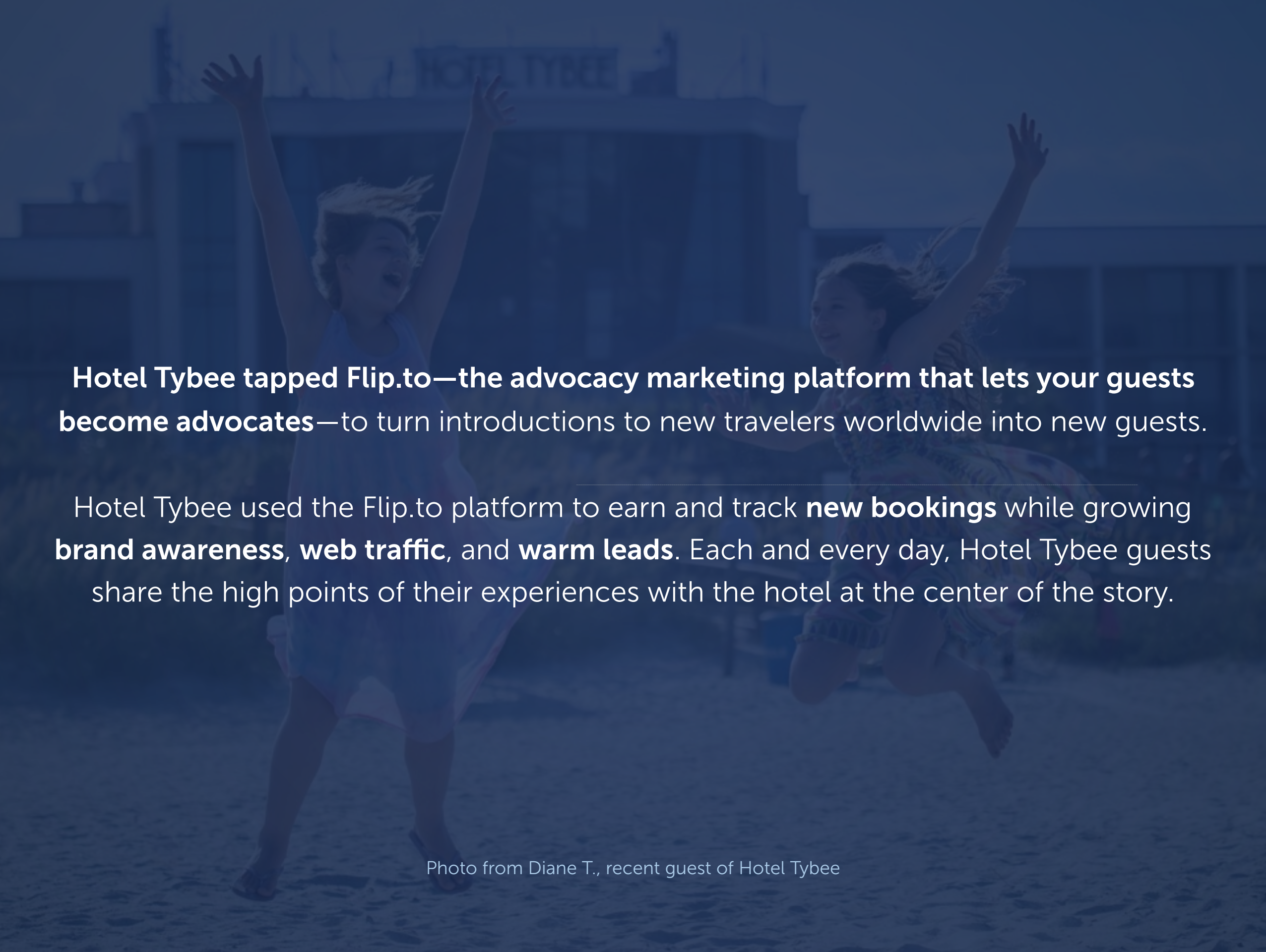


HOTEL TYBEE

Flip.to, the advocacy platform for
Hotel Tybee

ADRIAN AWARDS 2017



A photograph of two women jumping joyfully on a sandy beach. The woman on the left is wearing a light blue dress and has her arms raised high. The woman on the right is wearing a patterned dress and is also jumping with her arms raised. In the background, a building with the sign "HOTEL TYBEE" is visible. The entire image is overlaid with a semi-transparent blue filter.

Hotel Tybee tapped Flip.to—the advocacy marketing platform that lets your guests become advocates—to turn introductions to new travelers worldwide into new guests.

Hotel Tybee used the Flip.to platform to earn and track **new bookings** while growing **brand awareness, web traffic**, and **warm leads**. Each and every day, Hotel Tybee guests share the high points of their experiences with the hotel at the center of the story.

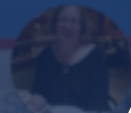
Photo from Diane T., recent guest of Hotel Tybee

DEC 1, 2016–JUN 30, 2017

AS A RESULT OF HOTEL TYBEE'S
“TYBEE ISLAND ADVENTURES” ADVOCACY CAMPAIGN

898

travelers became advocates—sharing the
high points their stay to their friends & family
with Hotel Tybee at the center.



Kim W.
“Our family has been enjoying Tybee for 20 years! It feels like home...”



Kim W.
“My hubby and I stayed a week at Hotel Tybee last year. We absolutely loved it! Even when the tropical storm came”



JEFF C.

“My wife and I got married on the beach in front of Hotel Tybee. It was a amazing day we couldn't of planne our wedding from Illinois without Hotel Tybee.”



BRANDI B.

“My husband had surprised me with a weekend getaway to Hotel Tybee for our anniversary. I snapped this on the dolphin cruise we went on. I would come back and bring my 1 1/2 y...”



DANNY W.

“The room was so nice, and the staff was walking distance to everything on south side of Tybee island.”



KIMBERLY B.

“I had a great time. Ocean view is the best. The only way to go. Garrett was the best Thank you Garrett”



REBECCA M.

“A beautiful picture after laying out on tybee with my best friend”



AMANDA B.

“Moss Tree”

THE IMPACT WAS MASSIVE...

1,800,523

friends & family reached—each with a personal introduction to Hotel Tybee

188,344

unique site visitors to a person experience on Hotel Tybee's site

15,605

warm leads, one-degree away who showed interest in a future stay at Hotel Tybee

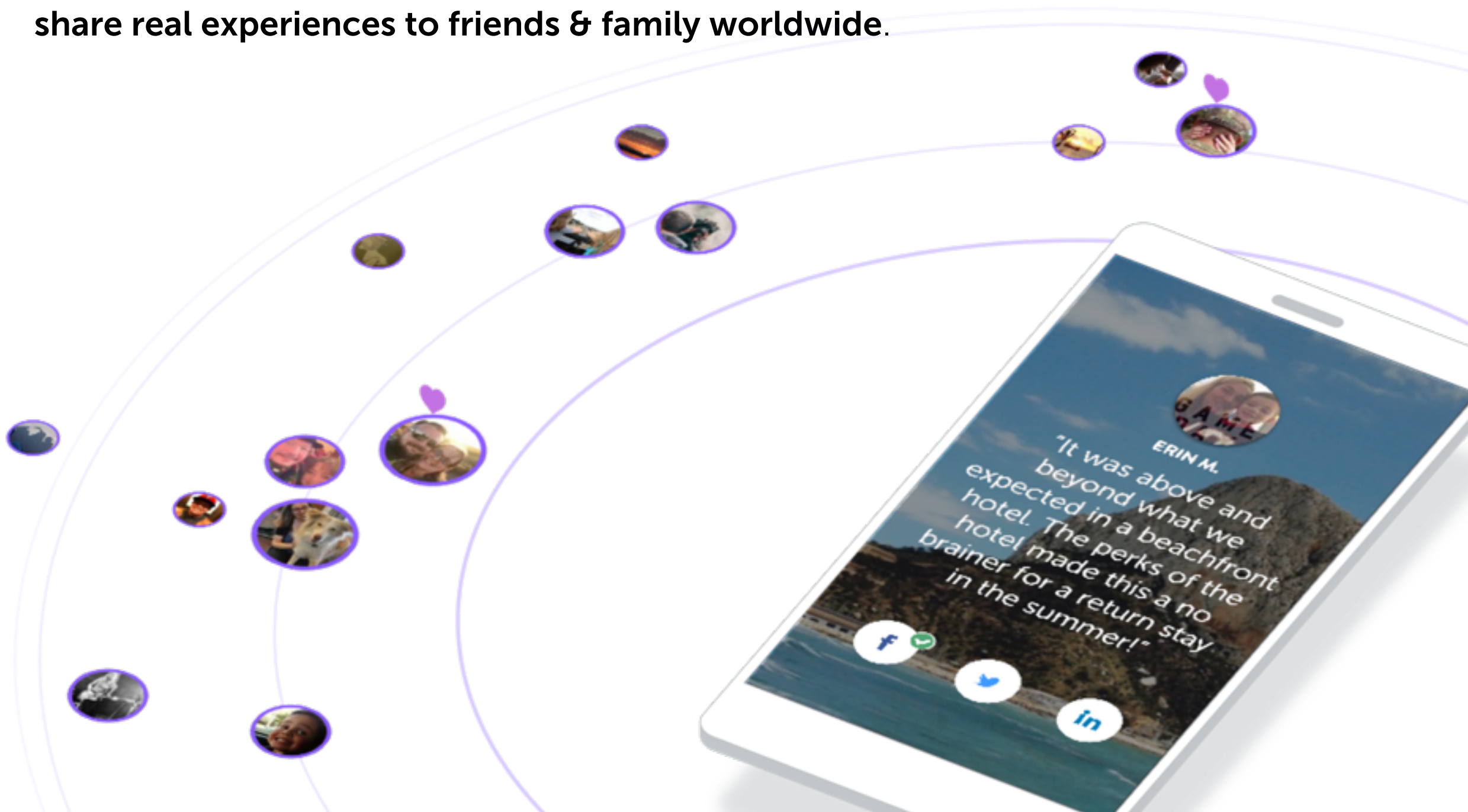
123

booked room nights thanks to Hotel Tybee's advocacy campaign

THE BENEFIT OF ADVOCACY

Hotel Tybee are reaching the people who matter most...

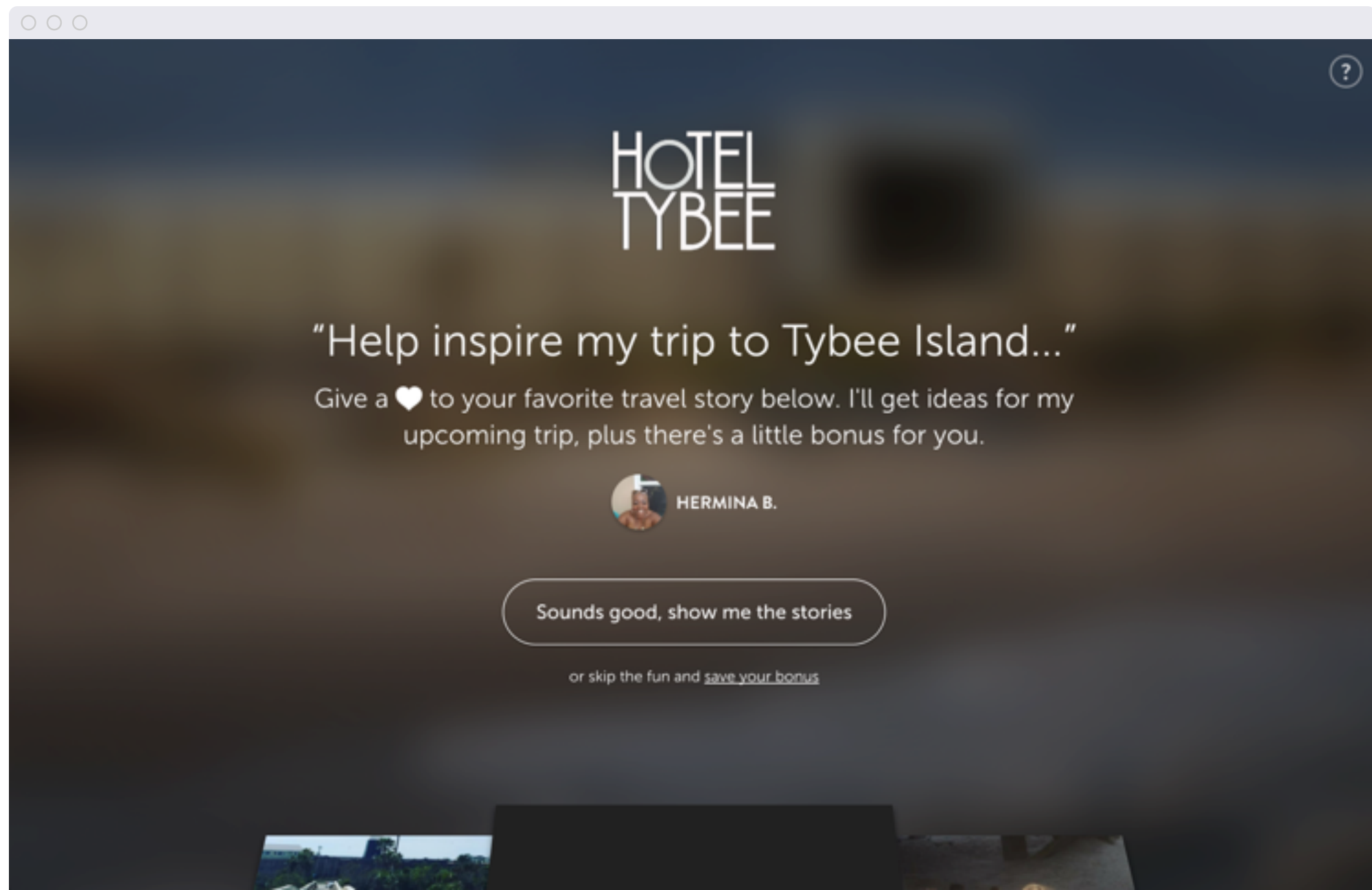
Hotel Tybee are getting introduced to travelers worldwide, perfect for their brand, thanks to their guests. Flip.to lets their travelers **share real experiences to friends & family worldwide.**



THE BENEFIT OF ADVOCACY

...inspiring travelers long before “book now”...

Hotel Tybee is competing at an entirely new level by warmly introducing their hotel to a global audience at the inspiration phase of the traveler journey.



HOTEL
TYBEE

EARN A BONUS

Show some love and discover a special incentive we have just for you!
Just give a ♥ to your favorite photos below!

STORIES FROM RECENT GUESTS



CHRISTINA G.

"We just learned about North Beach this trip! What a gem! Each time we visit, it's a learning experience. So grateful we can relax and learn in such a beautiful serene environment."



KRISTIN T.

"I've been getting a little more adventurous and taking my 3 kids on small trips during the week by myself while waiting for my husband to come home on the



PENNY L.

"Breakfast club"



BYRON T.

"Our first night there and we were treated to this near full moon! Absolutely beautiful sitting on the water."



NIKOLE M.

"Our sweet Emmy loved the beach as much as we did. She kept trying to eat it! It was her first time and her curiosity was definitely piqued. She loved digging her hands in the sand



CLARENCE E.

"You will know your ship has come in when you visit Tybee."



THE BENEFIT OF ADVOCACY

...and is converting
personal introductions
into future guests.

Hotel Tybee is inspiring more
direct business.

Their guests are reliving their
favorite moments, driving loved
ones back to **engaging
experiences on their site**,
converting introductions into
warm leads.

THE BENEFIT OF ADVOCACY

Hotel Tybee captured new audiences worldwide,
inspired more travelers to book direct...

The screenshot shows the Hotel Tybee website with a contest announcement. The background is a blurred image of two children playing on a beach. The text on the page reads:

HOTEL TYBEE

TYBEE ISLAND ADVENTURES

Show us a favorite moment from your trip to Hotel Tybee for a chance to win 2-night stay in an ocean view room at Hotel Tybee and more.

[Join the contest →](#)

Below the contest announcement, there are seven user testimonials, each with a profile picture and a photo of a trip:

- MARY G.** "The lighthouse on Tybee is a must see. You can climb to the top for a breathtaking view!"
- MALLORY T.** "Enjoying our honeymoon on Tybee!"
- ASHLEY K.** "My husband and I easily made a last minute reservation, check-in was simple and before we knew it we were..."
- HOLLY D.** "Loved staying at Hotel Tybee! The kids had a blast at the beach!"
- KACIE M.** "Our kids were so excited to be at Tybee! They were 'jumping for joy'!"
- NINA B.** "I love that you can experience the entire island on a bike ride! One of our favorite..."
- ERIN P.** "Don't miss seeing the lighthouse. I've been to the top twice. The view is as breath taking as you imagined!"
- HEATHER S.**

THE BENEFIT OF ADVOCACY

...and went from telling a richer story
to a more profitable hotel.

The screenshot displays the Hotel Tybee website with a dark blue header. The navigation menu includes links for Event Calendar, Reviews, Packages, LGBT, Home, History, Location, Rooms, Amenities, Web Cam, E-Map, Manager's Special, Photo Gallery, Dining, Weddings & Groups, Things To Do, and Contact. The main heading reads "STORIES FROM OUR RECENT GUESTS" with a subtext: "Show some love for your favorite moment and discover a special bonus for your trip." Below this, eight guest testimonials are presented in a grid, each featuring a background image, a circular profile picture, and a text box with the guest's name and review. The testimonials are from Yvonne B., Ashley K., Candice B., Mary B., Donna P., Heather L., Suzanne S., and Mary G. In the bottom right corner, there are buttons for "BOOK NOW" and "LIVE WEB CAM", and a small upward arrow icon in the footer.

Event Calendar • Reviews • Packages • LGBT

Home | History | Location | Rooms | Amenities

HOTEL TYBEE

Web Cam • E-Map • Manager's Special • Photo Gallery

Dining | Weddings & Groups | Things To Do | Contact

STORIES FROM OUR RECENT GUESTS

Show some love for your favorite moment and discover a special bonus for your trip.

YVONNE B.

ASHLEY K.
My husband and I easily made a last minute reservation, check-in was simple and before we knew

CANDICE B.
I like the convenient parking and easy access to the beach from Hotel Tybee!

MARY B.
The Staff of Hotel Tybee was very helpful, considerate, and kind. We will be visting them

DONNA P.
Loved the time there. Can't wait to go back. Tybee is the best !!

HEATHER L.

SUZANNE S.

MARY G.

GRETCHEN K.

[BOOK NOW](#)

[LIVE WEB CAM](#)