eventsofa **Das Online-Marketing Ranking der 100 umsatzstärksten Hotels in Deutschland 2013**

Social Media Kanäle (Datum der Erhebung aller Zahlen am 21.06.2013)

Website (Datum der Erhebung aller Zahlen 24.06. - 25.06.2013)

Locationportale

			Google+		Facebook		Twitter				Foursquare	Pinterest	Kennzahlen zur Auffindbarkeit und Sichtbarkeit				Websitefaktoren								
Ranking	Hotel	Gesamt Punkte	Anzahl +1 G+	Anzahl +1 G+ Kette	Anzahl Fans FB	Anzahl Fans FB Kette	Twitter Name	Anzahl Follower Twitter	Twitter Name Kette	Anzahl Follower Twitter Kette	Anzahl Check-ins	Präsenz Pinterest (j/n)	Traffic Semrush	Page Rank	Backlinks: Referring Domains	Sichtbarkeitsindex	Newsletter	Newsletter Kette	Social Media Buttons	eventsofa	locationportale	location-suchen	locationguide24	tagungsplaner	tagungshotels
1	Hotel Berlin, Berlin	76,36	955		13.122		@Berliner_Hotel	1.101			2.260	●	23.400	5	1.100	0,22			●					●	●
1	Kameha Grand Bonn	76,36	129		17.570		@KamehaGrandBonn	3.800			2.373	●	9.813	5	871	0,08	●		●	●			●	●	●
1	Sheraton Frankfurt Airport Hotel & Conference Center, Frankfurt am Main	76,36	245	762	7.106	225.569	@sheraton_ffm	494	@Sheraton_Hotels	1.596	5.353	●	7.595	4	413	0,15		●	●		●			●	
2	Brenners Park-Hotel & Spa, Baden-Baden	75,56			6.332	65.250	@BrennersPark	2.214	@LeadingHotels	28.659	666		1.522	4	813	0,14		●	●	●				●	
3	Estrel Berlin	72,73	815		3.954		@estrelberlin	2.185			2.415		12.035	5	829	0,39	●		●	●		●		●	●
4	Kempinski Hotel Vier Jahreszeiten, München	71,11	90	969	4.032	26.320			@Kempinski	4.501	1.985		78.159	4	13.000	2,55		●	●				●	●	●
5	Hotel Neptun, Warnemünde	70,91	328		5.698		@Hotel_NEPTUN	773			297		18.646	4	656	0,86			●	●				●	
6	Hotel Adlon Kempinski, Berlin	70,00		969	10.180	26.320	@HotelAdlon	954	@Kempinski	4.501	4.156		78.159	5	243	2,55		●	●	●	●			●	
7	Yachthafenresidenz Hohe Düne, Rostock-Warnemünde	67,27	188		4.775		@YHD_OstseeHotel	2.885			588		25.563	5	828	2,92	●		●	●		●	●	●	●
8	Radisson Blu Hotel Berlin	67,14			3.416				@RadissonBlu	347	3.778		41.961	4	285	1,63		●	●	●	●		●	●	
9	Hotel Bayerischer Hof, München	65,71			1.860						2.720		18.659	4	1.700	1,19	●			●			●		
9	The Ritz-Carlton Berlin	65,71		569	12.245	437.084			@RitzCarlton	44.798	4.004		22.449	N/A	139	0,66				●			●		
10	Andel's Hotel Berlin	64,44			3.545	9.631	@andels_berlin	800	@vi_hotels	839	2.197		5.202	4	76	0,29		●	●	●	●		●		
11	Grand Hyatt Berlin	62,86		138.149	924	269.000			@HyattPR	12.268	3.156		27.717	5	290	0,64		●	●	●			●	●	
12	Hotel Palace Berlin	61,82	50		1.377		@PalaceBerlin	2.458			14		3.785	4	685	0,03	●		●	●			●	●	
13	Park Inn Berlin-Alexanderplatz	61,11	62	112	13.820	29.779			@parkinn	2.881	3.099		15.210	5	518	0,54		●	●	●			●	●	
14	East Hotel & Restaurant, Hamburg	60,00	153		15.727		@eastHotelHH	286			2.589		8.433	4	701	0,23	●		●				●	●	●
14	Radisson Blu Frankfurt, Frankfurt am Main	60,00	10		2.027		@RadissonBLU_FRA	3.136	@RadissonBlu	347	2.368		41.961	4	141	1,63		●	●	●			●		
14	Ferienpark Weissenhäuser Strand	60,00			30.662		@Weissenhaus	191			338		13.611	4	409	0,39	●		●						
14	Marriott Frankfurt, Frankfurt am Main	60,00				1.200.000			@Marriott	63.687	3.373		42.740	4	87	4,62		●	●	●		●			
14	Steigenberger Airport Hotel Frankfurt, Frankfurt am Main	60,00		80		18			@SteigenbergerHQ	547	1.697		91.088	4	10	2,59		●	●			●	●		
15	Kempinski Hotel Airport München	58,89	76	969	1.003	26.320			@Kempinski	4.501	2.010	●	78.159	4	39	2,55		●	●				●	●	
15	Maritim Köln	58,89		52	1.462	2.416	@MaritimKoeln	60	@Maritim_Hotels	2.754	1.299		92.792	4	175	5,70		●	●	●			●	●	
16	Hotel Taschenbergpalais Kempinski Dresden	58,57		969	1.641	26.320			@Kempinski	4.501	395		78.159	3	58	2,55		●	●					●	
17	Maritim ProArte Berlin	57,14		52	391	2.416			@Maritim_Hotels	2.754	1.559		92.792	5	143	5,70		●	●	●			●	●	
17	Maritim Stuttgart	57,14		52	596	2.416			@Maritim_Hotels	2.754	819		92.792	4	89	5,70		●	●	●			●	●	
18	The Westin Grand München	56,67		776	2.192	56.792	@WESTIN_MUNICH	291	@Westin	5.336	5.487		1.986	4	345	0,07		●	●				●		
19	Hotel Traube Tonbach, Baiersbronn-Tonbach	56,36	457		15.832		@traubetonbach	94			112		8.676	4	775	0,34	●		●						
20	Steigenberger Hotel Berlin	56,00		80		18			@SteigenbergerHQ	547	1.519		91.088	4	10	2,59		●	●	●				●	
21	Hilton Frankfurt, Frankfurt am Main	55,71		153	628	1.000.000			@HiltonHotels	88.342	1.490		47.074	4	3.300	2,78		●		●			●		
21	Hotel Intercontinental Düsseldorf	55,71		384	4.485	65.314			@InterConHotels	46.945	1.737		12.904	5	242	0,18		●	●	●			●		
22	Radisson Blu Hotel Köln	55,56			908		@Radisson_Koeln	278	@RadissonBlu	347	1.829		41.961	4	156	1,63		●	●	●			●		
23	The Westin Grand Berlin	54,55	46	776	1.780	56.792	@WestinBerlin	145	@Westin	5.336	3.034		5.477	5	408	0,02		●	●	●			●		
24	Mandarin Oriental, München	54,44		4.463	20.004	11	@MO_MUNICH	467	@MO_HOTELS	42.312	892		2.865	5	540	0,04			●	●			●		
25	Center Parcs Bungalowpark Bispinger Heide, Bispingen	54,29			3.346	19.276			@centerparcs_de	2.143	522		176.473	3	86	7,22		●	●				●		●
25	Hotel Bareiss im Schwarzwald, Baiersbronn	54,29			12.476						121		2.344	4	551	0,05	●		●						
25	Sofitel München Bayerpost	54,29			2.568	251.401			@SofitelNews	2.100	3.326		890	5	44	0,00		●	●				●		●
26	Esplanade Grand Hotel Berlin	53,33	202		2.603						1.539		5.545	4	733	0,04	●		●	●	●		●	●	
26	Hilton Köln	53,33	87	153	1.069	1.000.000			@HiltonHotels	88.342	1.807		47.074	4	149	2,78		●		●					
26	Hotel Esperanto Kongress- und Kulturzentrum, Fulda	53,33			7.035		@HotelEsperanto	197			480		12.806	4	258	0,27	●		●	●			●	●	
27	Marriott Hotel Hamburg	52,86			372	1.200.000			@Marriott	63.687	1.077		42.740	4	91	4,62		●	●				●	●	
28	Marriott Hotel Berlin	52,00				1.200.000			@Marriott	63.687	2.221		42.740	4	86	4,62		●	●	●	●	●	●		
29	Hilton Düsseldorf	51,82	32	153	1.320	1.000.000	@HiltonDUS	668	@HiltonHotels	88.342	1.527		47.074	3	173	2,78		●		●					
29	Hotel Intercontinental Berlin	51,82	17	384	3.008	65.314	@InterCon_Berlin	118	@InterConHotels	46.945	3.870	●	12.904	4	470	0,18		●	●	●			●	●	
30	Maritim Bonn	51,43		52	956	2.416			@Maritim_Hotels	2.754	1.414		92.792	4	118	5,70		●	●	●			●	●	
30	Maritim Düsseldorf	51,43		52	1.443	2.416			@Maritim_Hotels	2.754	1.932		92.792	4	154	5,70		●	●	●			●	●	
30	Maritim Frankfurt, Frankfurt am Main	51,43		52	791	2.416			@Maritim_Hotels	2.754	2.369		92.792	5	249	5,70		●	●				●	●	
30	The Westin Grand Frankfurt, Frankfurt am Main	51,43		776	2.263	56.792			@Westin	5.336	2.086		798	4	252	0,05		●	●	●			●		
31	Hotel Intercontinental Frankfurt, Frankfurt am Main	51,11		384	1.998	65.314	@ICFrankfurt	1.154	@InterConHotels	46.945	2.118		12.904	4	330	0,18			●				●	●	
32	Marriott München	50,00	6		1.581	1.200.000			@Marriott	63.687	1.582		42.740	4	87	4,62			●				●	●	
33	Crowne Plaza Berlin	49,09	58	249	3.798	84.394	@CrownePlazaBer	123	@CrownePlaza	35.831	1.210		826	5	224	0,05			●	●			●	●	
33	Radisson Blu Hotel Hamburg	49,09	3		2.457		@radissonblu_hh	237	@RadissonBlu	347	1.108		41.961	4	230	1,63			●	●	●		●	●	
34	Hyatt Regency Köln	48,57		138.149	1.246	269.000			@HyattPR	12.268	1.489		10.704	4	157	0,52			●				●	●	
34	Park Hyatt Hamburg	48,57			288	269.000			@HyattPR	12.269	1.588		10.704	4	176	0,52			●	●			●	●	
34	The Charles Hotel München	48,57		16	1.091	2.015			@RF_Hotels	1.045	1.089		3.104	4	414	0,07			●	●			●	●	
35	Kempinski Hotel Gravenbruch Frankfurt, Neu-Isenburg	48,18	69	969	1.856	26.320	@Kempinski_FRA	285	@Kempinski	4.501	923		78.159	3	31	2,55			●			●	●		
36	Marriott Hotel Köln	48,00				1.200.000			@Marriott	63.687	1.556		42.740	4	79	4,62			●				●		
37	Maritim Berlin Stauffenbergstraße	47,78		52	1.070	2.416	@MaritimBerlin	59	@Maritim_Hotels	2.754	1.387		92.792	5	175	5,70			●	●			●	●	
38	Grand Elysee Hotel Hamburg	47,27	15		2.038		@GrandElysee	1.440			1.918		7.110	5	393	0,53	●		●	●					
39	Steigenberger Frankfurter Hof, Frankfurt am Main	47,14		80		18	@FrankfurterHof	89	@SteigenbergerHQ	547	1.176		91.088	4	11	2,59			●				●		

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Locationportale

			Google+		Facebook		Twitter				Foursquare	Pinterest	Kennzahlen zur Auffindbarkeit und Sichtbarkeit				Websitefaktoren								
Ranking	Hotel	Gesamt Punkte	Anzahl +1 G+	Anzahl +1 G+ Kette	Anzahl Fans FB	Anzahl Fans FB Kette	Twitter Name	Anzahl Follower Twitter	Twitter Name Kette	Anzahl Follower Twitter Kette	Anzahl Check-ins	Präsenz Pinterest (j/n)	Traffic Semrush	Page Rank	Backlinks: Referring Domains	Sichtbarkeitsindex	Newsletter	Newsletter Kette	Social Media Buttons	eventsofa	locationportale	location-suchen	locationguide24	tagungsplaner	tagungshotels
40	Fairmont Hotel Vier Jahreszeiten, Hamburg	46,67		997	2.849	85.012	@fairmonthvj	235	@FairmontHotels	56.039	877		3.968	N/A	16	0,26		●	●	●				●	●	
40	Hilton Frankfurt Airport, Frankfurt am Main	46,67	30	153	215	1.000.000			@HiltonHotels	88.342	2.230		47.074	3	3.300	2,78		●							●	
40	Radisson Blu Scandinavia Hotel, Düsseldorf	46,67			716		@Radisson_DUScan	202	@RadissonBlu	347	1.445		41.961	4	117	1,63		●	●	●			●	●		
40	Schloss Elmau Luxury Spa & Cultural Hideaway, Elmau	46,67	0		3.521						261		9.739	4	836	0,21	●		●						
41	Holiday Inn Frankfurt City-South, Conference Center, Frankfurt am Main	45,71		2.092		455.000	@_hotelfrankfurt	1.643	@HolidayInn	33.563	1.095		384	4	187	0,01	●	●	●				●		●
41	Hotel Hafen Hamburg	45,71			1.887						740		22.611	4	472	0,48			●					●	
41	Le Meridien Stuttgart	45,71		230	1.856	57.976			@spg	35.166	1.728		1.443	4	259	0,10		●	●	●				●	
42	Maritim Dresden	45,56		52	888	2.416	@maritim_dresden	29	@Maritim_Hotels	2.754	336		92.792	4	115	5,70		●	●					●	●
43	Hotel Nikko Düsseldorf	45,45	46		1.412		@hotel_nikko_dus	31			1.431	●	7.783	4	564	0,45	●		●	●			●	●	
44	Hilton Berlin	44,55	314	153	1.955	1.000.000	@HiltonOffiziel	34	@HiltonHotels	88.342	3.597		2.463	5	25	0,13		●	●				●	●	
45	Hotel Louis C. Jacob, Hamburg	44,44			2.757		@LouisCJacob	102			320		4.260	4	704	0,10	●		●	●	●		●	●	
46	Steigenberger Hotel Hamburg	44,29		80		18	@SteigenbergerHH	152	@SteigenbergerHQ	547	870		91.088	4	5	2,59		●	●				●		●
47	Center Parcs Bungalowpark Hochsauerland, Medebach	42,86			1.087	19.276			@centerparcs_de	2.143	683		176.473	3	73	7,22		●	●				●		●
47	Le Meridien München	42,86		230	1.444	57.976			@spg	35.166	2.703		709	4	252	0,02		●	●					●	●
47	The Ritz-Carlton Wolfsburg	42,86		569	1.442	437.084			@RitzCarlton	44.798	604		22.449	3	64	0,66				●				●	
48	Dorint Kongresshotel Mannheim	42,73	34	918	537	3.025	@DorintMannheim	126	@Dorint_Hotels	1.568	722		38.411	4	79	4,39		●	●	●			●	●	●
49	Empire Riverside Hotel Hamburg	42,22			5.767		@EmpireRiverside	24			1.845		14.973	4	575	0,56			●	●				●	
49	Hilton München Park	42,22	40	153	860	1.000.000			@HiltonHotels	88.342	2.583		47.074	4	161	2,78		●		●			●	●	
50	Hyatt Regency Mainz	42,00		138.149		269.000			@HyattPR	12.268	946		10.704	4	77	0,52		●	●						
51	Seehotel Überfahrt, Rottach-Egern	41,43			3.106	1.901			@AlthoffHotels	641	12		1.447	4	409	0,02		●	●	●				●	
52	Mövenpick Hotel Stuttgart Airport	41,11	19		1.075	30.774			@MovenpickHotel	1.585	1.148		30.213	5	32	1,94		●	●	●				●	●
53	Ostsee-Hotel, Ostseebad Damp, Damp	40,00	13		1.715		@OstseeResort	152			113		14.127	4	338	0,94	●		●					●	
53	Hilton München City	40,00	61	153	860	1.000.000			@HiltonHotels	88.342	2.205		47.074	4	160	2,78		●							●
53	Maritim Airport Hotel Hannover	40,00		52	316	2.416			@Maritim_Hotels	2.754	525		92.792	4	82	5,70		●	●	●			●	●	●
53	Sport- und Kurhotel Sonnenalp, Ofterschwang	40,00			1.390						96		1.111	3	384	0,06	●		●					●	
54	Hilton Dresden	39,09	41	153	899	1.000.000	@hiltondresden	224	@HiltonHotels	88.342	695		47.074	4	250	2,78		●							●	
54	Holiday Inn München, City Center	39,09	7	2.092	684	455.000	@HiMunichCity	300	@HolidayInn	33.563	2.545		1.136	3	65	0,03		●	●				●	●	●
55	Sheraton München Arabellapark Hotel	38,89		762	1.246	225.569	@Sheraton_Munich	246	@Sheraton_Hotels	1.596	2.572		2.010	4	159	0,05		●	●				●	●	
55	The Westin Bellevue Dresden	38,89	19	776	797	56.792			@Westin	5.336	436		1.583	4	95	0,03		●	●				●	●	
55	The Westin Leipzig	38,89	41	776	1.067	56.792			@Westin	5.336	1.177		4.823	4	167	0,09		●	●					●	
56	Hotel Pullman Berlin Schweizerhof	38,57			403						1.183		8.935	N/A	3.700	0,39	●	●		●			●	●	●
57	Grand Spa Resort Arosa Sylt, Sylt / List	38,00				1.657					428		35.742	4	150	1,04		●	●					●	
58	Hilton Mainz	37,78	71	153	145	1.000.000			@HiltonHotels	88.342	840		47.074	4	115	2,78		●		●				●	
59	Hyatt Regency Düsseldorf	37,14		138.149	418	269.000			@HyattPR	12.268	1.510		10.704	3	67	0,52		●	●					●	
60	Swissotel Berlin	34,44		245	1.256	22.677	@SwissotelBerlin	451	@swissotel	4.628	1.260		4.198	5	53	0,10		●	●	●				●	
61	Hotel Nassauer Hof, Wiesbaden	34,29			1.140						432		1.874	4	438	0,03	●		●					●	●
62	Melia, Berlin	32,86		423	209	229.000			@MeliaHotels	975	1.244		20.725	4	9	0,80		●	●	●			●	●	●
63	IFA Rügen Hotel & Ferienpark, Binz auf Rügen	30,00		8		6.703			@Lopesan	1.146	148		4.609	2	73	0,37		●						●	
64	Hotel Europäischer Hof, Hamburg	28,89			666		@Hamburg_Insider	93			368		622	5	240	0,15				●				●	
65	Dormero Hotel Stuttgart	22,86			108	1.395					766		2.890	4	148	0,06			●	●				●	●