hospitality ecosystem and their active role in shaping industry standards on LinkedIn, they have been rightfully included in this report.

This involvement does not affect the integrity of the data presented in this white paper, as all insights are based exclusively on publicly available LinkedIn metrics. The purpose of this disclosure is to provide readers with clear context regarding Travelworks' direct professional relationships with part of the ecosystem being analysed.

The current Travelworks portfolio in the hospitality sector includes the following LinkedIn accounts:

Destinations	Hospitality Groups	International flags	Hotels & Resorts
<ul style="list-style-type: none"> Costa Navarino The Ilisian 	<ul style="list-style-type: none"> Empiria Group Domes Resorts Grivalia Hospitality Lindos Hotels Group MK Hotel Collection S Resorts 	<ul style="list-style-type: none"> Grand Hyatt Athens W Costa Navarino InterContinental Crete The Romanos, a Luxury Collection Resort The Westin Resort Costa Navarino Odera Tinos, Autograph Collection NIKO Seaside Resort Crete - MGallery Collection Sentido Unique Blue Resort 	<ul style="list-style-type: none"> Poseidonion Grand Hotel Sandblu Resort Santorini The Capra, Switzerland 91 Athens Riviera Private Members Club Elios Hill AKS Hotels President Hotel Athens Neptune Luxury Resort

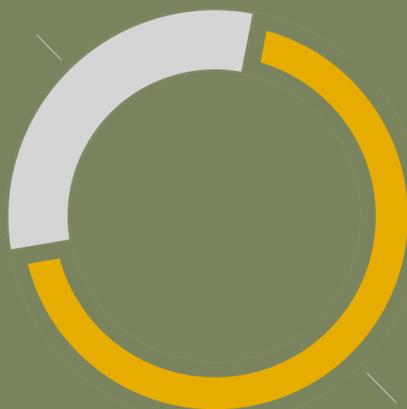
Notes

- Disclosure data as of June 28th, 2025.
- Collaborations vary on the basis of individual service agreements.
- The services provided may include [1] content creation, [2] copywriting, [3] content curation, [4] community management, [5] job postings, [6] paid media campaigns.

Sample composition & segmentation

Reviewed accounts per segment

Hospitality Groups [59]

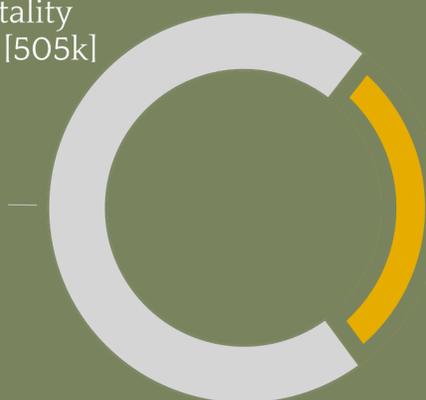


Hotels & Resorts [133]

Followers base per segment

[figures in 000]

Hospitality Groups [505k]



Hotels & Resorts [210k]

Review sample per region [Hotels & Resorts]



Data collection period 03.03 - 28.06.2025
Data platform: LinkedIn Comp tools
Data analysis: Travelworks

When mapping out the dataset, the Travelworks team approached the accounts with a clear intention: to understand how different segments of the Greek hospitality industry use LinkedIn, and how their business models influence digital strategy. To do this, the research grouped accounts into two broad categories – hospitality groups and individual hotels and resorts – providing a framework for comparing priorities, reach, and patterns of engagement.

In total, the team reviewed 192 active LinkedIn accounts. Of these, 59 belong to larger hospitality groups – a cluster that includes domestic hotel chains, umbrella brands managing multiple properties, and management companies overseeing operations for third-party owners. The remaining 133 accounts represent individual hotels and resorts, ranging from city-based business hotels to island hideaways and standalone boutique properties.

This segmentation reveals how structure and scale can shape a brand's professional voice. Larger hospitality groups typically have broader audiences and dedicated resources to deliver consistent, year-round content, while individual properties rely more heavily on local storytelling, smaller in-house teams, and creative flexibility to keep their presence relevant.

Management companies vs hospitality groups

One important decision the team made during this process was to merge management companies into the broader Hospitality Groups category. Although they are distinct business entities, their activity on LinkedIn is strikingly similar. Both operate with a clear B2B focus, share comparable goals around talent recruitment and stakeholder relations, and face the same challenges of maintaining credibility and consistency in professional communications. Grouping them together allows this report to present clearer insights that reflect the realities of how LinkedIn is used in practice.

Total reach per segment

In terms of overall reach, the differences are telling. Hospitality Groups account for the lion's share of total followers – 505 thousand, representing more than 70% of the total. By contrast, individual hotels and resorts collectively hold 210 thousand followers, highlighting not only their commitment to building a professional voice but also the considerable room for growth that remains.

Region	Accounts reviewed	Sum of followers
Attica	40	74,5 k
Cyclades	34	52,3 k
Crete	18	20,0 k
Northern Greece	16	25,4 k
Dodecanese	11	6,0 k
Ionian Islands	9	11,4 k
Peloponnese	5	19,9 k

Deep dive summary

Greek Hospitality's LinkedIn ecosystem in perspective



words by Katerina Fotopoulou

A landscape of contrasts

The present LinkedIn study across Greece's hospitality sector reveals a community that is active but still uneven in its maturity. Growth rates vary enormously – some large hospitality groups add thousands of followers each year, while others, despite managing multiple properties and having recognisable names, remain stagnant. This inconsistency underlines a broader truth: a large portfolio or brand name does not guarantee digital traction on its own.

When more posts doesn't mean more impact

One of the clearest lessons is that frequency alone does not equal performance. We see brands posting hundreds of times a year with below-average engagement per post, proving that volume without purpose risks cluttering feeds and losing audiences. Meanwhile, groups with steady, predictable calendars – not too much, not too little – tend to achieve better engagement because their followers know what to expect.

The power of storytelling: people, purpose & place

What does consistently win attention? Stories about people. Posts that celebrate teams, mark milestones, or highlight real guest experiences routinely outperform generic promotional updates. ESG commitments and community impact narratives also rise to the top, showing that today's audiences value authenticity and responsibility. Visual content – especially behind-the-scenes glimpses – sparks higher commentary than polished sales pieces alone.

Yet, even here, there is clear untapped potential. Very few brands fully empower their general managers, owners, or executives as true thought leaders. And while employee posts are clearly encouraged, the sharing often feels disconnected – missing a larger, coherent narrative that would give these personal moments deeper meaning.

Sporadic effort, lost momentum

Independent hotels, boutique resorts, and seasonal properties stand to gain the most – but many post sporadically at best. This is especially visible during low season, when activity often drops to zero just when they could be strengthening employer branding, B2B relationships, and professional positioning. Resorts that do maintain their storytelling rhythm year-round are seeing engagement that rivals – or even surpasses – larger city hotels.



Photo by Kevin Oetiker

A missing narrative

If there is one finding that stands out, it is this: many brand pages lack a clear corporate or brand narrative. We do not mean they should act like B2C sales channels – far from it. Instead, the opportunity lies in using LinkedIn to communicate a hotel group’s unique vision, USPs, values, and employer culture to the wider hospitality community. Without this, even well-crafted posts about team wins or world days risk floating alone, never building into something bigger.

Dormant, yet not invisible

One of the more unexpected findings is that some hospitality accounts manage to attract steady new followers even when they remain practically dormant. There are clear examples of hotels or groups with just a handful – or even zero – posts in an entire year that still gain a modest but steady audience. This quiet traction is often thanks to strong brand equity, word-of-mouth momentum, or the halo effect of related accounts within the same group or destination network.

While this shows the enduring appeal of iconic names or beloved properties, it also highlights a missed opportunity. When people follow a brand that rarely shows up, they lose interest just as easily as they arrived. These dormant accounts act like digital billboards: they may catch attention for a moment, but without regular, relevant updates they do nothing to build trust, spark conversation, or connect with people on a human level.

The lesson is clear: if an account can grow its followers without effort, imagine the impact if that same trust were nurtured with thoughtful, authentic stories. The potential is there – it simply needs to be activated.

Connecting the dots

There are bright spots worth celebrating. Employee milestones are widely shared and genuinely resonate. Employee-focused posts that put real people front and centre almost always boost engagement – but again, they deliver even more when they reinforce a bigger story about what the brand stands for and why it exists. Properties that link their pages with destination partners or parent groups also see stronger discoverability and growth. Sharing smartly and strategically across teams and pages is a simple step that more brands could adopt.

The big picture

Greece’s hospitality community on LinkedIn is alive with promise – but it remains fragmented. The building blocks are there: people-first content, teams eager to share, moments that inspire pride. The missing piece is often the discipline to weave these posts into a larger, strategic narrative that defines who the brand is for its professional audience. Done well, LinkedIn can be so much more than an occasional noticeboard. It can be a trust-building space – where people, culture, vision, and purpose are communicated clearly to peers, partners, and future talent. That is where the real potential lies. And that’s the perspective this deep dive hopes to make a little clearer.

Audience metrics

Segment 01 | Hospitality Groups

Greece’s leading hospitality groups on LinkedIn cluster into four distinct audience tiers – from robust pages with well over 20,000 followers to small but promising accounts still under the 1,000 mark.

This distribution highlights the uneven maturity of corporate LinkedIn strategy within the sector: while some groups have steadily built large professional audiences through consistent content, leadership presence, and clear B2B positioning, others are only just starting to recognise the platform’s true value.

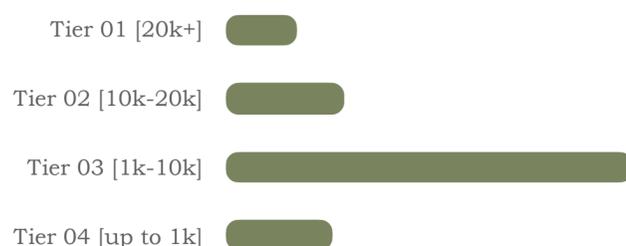
These smaller or mid-tier accounts represent significant untapped potential. Many have the brand recognition, portfolio strength, and stories to tell – but they have yet to invest in shaping a cohesive LinkedIn narrative that attracts the right audience and drives meaningful engagement.

For Greece’s hospitality community, this signals a clear opportunity: as competition for talent, partnerships, and investor confidence grows, a well-developed LinkedIn presence can no longer be treated as optional or purely administrative.

In the Top 5 for total followers, Costa Navarino clearly leads the field, reinforcing its role as a destination. GrecoTel Hotels & Resorts is in second place while Domes Resorts & Ikos Resorts follow, reflecting their growth and consistent content. Mitsis Group completes the Top 5 – all major players with broad portfolios and a strong mix of B2B positioning and employer branding.

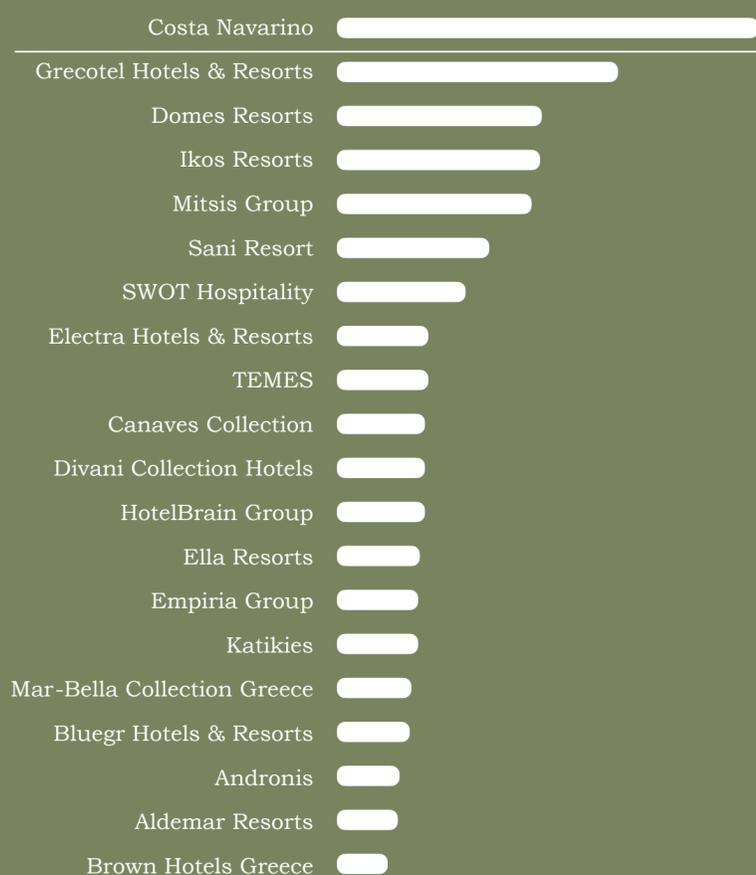
Looking at growth, the same names appear but with interesting shifts: Costa Navarino again tops the list, while Domes Resorts and SWOT Hospitality show that rising follower numbers often align with steady leadership visibility and a well-curated narrative. Mitsis Group and GrecoTel maintain their growth, while other players in the next tiers are catching up.

Segmentation per audience volume



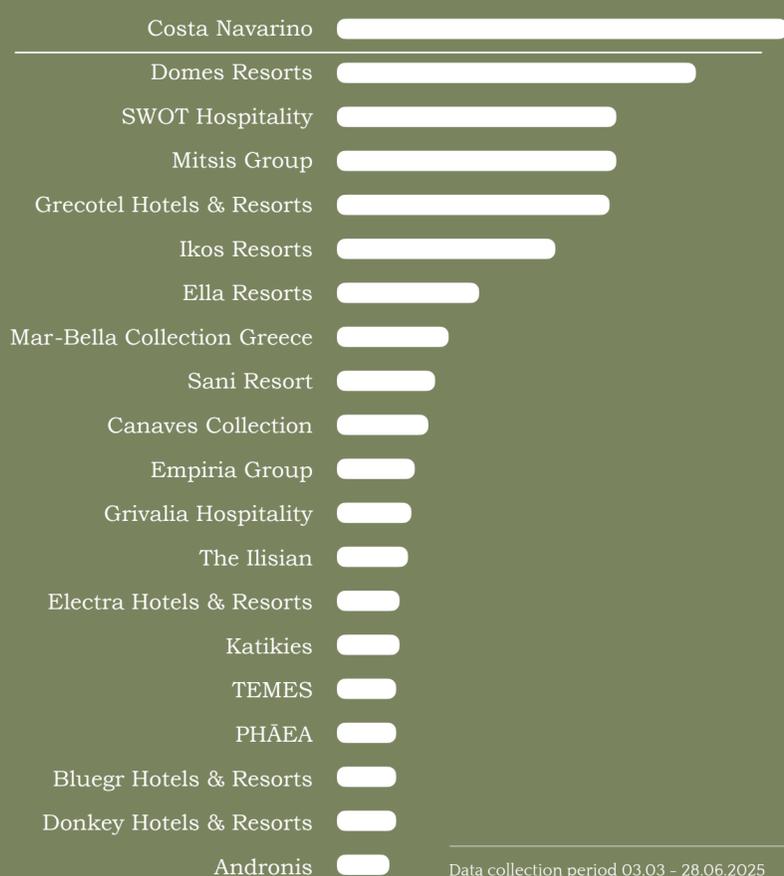
Top 20 accounts ranked by audience size

Total number of followers [figures in 000]



Top 20 accounts ranked by growth

New followers in 365 days [figures in 000]



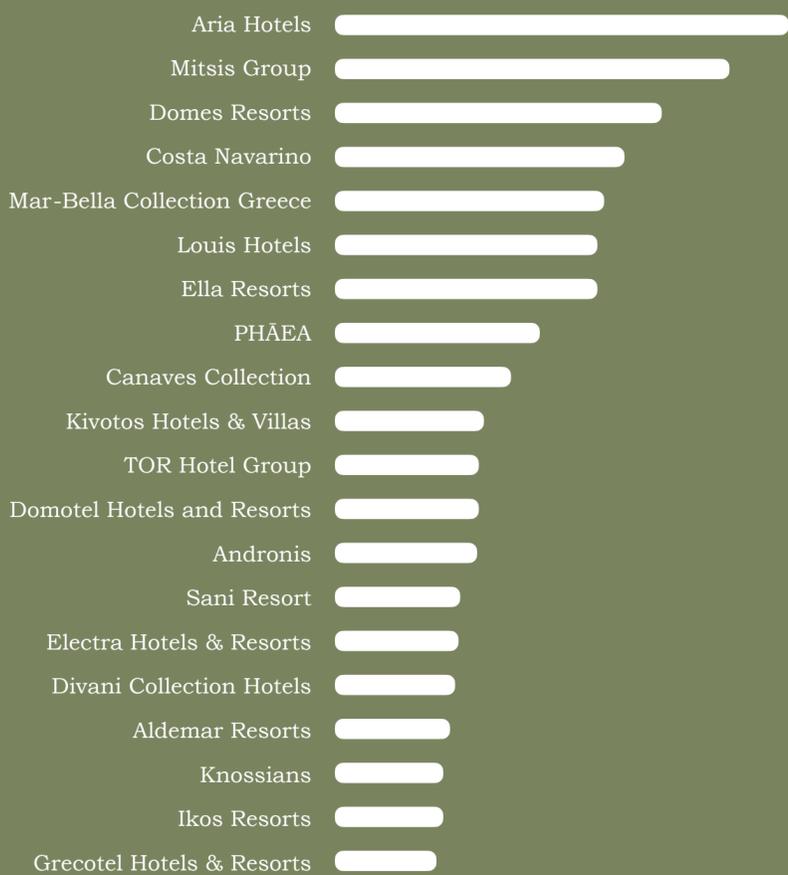
Data collection period 03.03 - 28.06.2025
Data platform: LinkedIn Comp tools
Data analysis: Travelworks

Activity metrics

Segment 01 | Hospitality Groups

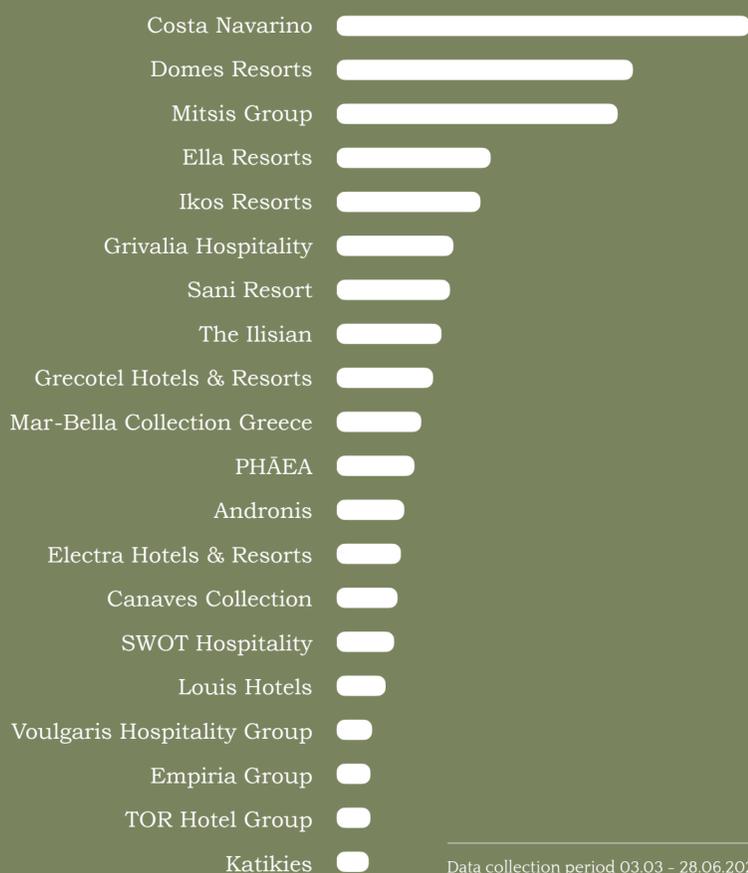
Top 20 accounts ranked by posting activity

Posts per calendar year



Top 20 accounts ranked by total engagement

Total engagements in 365 days [figures in 000]



Data collection period 03.03 - 28.06.2025
Data platform: LinkedIn Comp tools
Data analysis: Travelworks

The posting frequency segmentation makes one point abundantly clear: the majority of Greece’s hospitality group accounts post less than once per week on LinkedIn. While there is a small but ambitious cluster posting 100–200 times per year – roughly two to four times per week – the bulk of brands remain in the lowest brackets, with fewer than 50 posts over an entire 12-month period.

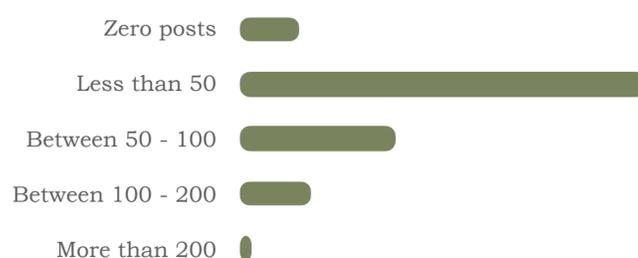
This activity highlights an all-too-common challenge in hospitality communications: the tendency to prioritise peak season or key openings, while neglecting the momentum that comes from steady, year-round presence.

For hospitality groups, the takeaway is clear: when posting frequency is both consistent and planned with purpose, it reinforces credibility and keeps a brand front-of-mind for partners, future talent, and other stakeholders.

Something worth noting is that there are cases of accounts with just one or even zero posts within the 365-day period that still attracted a notable number of new followers – impressive given the circumstances. This suggests that strong brand equity, high-profile announcements from related corporate pages, or word-of-mouth visibility through employees can still draw new eyes, even when posting is inconsistent or absent altogether. However, the effect is limited: without regular updates to reinforce that initial interest, these accounts risk remaining passive digital placeholders instead of true drivers of business reputation.

In terms of total engagement, Costa Navarino & Domes Resorts continue to stand out – showing that even if posting volume is lower than others, the resonance and strategic timing of content can deliver outstanding results. This balance of frequency and meaningful messaging is the lesson for brands across the board: it is not simply about posting more, but about posting in a more relevant way.

Segmentation per post frequency



Audience metrics

Segment 02 | Hotels & Resorts

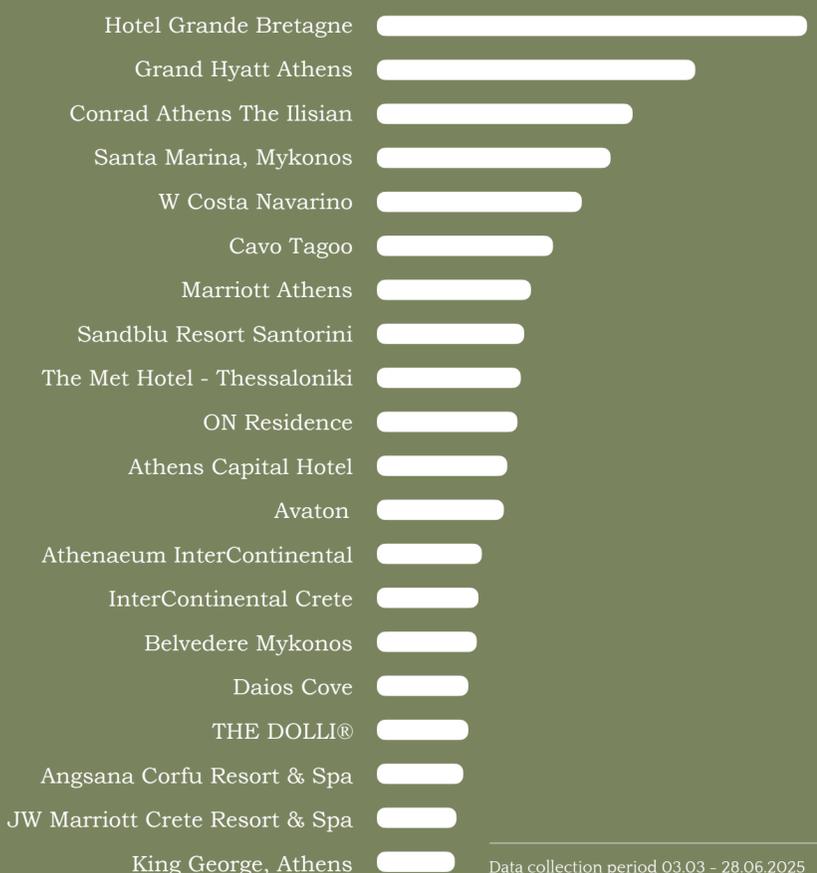
Top 20 accounts ranked by audience size

Total number of followers in .000



Top 20 accounts ranked by growth

New followers in 365 days [figures in .000]



Data collection period 03.03 - 28.06.2025
Data platform: LinkedIn Comp tools
Data analysis: Travelworks

The audience segmentation for standalone hotels and resorts reveals a landscape with plenty of untapped potential. The majority of properties still sit in the lower audience tiers – with follower numbers well below 10,000 – highlighting just how underdeveloped many individual hotel pages remain on LinkedIn. Only a handful of properties have managed to push beyond the 10k mark, which makes clear that, for most independent brands, there is significant room to grow their professional voice.

The Top 5 hotels and resorts ranked by total followers provide a clear benchmark for what’s possible when brands commit to building a credible presence. Hotel Grande Bretagne sits firmly in the lead, showcasing how an iconic city landmark with a strong events calendar and high-profile audience can translate real-world prestige into a professional following. W Costa Navarino, meanwhile, proves that a resort property can achieve strong traction by leaning into lifestyle positioning and destination appeal.

Santa Marina Mykonos holds its place among the leaders as an example of how luxury seasonal resorts can sustain interest beyond peak months when they share people-centric stories and behind-the-scenes narratives. Cavo Tagoo and Grand Hyatt Athens round out the Top 5, each representing different strengths: Cavo Tagoo with its highly visual identity and social-savvy brand, and Grand Hyatt Athens with its urban relevance and B2B appeal.

When looking at the Top 5 by follower growth, some familiar names appear – but with fresh insights. Hotel Grande Bretagne continues to grow steadily, underscoring the impact of consistency over time. Grand Hyatt Athens stands out for its ability to add new followers through corporate updates and local storytelling. The appearance of Conrad Athens The Ilisian reflects how new properties can generate buzz. Santa Marina Mykonos and W Costa Navarino both maintain strong growth, proving that resorts can’t be dismissed as seasonal-only performers on LinkedIn.

Segmentation per audience volume

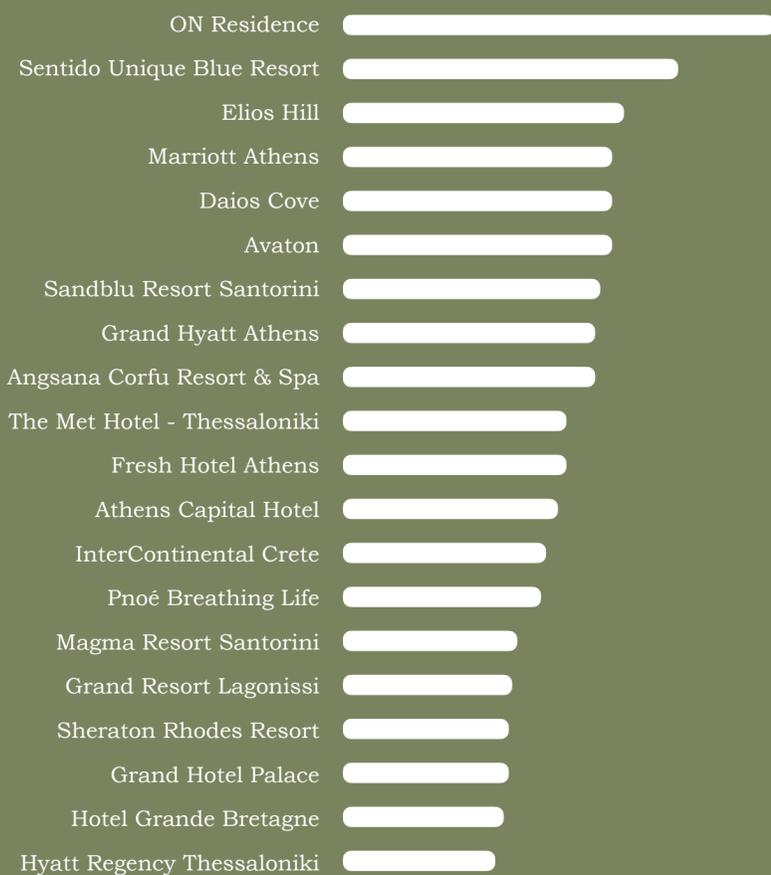


Activity metrics

Segment 02 | Hotels & Resorts

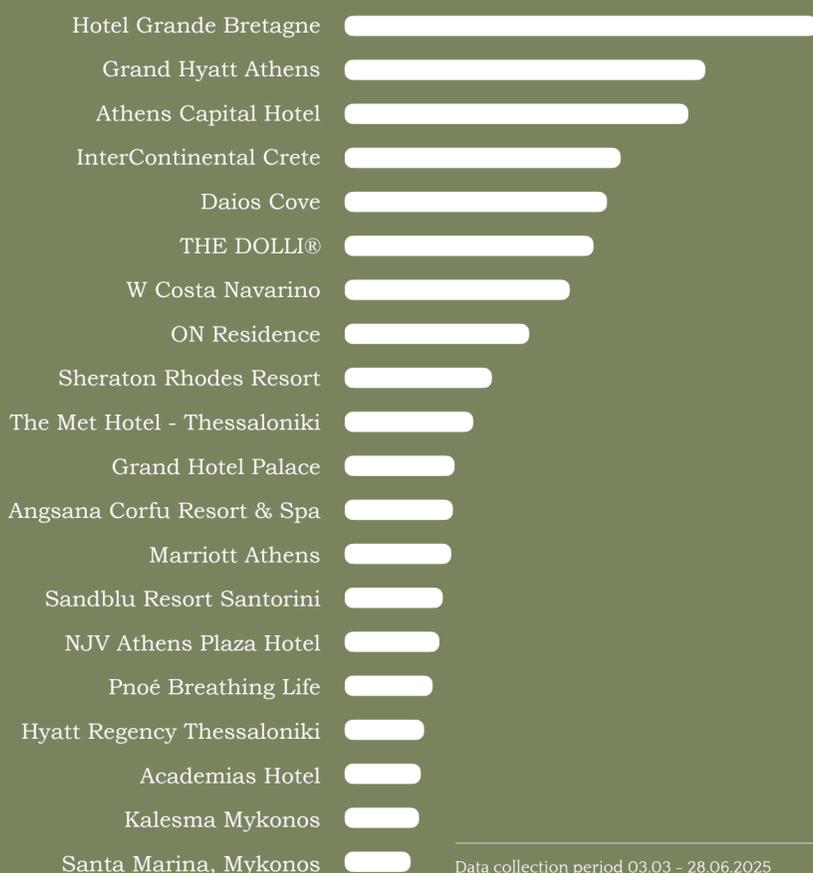
Top 20 accounts ranked by posting activity

Posts per calendar year



Top 20 accounts ranked by total engagement

Total engagements in 365 days [figures in 000]



Data collection period 03.03 - 28.06.2025
Data platform: LinkedIn Comp tools
Data analysis: Travelworks

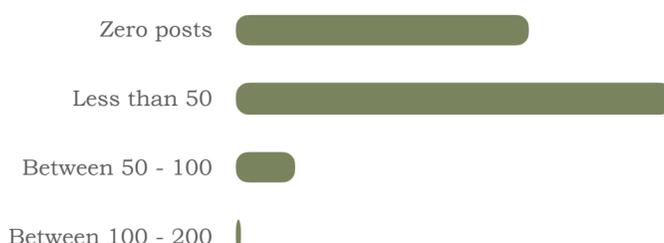
The posting frequency segmentation for standalone hotels and resorts reveals one striking fact: an extraordinary proportion of properties are entirely inactive on LinkedIn, with a surprising share recording zero posts over the entire period. This gap is a clear reminder that while many hotels recognise the value of LinkedIn for employer branding, B2B connections, and reputation-building, too many still treat it as an afterthought rather than an active, professional channel. In a market where trust and visibility can influence talent pipelines and partnerships, staying silent comes at a cost.

Against this backdrop, the brands that do invest consistently stand out even more. The top five hotels for total engagement show how a thoughtful, steady presence can convert followers into a genuinely engaged community. Hotel Grande Bretagne leads by example, proving that a legacy brand can remain relevant by pairing heritage with fresh, people-centred content. Grand Hyatt Athens shows that urban hotels benefit from a clear storytelling approach that keeps them top-of-mind for business audiences and local partners alike.

Athens Capital Hotel – MGallery Collection demonstrates that newer brands can build professional credibility when they invest in content that highlights team culture, design stories, and local collaborations. InterContinental Crete and Daios Cove round out this leading group, showing that even resort properties – which often rely on Instagram for visuals – can achieve meaningful LinkedIn traction when they share behind-the-scenes moments, destination stories, and posts that reflect what they stand for as employers.

Together, this view makes one thing clear: in the hotel and resort segment, the gap between active and inactive players is still wide. Those willing to maintain a consistent, human LinkedIn presence are setting the standard for what professional storytelling can achieve – while those remaining silent risk missing out on a platform that, more than ever, shapes how a brand is seen by its peers, partners, and future teams.

Segmentation per post frequency



Talent is the new luxury

How LinkedIn shapes employer brands



words by Margarita Machaira

In today's hospitality industry, service excellence doesn't just depend on amenities, location or design—it begins and ends with people. As the battle for talent intensifies, the ability to attract, engage, and retain the right professionals is becoming the true competitive differentiator. In this new landscape, talent has become the ultimate luxury, and LinkedIn is its most powerful marketplace.

A labor-challenged industry searching for relevance

Post-pandemic hospitality is facing a multi-dimensional crisis: demand is back, travelers are more experienced and selective than ever, and expectations have skyrocketed. But behind the scenes, operators are struggling with a critical shortage of skilled talent. According to ManpowerGroup, 74% of employers report difficulty finding qualified candidates—one of the highest figures in over a decade.

In luxury hospitality, the bar is even higher. Guests expect exceptional experiences, and that depends on exceptional people. But top-tier talent now has more options than ever—remote flexibility, cross-industry migration, and higher employer expectations have changed the equation.

So how does an employer stand out in this saturated, noisy environment?

LinkedIn: Not a job board—a brand engine

With over 1 billion users globally, LinkedIn has evolved into the default platform where professionals evaluate employers. It's no longer just a space for posting jobs—it's the place where employer brands are built, reputations are shaped, and long-term engagement with talent begins.

Key figures underline its impact:

- 73% of job seekers are passive candidates—they're not applying, but are open to offers.
- 75% of candidates research a company's reputation before applying.
- 85% would consider switching jobs for an employer with a stronger brand, even if the role is similar.

The companies that stand out are those who use LinkedIn to:

- Tell compelling stories about their people and purpose
- Demonstrate internal growth and progression
- Highlight their workplace culture and values in action

As Reid Hoffman, co-founder of LinkedIn, famously said: "Your network is the people who want to help you, and you want to help them—and that's really powerful."

In today's talent economy, the strength of that network starts with how your brand shows up.



Photo by Esteban Amaro

The strategic value of employer branding

Hiring today is not only challenging—it's unpredictable. In markets like Greece, especially in seasonal hospitality, the pressure to recruit fast often compromises the quality of hire. Many hotels are forced to “fill roles to open doors,” without long-term retention in mind.

This short-term approach comes at a cost: high turnover, inconsistent service, and weakened internal culture. It also reduces the brand's ability to maintain quality standards—especially in luxury settings, where guest expectations are tied to continuity and trust.

Employer branding offers a sustainable alternative. It enables companies to:

- Attract better-fit candidates before the recruitment cycle even starts
- Reduce dependence on last-minute hiring
- Build a consistent talent pipeline from one season to the next

In a market where talent is limited and mobility is high, being seen as a desirable place to work is no longer optional—it's foundational.

What candidates want (and where they look)

The candidate of 2025 isn't just looking for a job—they're looking for meaning. They evaluate companies based on alignment with their values, growth opportunities, and how transparently a brand communicates its culture.

According to LinkedIn:

- 84% of candidates expect transparency about company culture during the hiring process
- 60% abandon applications due to overly complex or slow processes
- 78% expect proactive communication during recruitment—yet less than 40% actually receive it

Candidates research a company's identity long before submitting a CV. They visit LinkedIn pages, follow employee updates, and assess authenticity through what the brand and its people share publicly.

In that context, the role of LinkedIn is more than informative—it's reputational. It's where candidates decide if a company is trustworthy, modern, and aligned with their professional goals.

A hospitality workforce in transformation

The workforce of hospitality is also undergoing generational change. Millennials and Gen Z professionals—who will comprise over 75% of the global workforce by 2025—are redefining what they expect from employers. Flexibility, personal growth, meaningful work, and digital maturity are no longer perks; they are prerequisites. LinkedIn has become their primary source of employer discovery and validation, often outweighing traditional job boards or career fairs.

Companies that engage these audiences early—through storytelling, mentorship content, or showcasing authentic team culture—are more likely to build trust and preference even before a formal application is submitted.

LinkedIn is no longer just part of a recruitment strategy—it is a reputation strategy. LinkedIn is the digital window into your culture, values, and vision. And in a labor-short market where attention is scarce, showing up well—and consistently—is what turns the next hire from passive observer into active believer.

From sunsets to strategy

Rethinking hospitality content on LinkedIn



words by Dimitra Moraiti

Pretty pictures alone won't build credibility

For years, beautiful visuals have been the default shortcut for hospitality brands. They catch the eye, stir emotion, and feel safe to share. But while sunsets, infinity pools, and curated lifestyle moments still belong on Instagram, LinkedIn is a different playing field. Here, your audience isn't dreaming of check-in dates – they're your future employees, your partners, your B2B clients, your local collaborators. They expect depth and consistency, not just another filtered sunset. LinkedIn rewards substance and narrative over fleeting visuals.

Consistency is non-negotiable

One of the clearest lessons our deep dive confirmed is that consistency matters more than any single post. Many brands appear once every few months, share a milestone or a stock photo, and vanish until the next season. But your audience doesn't wait. In hospitality, brand trust is earned by showing up – even during quieter months when bookings may not be top-of-mind. For resorts, this means building a plan for the off-season that nurtures your employer brand, showcases your values, and keeps you relevant to the professional community. For city hotels, it's about balancing commercial pushes with people-first storytelling that reinforces credibility.

Craft a coherent narrative

A LinkedIn feed that jumps from job postings to generic announcements without a thread leaves your audience confused. Every post, from an employee anniversary to a sustainability milestone, should build into a larger, clear story. What does the hotel stand for? What's its purpose as an employer and community partner? What value does it add for corporate clients or collaborators? Too many pages miss this opportunity – they treat content as one-offs instead of chapters in an ongoing narrative.

Put people at the centre

LinkedIn is not about buildings; it's about the people who make those buildings worth experiencing. The most engaging hospitality brands put their teams front and centre – celebrating promotions, training moments, behind-the-scenes teamwork, and real, human stories. But it's not enough to share a staff photo every six months. Brands that build a strong professional identity use people-focused content regularly – and genuinely – to show what life inside the brand feels like. And when employees feel invested, they share those stories too, multiplying reach organically.



Photo by Nick Croft

Leverage leadership visibility and thought leadership

Another clear takeaway is the impact of authentic leadership voices. Pages that rely solely on a corporate feed miss out on the reach and credibility that comes when general managers, owners, and senior leaders speak up. A well-timed reflection from a GM on hospitality trends, a founder's perspective on sustainability, or an owner's take on local community impact humanises the brand in a way polished marketing posts cannot. Leadership posts build trust, spark reshares, and show that a brand's vision isn't hidden in the boardroom – it's visible and lived every day.

Use paid campaigns strategically

Organic reach is essential – but relying on it alone limits your impact, especially when LinkedIn's algorithm favours meaningful interactions. Targeted paid campaigns can amplify your strongest stories: whether it's positioning your brand as an employer of choice, promoting new B2B packages, or highlighting a major sustainability milestone to the right audience. Paid should never replace genuine storytelling – but when used thoughtfully, it ensures your most important messages reach the audiences that matter most.

Use every format the platform offers

Another underused strength of LinkedIn is its variety of formats. Many brands stick to single-image posts and occasional resharing – but the real opportunity comes from mixing it up. Document posts – from mini-guides to event highlights – invite people to save and share valuable information. And one of the most overlooked tools is LinkedIn Newsletters: a unique way for hotels or groups to

deliver a consistent, owned editorial voice directly to subscribers' inboxes. A well-crafted newsletter can position your team as an industry thought leader, drive repeat engagement, and expand your network beyond your follower base alone.

One final reminder

LinkedIn is not another box to tick on your content calendar – it's your professional stage. For Greek hospitality brands, this is the channel where trust, credibility, and partnership potential are built far away from the sales desk. A feed filled with pretty sunsets but no substance will fade into the noise. A brand that shows up with consistency, people-first stories, visible leadership, smart campaigns, and the courage to use every format well? That's a brand that builds lasting influence.

Appendix

Accounts reviewed

Hospitality Groups & Management Companies

Airotel Group of Hotels
Aldemar Resorts
Andronis
AQUILA Hotels & Resorts
Aria Hotels
Atrium Hotels & Resorts
Axia Hospitality
Bluegr Hotels & Resorts
Brown Hotels
Brown Hotels Greece
Canaves Collection
Capital H
Capsis Hotels
Chnaris Hotel Management
Coco Mat Hotels
Colossos S.A.
Costa Navarino
Divani Collection Hotels
Domes Resorts
Domotel Hotels and Resorts
Donkey Hotels & Resorts
Electra Hotels & Resorts
Ella Resorts
Empiria Group
Epoque Collection
Grecotel Hotels & Resorts
Grivalia Hospitality
H Hotels Collection
Helios Hotels & Resorts
HotelBrain Group
Ikos Resorts
Katikies
Kivotos Hotels & Villas
Knossians
Koullias Group
Lamway Hotel Management Group
Lindos Hotels Group
Louis Hotels
Mar-Bella Collection Greece
Mayor Hospitality Management
Metaxa Hospitality Group
Mitsis Group
MK Hotel Collection
Modus & Amplio | Hospitality Unlimited
Myconian Collection Hotels & Resorts
Nana Hotels
PHAEA
S | One Hospitality
S Resorts
Sani Resort
Santikos Collection
Secret Hotels
SWOT Hospitality
TEMES
The Ilisian
TOR Hotel Group
Trésor Hospitality
Voulgaris Hospitality Group
Zeus International Hotels & Resorts

Accounts reviewed

Athens | Hotels & Resorts

91 Athens Riviera, The Resort
A77 Suites, a proud member of SLH
Academias Hotel - Autograph Collection
Athenaeum InterContinental Athens
Athenarum Portus Hotel
Athens Capital Hotel - MGallery Collection
Conrad Athens The Ilisian
Dolce Athens Attica Riviera
Dusit Suites Athens
Fresh Hotel Athens
Gatsby Athens
Glyfada Riviera Hotel
Grand Hyatt Athens
Grand Resort Lagonissi
Hilton Garden Inn Athens Syggrou Avenue
Hotel Grande Bretagne, a Luxury Collection Hotel, Athens
ibis Styles Athens Routes
King George, a Luxury Collection Hotel, Athens
Marriott Athens
Moxy Athens City
NJV Athens Plaza Hotel
NOT Hotel
NYX Esperia Palace Athens
Poseidonion Grand Hotel
President Hotel Athens
Radisson Blu Park Hotel Athens
Royal Olympic Hotel
SAY Hotel
Sofitel Athens Airport

St. George Lycabettus Lifestyle Hotel
The Athenaeum
The Athens Gate Hotel
THE DOLLI®
The Foundry Suites Athens
The Margi Hotel
The Pinnacle Athens
The Port Square Hotel
The Zillers Athens
Titania Hotel Athens

Accounts reviewed

Crete | Hotels & Resorts

Central Hotel Heraklion by ibis Styles
Daios Cove
Domes Aulūs Elounda, Curio Collection by Hilton
Domes Noruz Chania, Autograph Collection, Crete
Domes Of Elounda, Autograph Collection
Domes Zeen Chania, a Luxury Collection Resort, Crete
Elios Hill
Elounda Gulf Villas
Elounda Mare Hotel Relais & Châteaux
InterContinental Crete
JW Marriott Crete Resort & Spa
Knossos Royal
Nana Golden Beach
Nana Princess Hotel
NIKO Seaside Resort Crete - MGallery Collection
NUMO Ierapetra Beach Resort Crete, Curio Collection by Hilton
Pnoé Breathing Life
Sentido Unique Blue Resort

Cyclades | Hotels & Resorts

Archipelagos Hospitality World
Aressana Spa Hotel & Suites
Belvedere Mykonos
Bill&Coo Mykonos
Branco Mykonos
Cali Mykonos
Casa Del Mar Mykonos Seaside Resort

Cavo Tagoo
Cosme, A Luxury Collection Resort
Domes Novos Santorini, Autograph Collection
Grace Hotel, Auberge Resorts Collection
Istoria, a Member of Design Hotels
Kalesma Mykonos
Kapari Natural Resort
Kouros Hotel & Suites
Magma Resort Santorini, part of The Unbound Collection by Hyatt
Myconian Ambassador Hotel Relais & Châteaux
Mykonos Riviera Hotel & Spa
Mystique, a Luxury Collection Hotel
Naxian Collection - Luxury villas & suites
Odera Tinos, Autograph Collection
On The Rocks Hotel Santorini
Once In Mykonos
Parīlio, a Member of Design Hotels
Patmos Aktis, a Luxury Collection Resort & Spa, Greece
Perivolas Hotel
Rocabella Mykonos Hotel
Sandblu Resort Santorini
Santa Marina, a Luxury Collection Resort, Mykonos
Sea Breeze Santorini Beach Resort, Curio Collection by Hilton
Summer Senses Luxury Resort
Tharroe of Mykonos Hotel Deluxe
The Wild by Interni
Vedema, a Luxury Collection Resort

Accounts reviewed

Dodecanese | Hotels & Resorts

Akti Imperial Hotel Dolce by Wyndham
Amada Colossos Resort
Best Western Plus Plaza Hotel
Blue Lagoon Resort
Lindian Village Rhodes, Curio Collection by Hilton
Olympic Palace Resort Hotel & Convention Center
Porto Angeli Beach Resort
Rodos Palace Hotel
Rodos Park
Semiramis city hotel, Rhodes
Sheraton Rhodes Resort

Ionian Islands | Hotels & Resorts

Angsana Corfu Resort & Spa
Cook's Club Corfu
Domes Aulūs Zante, Autograph Collection
Domes Miramare, a Luxury Collection Resort, Corfu
Domes of Corfu, Autograph Collection
Eliamos Villas Hotel & Spa - Relais & Châteaux
Lesante Collection, Zakynthos Greece
Olea All Suite Hotel
TRYP by Wyndham Corfu Dassia

Northern Greece | Hotels & Resorts

Ajul Luxury Hotel & Spa Resort
Avaton Luxury Beach Resort - Relais & Châteaux
Daios Luxury Living

Eagles Villas
Grand Hotel Palace | Thessaloniki
Holiday Inn Thessaloniki
Hyatt Regency Thessaloniki
Makedonia Palace Hotel
MonAsty, Thessaloniki, Autograph Collection
ON Residence
Onoma Hotel
Porto Palace Hotel Thessaloniki
The Excelsior Hotel - Thessaloniki
The Met Hotel - Thessaloniki
The Modernist
Vanoro Hotel

Peloponnese | Hotels & Resorts

Euphoria Retreat, a Holistic Wellbeing Destination Spa
Manna Arcadia
The Romanos, a Luxury Collection Resort
The Westin Resort Costa Navarino
W Costa Navarino

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Travelworks

Travelworks is a communications and marketing agency focused on the travel and leisure industry. Headquartered in Athens, its highly-focused team serves clients across Greece, Italy, Spain, France, UK and Switzerland.