

# Most Popular Hotel chains in North America according to Facebook

## You stayed the night, but can you still be friends?

We can't make promises about your personal life, but the latest hotel where you rested your head is most likely willing to keep it platonic -- this is one Facebook relationship that won't leave you jealously scouring photo albums and pining for a phone call.

What are the benefits to making your devotion to a particular hotel chain official and publicly declaring that you "Like" it? Depending on the inns and resorts of your choosing, you'll often be among the first to know about lucrative sales and tempting deals at appealing travel destinations.

So which hotel chains are worthy of clicking the infamous "Like" button? Perhaps the proof is in the pudding -- or in this case, the number of fans.

A 2011 study done at the University of Massachusetts (<http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1675&context=refereed>) analyzed popular hotel chains' activity and engagement with consumers via social media. According to the study, four chains have managed to accrue the most followers and create a substantial Facebook fan-base:

1. Embassy Suites - 129,345 fans
2. Best Western - 127,128 fans
3. Hilton Hotels & Resorts - 124,151 fans
4. Sheraton Hotels & Resorts - 104,688 fans

But anyone who spent any time in high school knows that popularity doesn't necessarily equate with substance. The study pointed out that successful use of social media doesn't lie solely in the number of fans, but rather in how well these fans are actively engaging with the Pages of their choosing. So who's to say you're getting the hotel that's truly genuine and not the ditzy cheerleader? You're the travelers who know the locker-room secrets, if you will -- so you tell us.

Image 1:



Source: <http://www.simplyzesty.com/facebook/facebook-upgrade-like-button-helps-publishers-and->

[changes-the-newsfeed/](#)

Caption: "Liking your favorite hotel chain on Facebook is one relationship status you're less likely to regret in the morning."

Image  
2:



Source: <http://www.travelwizard.com/caribbean/puerto-rico/puerto-rico-luxury-hotels-resorts/el-dorado-del-mar-beach-golf-resort/>

Caption: Hotels and resorts like Embassy Suites boast a massive Facebook following, but do closer inspections reveal consumer reviews to back up these popular statuses?